



NATIONAL CASA/GAL ASSOCIATION SUBURBAN AFFINITY GROUP CALL

Thursday, May 28, 2020

*This call is being recorded.



Welcome

Blondean Jones
Network Engagement Officer
National CASA/GAL Association for Children





Agenda

Welcome

Resources | Support Asked for by You

Re-Opening Considerations

PPE, Cleaning Products and Other Supplies

Virtual Fundraising Ideas

New Training Opportunities

Virtual Conference Update

Questions & Wrap Up

Blondean Jones

Blondean Jones

Russ Jacobs

Russ Jacobs

Sally Erny

Christine Baines

Christine Baines

Blondean Jones

Helpful Tips

Reminder

- This call is being recorded

Q&A Box Use

- If you have a question that a National CASA/GAL staff member can assist you with or you need program specific support

Chat Box Use

- If you have a thought, an idea, a suggestion for the whole group



Suburban Leadership Council Co-Chairs

Kim Davis

Leigh Anne McKelvey

National CASA/GAL Resources | Support

Blondean Jones
Network Engagement Officer
National CASA/GAL Association for Children



Resources | Support You Asked For...

- Considerations for Re-Opening
- Considerations for Volunteers Visiting Children and Making Court Appearances
- CASA/GAL Program Liability if a Volunteer Contracts COVID-19 from a Child, Foster Parent, Court Employee or Other Involved Party
- CASA/GAL Program responsibility for providing PPE to Volunteers
- Personal Protective Equipment (PPE), Cleaning Products, Thermometers
- Virtual Fundraising Ideas

Re-Opening Considerations

Russ Jacobs
General Counsel, Chief Legal Affairs Officer
National CASA/GAL Association for Children



Re-Opening Considerations

Developing guidance to support state organizations and local programs as they are working toward re-opening

Following the guidance of state and local authorities and state CASA/GAL organization

Areas addressed in May 18 webinar:

Policies and communications

Office re-opening

Controlling infection and liability

Office set-up

Child visitations and court appearances

Case assignment

Volunteer attrition, retention and recruitment

Record management

Self-care

Helpful resources

Re-Opening Considerations

Helpful Resources:

- National CASA/GAL Member Portal - <https://member.nationalcasagal.org/covid-19-emergency-planning-resources/>
- National Governors' Association – www.nga.org
- National Center for State Courts – www.ncsc.org
- Fast Company - <https://www.fastcompany.com/>
- Children's Bureau - <https://www.acf.hhs.gov/cb>
- Centers for Disease Control and Prevention – www.cdc.gov
- State and local public health, court, and child welfare sites

Re-opening Considerations

What other items should we consider and advise programs on regarding re-opening?

A Conversation About Re-opening

Link to Webinar:

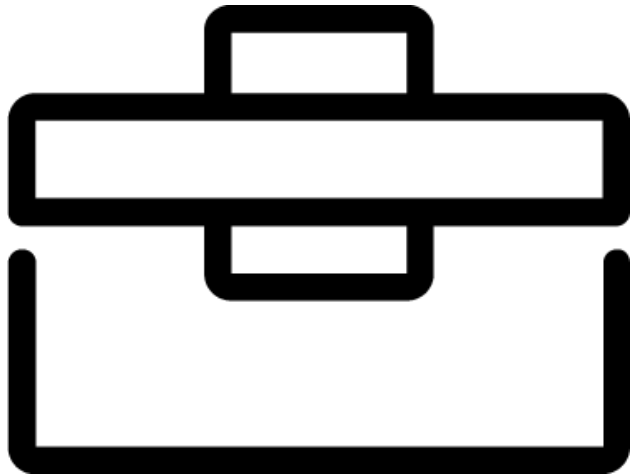
<https://nationalcasagal.zoom.us/rec/play/68Audb39r203H9XH5gSDVqV9W43vLP6s2yhPqfMLzRyyByYEM1uuNLQbN-OzKt5c3YZ2qFucGIUVFIHK?autoplay=true&startTime=1589820726000>

Personal Protective Equipment, Cleaning Products and Other Supplies

Russ Jacobs
General Counsel, Chief Legal Affairs Officer
National CASA/GAL Association for Children



Supplies



- Cleaning supplies
- Masks
- Testing and screening (thermometers)
- PPE
- Materials to reconfigure office

Virtual Fundraising Ideas

Sally Erny
Deputy Chief Operating Officer
National CASA/GAL Association for Children



Asking for Gifts

Should I be asking for money right now? **YES**

- The work we do is vitally important to help our nation's most vulnerable children and youth through unprecedented times
- Philanthropy brings joy to donors
- Focus on the fundamentals of fundraising
- Embrace opportunities to be creative and think differently about how you fundraise
- Consider creating a COVID Relief Fund

Virtual Fundraising Events

Options for Events

If your organization relies on an in-person event, there are four main options at this time:

- Use the power of technology and online fundraising tools to host a “virtual” event

Go Virtual



- Cancel the physical event but not the fundraising. Reach out to your donors and ask for their support.

