Coronavirus:
What am I supposed to do about my fundraising event?

How are nonprofits messaging about coronavirus and their events?

Here are some examples of different approaches from local nonprofits:

Example of notice about how one nonprofit will be shifting how they deliver services and rescheduling their fundraising event: Communities Rise, https://mailchi.mp/1869eb0109a2/covid-19-update?e=a1113e5358

New policies, including adjusted cancellation policy: Whidbey Institute https://mailchi.mp/whidbeyinstitute/covid-19-a-generative-response?e=bf4b368ee6

Postponement example: Best Starts for Kids (subbing Facebook Live event) https://beststartsblog.com/2020/03/04/best-starts-for-kids-summit-announcement/

Example of any organization that cancelled their event and pivoted to an online appeal: King County Sexual Assault Resource Center: https://www.kcsarc.org/BE-LOUD-2020

Video message about a conference going forward: NTEN https://vimeo.com/394533406
March 5, 2020

Dear Westside Community,

We are moving our Sunday service to a virtual environment this week. Thank you for the input many of you have offered to the board and to Rev. Deanna and our WSUU religious professional staff. This plan is our best wisdom at this time, given public health recommendations for King County, guidance from the Pacific Western UUA Region, and our care for the well-being of all in our beloved community. We invite you to join us from your homes instead of coming to the church this Sunday.

We are going to practice religious community in an online format! No doubt, we will have the opportunity to grow our capacity and skill in using online tools to capture good sound quality and offer many aspects of our liturgy over the internet. So we invite you to make a little space and grace as we learn together, doing the best we can with the tools we have at this moment.

Many of you have used an online communication program for meetings already, called Zoom. We have decided to try this program for Sunday, and we will send you all the details about how to join us on Zoom, in an email message tomorrow. Rev. Deanna, our Music Director Scott Farrell, our pianist and our drummer John Hanson and Larry Jones, and some board members are planning to meet at the church Sunday morning to offer a shortened and customized service through Zoom. If guests or others in our community are not aware that we moved our service online, we will be there to greet them.

We will also record this service and we’ll share the link, so there is the added benefit that you will be able to access the service at a later time if that’s more convenient for you.

With the Zoom application, we will not be sharing anyone’s screen and all participants will be automatically muted. So in some ways, this experience will be similar to sitting in the pews and in some ways, a bit different. Through the coming week(s), we will be inviting you to move to Zoom for many of our planned meetings and activities, and you will be able to communicate with each other in smaller groups formats.

WESTSIDE WEEK DELAY:

Our Westside Week was written with the assumption that our service and many other activities would be happening in the church in person. We will be rewriting this Friday morning to support all of us in taking advantage of
opportunities to connect while maintaining a physical distance for our health and safety, including the link for our worship service. Please look for the Westside Week to arrive in your inbox later in the day than usual tomorrow.

Finally, the board, Rev. Deanna Vandiver and Shannon Day (our administrator) met this evening to plan for how we can best care for and support one another through this emerging experience with COVID-19. We have some good ideas that we will be sharing in the next several days. In the meantime, if anyone is in need of connection, or any kind of support, we eagerly invite you to be in touch! If you don't already have close contacts to reach out to in the community, please contact any of us on the board or on our Westside staff! You can always send an email to board@wsuu.org, and seven people will be reading it and ready to respond to you. For easy reference, here is other contact information:

Rev. Deanna Vandiver - minister@wsuu.org  
Shannon Day, Administrator - office@wsuu.org  
Cynthia Westby, Director of Religious Exploration - Cynthia.drewsuu@comcast.net  
Scott Farrell, Music Director - music@wsuu.org

With love and care, and wishes for your good health,

Jade Lowry and Rev. Deanna Vandiver

Cancellation example:

At the recommendation of our partner the Bill & Melinda Gates Foundation, the National Museum of American History’s Power of Giving symposium scheduled for March 18, 2020, has been postponed. The foundation made this recommendation out of an abundance of caution for public health as they monitor the global spread of COVID-19.
We deeply regret and apologize for any inconvenience this postponement may cause you, and we will be in touch to let you know when this remarkable program is rescheduled. We are grateful to all of our supporters, partners, and scheduled speakers who so generously have given of their time and talent.
Moving forward as of now example:

As all of you are likely aware, we are in the midst of an expanding global COVID-19 (coronavirus) outbreak. We here at GEO extend our sympathies to all who have been impacted by the outbreak to date — either directly or indirectly.

