

COALITION COMMUNICATION: Philanthropy



COVID-19 MESSAGING



Governor Mike DeWine @GovMikeDeWine · 18h
Whether at home or at work, Ohio's employers and employees can take steps to help prevent the spread of #COVID19. Tips bit.ly/2JDt3Kk

#InThisTogetherOhio
#MasksOnOhio
#ResponsibleRestartOhio

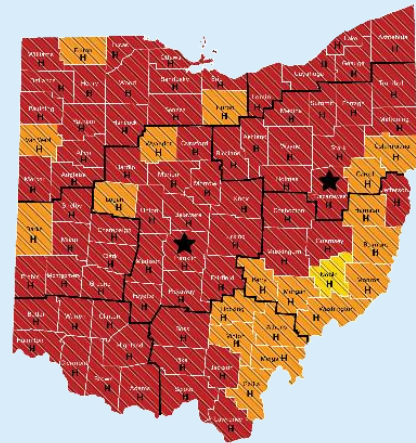


Governor Mike DeWine @GovMikeDeWine · 17h
Today's data is alarming: Another 6,508 positive #COVID19 cases have been reported in the last 24 hours. Another 386 people have been hospitalized. 23 more people have died. Everyone must take this pandemic seriously. It's up to all of us to stop this spread. #InThisTogetherOhio

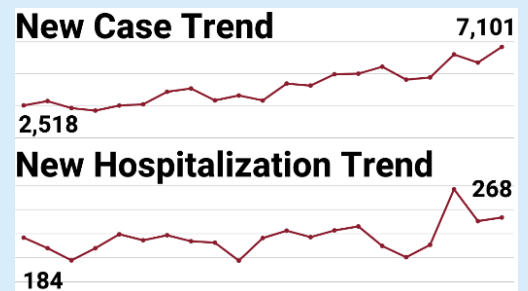
KEY STATS

Data as of 11/12/2020

Public Advisory System



21-Day Trends



INDUSTRY INFORMATION

Updated Ohio Department of Health [mask order](#) for retail locations and [mass gathering order](#).

- The [July 23 ODH order](#) for facial coverings throughout the state of Ohio is still in effect as well.

[Tips for Nonprofits during Coronavirus - National Council of Nonprofits](#)

[COVID-19 Coverage: Fundraising During the Pandemic- The Chronicle of Philanthropy](#)

[New Charitable Ohio website offers resources for charitable leaders](#)

[The Ohio Nonprofit COVID-19 Survey Report](#)



SUGGESTED SOCIAL MEDIA POSTS

It only takes one person to cause a domino effect of #COVID19 cases here in [community]. Protect yourself and your community by taking critical safety measures, like wearing a mask. Don't let up!

[#InThisTogetherOhio](#)

(Link to Domino video listed in resources)

We're all [#InThisTogetherOhio](#). As we work to support our community, please do your part to protect others. Wear a mask, practice social distancing, wash your hands, and get tested if you have been exposed. bit.ly/GetTestedOhio

With the holidays upon us, it is essential to practice safety protocols while helping those in need. If you are volunteering, wear a mask, wash your hands and maintain a 6 ft. distance from others. We can be safe and still make a difference. [#MasksOnOhio](#) [#StaySafeOhio](#)

TALKING POINTS FOR YOU

- Ohio is currently experiencing a more intense surge in COVID-19 cases, hospitalizations, and ICU admissions across the entire state.
- We know that much of the recent spike is through social gatherings. We urge everyone to remember that while you may think your bubble is just your closest friends, it's much bigger. It's their friends, it's where you eat or shop, and where your friends eat and shop. Community spread is real, and it is dangerous.
- As an Ohio philanthropic organization, we're implementing safety protocols for our volunteers, donors, and the people we serve every day. We require a mask at our offices, at in-person meetings, and ask everyone to maintain social distancing.
- As a community-based organization, we are a vital link between our communities and local health departments and can provide important information on how to stay safe and healthy during COVID-19. We encourage our members, donors, and volunteers to follow [healthy hygiene](#) practices, [stay at home when sick](#), practice [physical distancing](#), and use a [cloth face-covering](#) in community settings.

RESOURCES

[Holiday Guidance](#) NEW

[Responsible Protocols Fact Sheet](#)

[Workplace Posters, Signs and Checklists](#)

[Your actual bubble graphic](#) NEW

[What to do if there is an infection in the workplace](#)

VIDEOS

[Dominos](#)

[Coaches Meyer and Tressel](#)

[Why I Wear a Mask](#)



HASHTAGS

[#InThisTogetherOhio](#)

[#ResponsibleRestartOhio](#)

[#MasksOnOhio](#)

[#StaySafeOhio](#)

WAYS COMMUNITY LEADERS CAN HELP

- Post on social media to describe how you are working to keep your employees, volunteers, donors, and members safe (and what they can do to help you maintain a safe environment) using the suggested hashtags.
- Submit Letters to the Editor to local news outlets that support the "COVID-19 Key Messages" (at right).
- Participate in local media/radio interviews to support "COVID-19 Key Messages" and help showcase how you and your organization are supporting Ohio's Responsible restart.
- Film PSA's from business/sector/philanthropy leadership using the messaging outlined in this document. Send those to members and post them on websites/social media.
- Develop a Covid-19 Resource page for your website and share that page on social media using the suggested hashtags.
- Utilize local speaking opportunities and virtual meetings to reiterate the messaging in this document.
- Send out regular communications to your network and ask members to post personal messages on social media. This could include a regular newsletter or message to your entire company/organization.
- Leverage relationships with "local celebrities" and ask them to promote your efforts as well.

KEY MESSAGES

We can control the spread of covid-19 through what we do every single day.

WEAR A MASK



WASH HANDS OFTEN



SOCIAL DISTANCE



It is still recommended that you stay at home as much as possible. Work from home if you can.

HELP US HELP YOU!

We want to help you communicate with your donors, employees, and others in your circle of influence. If we can help you assemble materials or have suggestions for the Ohio philanthropy team, please contact **Fern Miele** at (614) 842-3660 or by emailing Fern.Miele@ood.ohio.gov.