Cancel



- Intent is to hold the event in-person in the future, but the date/time is not yet confirmed. Adds some uncertainty.

Postpone



- New date/time has already been set. This also adds some uncertainty as it could change again.

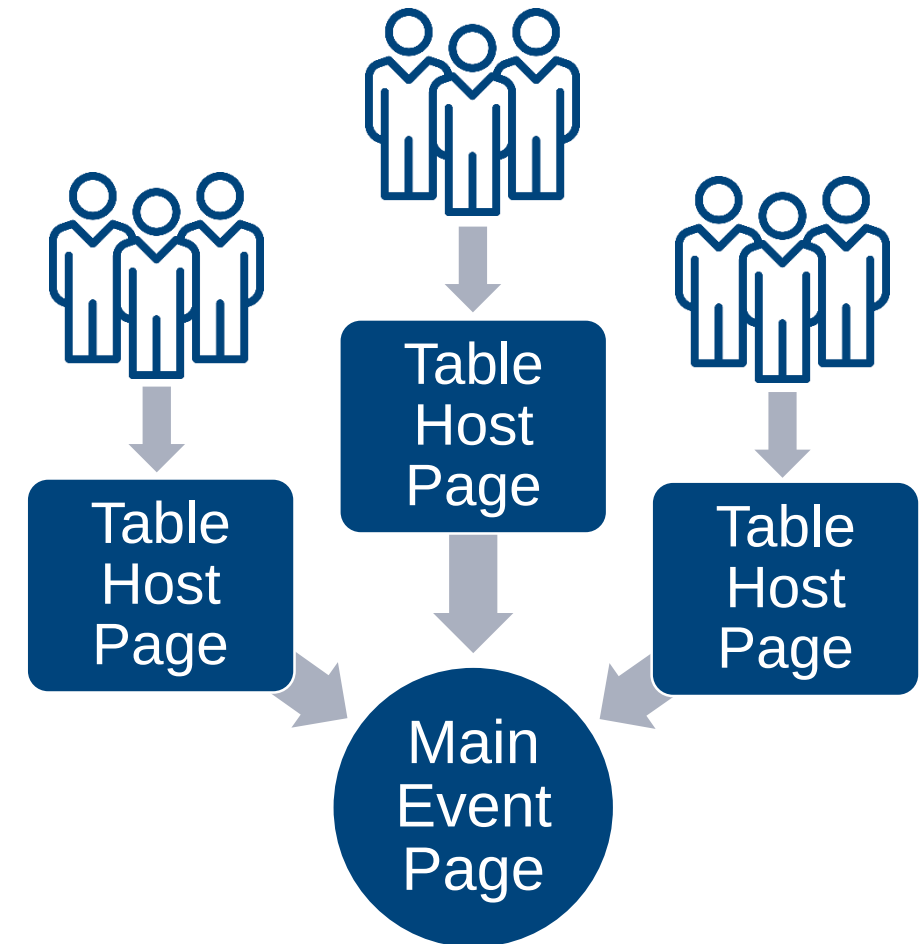
Reschedule



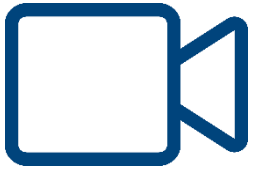
You can use a Peer-to-Peer online fundraising campaign to create a virtual gala, complete with virtual table hosts. This also applies to breakfast and luncheon events.

- You create and manage the main campaign page for the overall virtual event.
- Your table hosts create their own fundraising pages (virtual tables).
- Table hosts reach out to the people who would have attended at their tables – and potentially many more! – to raise funds for the event.
- General donations can be made straight to the main event page.

Virtual Gala



Virtual Gala



Incorporate video or livestreaming as part of the virtual gala to amplify the event experience. This could be done through whatever platform you are using for volunteer engagement or training.



Support your table hosts by updating your table host packet with guidance on peer-to-peer campaigns – how to set up a fundraising page (virtual table), templates for email and social media, etc.



Reach out to your sponsors to identify the new recognition and engagement opportunities presented by going virtual that they are most excited about. Ask your board and table hosts to thank sponsors through social media.



Make it a multi-day event. You are no longer limited by meal times. Celebrate different aspects of your work on different days with daily reminders via email and social media of the opportunities to engage throughout the week or weekend.