The health and safety of the GEO community is incredibly important to us. We are continuing to monitor updates from the World Health Organization, the Centers for Disease Control and Prevention and other relevant local and federal agencies regarding the situation. As of today, Thursday, March 5, 2020, we are planning to hold our **National Conference** in Boston from April 27 – 29, and will continue to evaluate the situation based on current information as we receive it.

We are committed to providing our participants with the information, connections and experiences they need to foster smarter grantmaking practices that positively impact our partners and communities. The National Conference is the perfect opportunity for grantmakers of all backgrounds to come together, explore the most relevant topics in the field and explore solutions with like-minded peers.

Contribute your voice to the conversation and walk away with the tools to enhance your path to more effective grantmaking. **Registration remains open, and we hope to see you in Boston**.
Sample postponement with refund policy:

POSTPONEMENT ANNOUNCEMENT
Hello everyone,

Seattle Moisture Festival Variety Arts Celebration is Postponed

We love our community and everyone who supports this festival! For the safety of the performers, volunteers, musicians, technicians and our wonderful audiences we have no choice but to POSTPONE the 2020 Seattle Moisture Festival. We will need your support more than ever - we will return!

Heartbroken but undaunted-laughter will rise again!

moisture festival central
On Thursday night, the Board of Directors and the 2020 festival producers met to discuss the ever increasing threat from the COVID-19 virus in Seattle and surrounding areas. We decided that the responsible choice is to postpone this year’s festival.

The Moisture Festival has built a solid reputation for making carefully considered decisions. It is too important to the festival’s future to make the wrong decision when the health of performers, staff, tech crew, volunteers and audience may be put at risk.

We began looking at the writing on the wall three weeks ago when the severity of the reported cases began to ramp up. It became clear that Washington State is at the epicenter of an expanding outbreak. We are all optimists, but unfortunately, on the eve of the festival, trending for this virus locally keeps looking worse rather than better.

The community of people who make this festival happen and the very of future of the festival are our priorities. We all want it to continue and become stronger with time. However, we have determined the risk is too high to continue with the regularly scheduled shows between March 12 and April 5, 2020. This was not an easy decision by any means.

As heartbreaking as it is, we strongly believe that this is the right decision for the future of the festival, as well as the safety of all concerned.

This decision presents many, many challenges and we appreciate your support. More information will be forthcoming.

Sincerely,

Seattle Moisture Festival Board of Directors
Email cancellation example:

Dear [Name],

I’m writing with an important update about Earth Ministry’s upcoming events, in light of coronavirus (COVID-19) in the Seattle area.

Yesterday, King County Public Health asked for those who “can feasibly avoid bringing large groups of people together, consider postponing events and gatherings.” Given this recommendation, we feel that it is prudent to cancel Earth Ministry’s trivia contest on March 14 out of consideration for the health of our community. Other events will be postponed or canceled on a case-by-case basis as the situation evolves.

Rest assured that we made this decision in consultation with public health officials, elected leaders, and our faith partners to best understand current risks and respond appropriately. Our top priority is to ensure the wellbeing of our community, and ensuring that the virus isn’t transmitted further is crucial to protecting the most vulnerable among us.

The trivia contest was Earth Ministry’s spring fundraiser, and not hosting it will have an impact on our ability to continue our good work for people and the planet.

Our goal was to raise $20,000 from the event — we hope that you will show your support of Earth Ministry by making a contribution to help us reach our fundraising goal. Thank you for continuing to empower our work.