Online Auctions



If your major annual event is an auction, this may be the year to consider a different type of event format that focuses more on relationship-based fundraising and has less financial risk.

If you hold an online auction, consider reducing the number of items and focusing on those with the greatest potential return.

Cultivation Events

Technology can also help create one-to-one or one-to-many experiences that help cultivate and deepen relationships with donors and funders.

- Virtual face-to-face meetings
- Hold a phone or virtual “town hall” to share updates
- Share videos, photos or stories from volunteers about why this work is so important right now (website, social media, donation pages, email)
- Leverage social media channels
- ThankView – personalized video app

Tools & Technology

Virtual Gala (P2P)

- Classy
- Funraise
- OneCause
- GiveLively
- qGiv
- Greater Giving
- MobileCause
- Luminate (Blackbaud)

Online Auction

- SchoolAuction
- Funraise
- GiveSmart
- OneCause
- Auctria
- qGiv
- Greater Giving
- CharityAuctionsToday

Other Resources

REAL TALK: COVID-19 & 2020 Fundraising. Presented by Ariel Glassman and Talia Silveri Wright, this webinar offered hands-on, practical advice for how to pivot from an in-person event to a virtual event, as well as other “real talk” and suggestions for fundraising during the health crisis.

- Link to the recording: <http://bit.ly/COVID19-FR-webinar-video>
- Link to the slides: <http://bit.ly/COVID19-FR-webinar-slides>

Virtual Gala Example: Upaya Social Ventures is a nonprofit in Seattle, WA that decided to change their annual in-person gala to a virtual gala with tremendous fundraising success. Check out their virtual gala page at <https://give.upayasv.org/campaign/upayas-virtual-gala/c275115>.

Communique Conference offers this helpful resource for pivoting to virtual events:
<https://www.virtualtradeshowhosting.com/how-to-change-a-physical-event-to-a-virtual-conference/>

OneCause has created a suite of resources to help nonprofits have success with virtual events in their [Nonprofit Guide to Virtual Fundraising in 2020](#).

GiveSmart created a [checklist](#) and [on-demand webinar](#) about “Pivoting to a Virtual Fundraising Event.”

Additional COVID-specific fundraising resources are available on the Member Portal:
<https://member.nationalcasagal.org/blog/2020-fundraising-and-covid-19/>

Major Donors



Connect with Your Donors

Now is the perfect time to call your major donors. Most of them are at home and more are interested in having calls that help connect them to people and causes outside their home. These are not solicitation calls. These are “check in” calls to see how your key supporters are doing during this time.

Consider engaging your board. This is a great way for the board member to feel like they are doing something to help your organization while helping your donors feel heard and valued. Plus, research shows that donors who receive calls from board members give more frequently and give more money.

- Assign each board member with 3-5 donors to call.
- Prep your board member by giving them basic information about the donor and general guidance on how to structure the call.

Foundations

Foundation Fundraising

- ☐ Update your case for support to describe your role in this pandemic
 - Effect of the pandemic on children and families
 - How your organization and volunteers have stepped up and adapted
 - What your program need funds for right now and how it will help children and youth
- ☐ Create a space on your website for your COVID case for support and stories of impact
- ☐ Check in with your current and prospective funders to provide an organizational update
- ☐ Consider asking current funders if a restricted grant could become general operating, or if they are offering any emergency grant funds
- ☐ Look to see if any local foundations or corporations are offering COVID funds or doing something new/more to help vulnerable communities
- ☐ Schedule meetings and submit proposals!

Resources

- **Candid** offers a list of coronavirus relief funds: <https://candid.org/explore-issues/coronavirus/funds>
- **Giving Compass**' map of COVID-19 Response and Recovery Funds: <https://givingcompass.org/coronavirus-covid19>
- **Philanthropy News Digest** posts press releases and news articles covering major foundations: <http://philanthropynewsdigest.org/>
- **National Council of Nonprofits** COVID-19 resources: <https://www.councilofnonprofits.org/nonprofits-and-coronavirus-covid-19>
- **RocketReach** is a great tool for finding emails for foundation staff members: <https://rocketreach.co/>

New Training Opportunities

Christine Baines
Director, Professional Development
National CASA/GAL Association for Children