In the meantime, we encourage you to care for yourself and others during this uncertain time. It’s important to remember that we are a community of faith, and that care and concern for our neighbors is one of our core values. We can all do our part by remaining calm and stopping the spread of fear and misinformation. If you are healthy, considering offering to help those who are homebound by delivering groceries, supplies, or medications to their doorstep. We must also strongly reject anti-Asian discrimination. The risk of coronavirus is not at all connected with race, ethnicity, or nationality. Stigma will not help to fight the illness, and we encourage all of our members to call out this racist narrative whenever you encounter it.

Now more than ever we need to ensure that the social fabric that connects us remains whole. Relationships with each other form the heart of the Earth Ministry community, and I’m grateful that you are part of it. If you have any questions or concerns about Earth Ministry’s response to COVID-19, please feel free to reach out to me. I look forward to seeing you at another Earth Ministry event in the future.

Yours,
LeeAnne
I love this so much... **Upaya Social Ventures** is not letting #COVID19 shut down its gala. The team has gone totally virtual and is getting close to achieving their fundraising goal to help empower entrepreneurs that create jobs for the ultra-poor (resulting in less waste and carbon emissions in the process!) BIG kudos to **Kate Cochran, Sachi Shenoy**, and the entire Upaya team for this MASSIVE effort.

2020 Upaya Gala Auction — Upaya Social Ventures
upayasv.org
Due to the developing coronavirus situation and our concern for the well-being of the entire Y-WE community, we made the difficult decision to cancel our March 7th Ignite gala. While we will miss the opportunity to celebrate Y-WE’s 10th anniversary in person, canceling Ignite means that we now have an opportunity to open this fundraising campaign up to everyone in our beautiful community! Our Ignite Fundraising Goal is to raise $300,000. We have raised $100,000 in advance via ticket sales and sponsorships, and we now need your help to raise the rest of these funds online. Check out our online auction or Raise the paddle to help us reach our goal. Together we will create pathways for our young women leaders, grow a culture of belonging, stand up for racial and gender justice, and raise the necessary funds to sustain our incredible programs. https://youngwomenempowered.org/ignite-2020-online-auction/
#YWEIGNITE
Like many of you, we are closely following the news around COVID-19 worldwide, and the outbreak of the virus throughout the Seattle area and Washington this month. With all the information now available, and in response to the updated guidelines from King County Public Health, we are saddened to share that we will be cancelling our March 28th Planned Parenthood Votes Northwest and Hawaii Pink Party.

The Pink Party was to be a fun, festive event, and an important fundraiser for us, but staying safe and taking care of our communities is most important. Whether it’s providing abortion or protecting against a novel virus, the health and safety of our community always comes first. No matter what.

Your support is more critical than ever now. The Pink Party is responsible for raising nearly 50 percent of the annual budget for Planned Parenthood Votes Northwest and Hawaii. In the face of unconscionable attacks on sexual and reproductive health from this federal administration, we are partnering across our six states and fighting back for vital health services that will always include high-quality, accessible abortion care. We make this promise to you today and every day. Please help us reach our goal of raising nearly $500,000 by making a donation now.

WE NEED YOU MORE THAN EVER

The Pink Party is Planned Parenthood Votes’ largest fundraiser of the year, accounting for almost 50 percent of our annual budget. These funds help ensure that the advocacy team can continue to fight against inaccurate sex education, transphobic legislation, abortion bans, family planning cuts, and more – especially in this critical year.

This week, the U.S. Supreme Court heard oral arguments in the June Medical Services case, challenging a Louisiana abortion restriction. This case could render Roe v. Wade meaningless and will gut our rights in a few short months.

Your gift to PPVNH can DOUBLE its impact thanks to a generous group of supporters who have agreed to MATCH ALL DONATIONS to Planned Parenthood Votes until March 28, 2020 – the date we would have come...