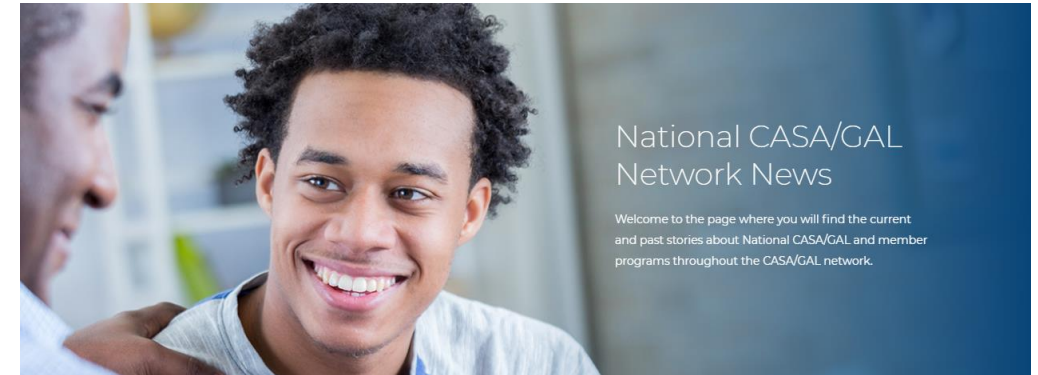
New Training Opportunities

Title	Date/Time	Audience	Registration link
What is Cultural Awareness? (Part 1 of 2)	Monday, June 1st 1-2:30 PM PT/2-3:30 PM MT/3-4:30 PM CT/4-5:30 PM ET	CASA/GAL Staff and Volunteer Advocates	Member Portal>Events or https://nationalcasagal.zoom.us/webinar/register/WN_oMbml0kVSjmHW9yphKs7pQ
Why it is Important to be Culturally Aware in Our Work (Part 2 of 2)	Monday, June 15th 1-2:30 PM PT/2-3:30 PM MT/3-4:30 PM CT/4-5:30 PM ET	CASA/GAL Staff and Volunteer Advocates	Member Portal>Events or https://nationalcasagal.zoom.us/webinar/register/WN_NuogPAncQneF4HxDjcsh6A
Research and Evaluation Protocol	Monday, June 22nd 10-11:30 AM PT/11 AM-12:30 PM MT/12-1:30 PM CT/1-2:30 PM ET	CASA/GAL Staff	Member Portal>Events or https://nationalcasagal.zoom.us/webinar/register/WN_EHICwhvfSXetlPSTtSWEvQ
Substance Abuse: SUD, Child Welfare and Achieving Permanency	Wednesday, June 24th 10–11 AM PT/11AM-12PM MT/12-1 PM CT/1-2 PM ET	CASA/GAL Staff and Volunteer Advocates	Member Portal>Events or https://nationalcasagal.zoom.us/webinar/register/WN_WU8Y4WS7TtG6J0Wbt_CQM0

Webinars and Volunteer Advocates

To keep up on the latest schedule of training opportunities:

- Please visit [Member Portal>Events](#)
- Refer to the weekly Network News



To share webinar opportunities open to volunteer advocates:

- Customizable email templates will be created for staff to use to communicate the learning opportunity to their volunteer advocates. The template includes: basic webinar information (description, date/time, presenter(s) bio), along with the link to self-register.
- To access the template, **go to the Events page**, find the webinar you are interested in and click View. The template link is embedded in the description on the next page.



Events

In Service Credits and Live Webinars



- A certificate of completion will be emailed to all attendees at the live webinar event— both staff and volunteer advocates
- The certificate will be emailed within two (2) weeks of the program date

Volunteers & Archived Webinars

- The most efficient way for volunteers to access the archived webinars is for them to register (even if they don't plan to attend the live program.) Post-webinar, National CASA/GAL will send an email to **all** registrants with a link to the recording, along with the presentation materials. Staff could also register and share out the materials post-webinar.
- **Another option**, is for staff to download the archived recording and collateral materials from the [Webinars page](#) on the Member Portal, and share in an email to their volunteer advocates.
- **NEW** Staff and volunteers accessing an archived webinar will be asked to enter their NAME and EMAIL ADDRESS prior to being able to open the recording link. Once a month a report will be run and in-service credit attendance certificates will be emailed as confirmation of participation in the archived program.

In Service Credits and Archived Webinars

Recording Registration - Zoom x My LastPass Vault x +

nationalcasagal.zoom.us/rec/play/vZlod7r6rD03HdGQuQSDUP96W9XreqKs2iYb__sFzkm8VSEEFegbrEWZrFzBIYMwlcWegflydM3aY57?autoplay=true&startTime=1587574444000

National CASA/GAL Webinars shared a recording with you
Fill out the form below to watch/download the recording

Topic	Substance Use Disorders and Child Welfare, Part 2
Date	Apr 22, 2020 04:33 PM
Meeting Duration	67 minutes

First Name*	Last Name*
Email Address*	Confirm Email Address*

* Required information

☐ I'm not a robot
 

Register

Windows taskbar: Type here to search, 10:16 AM 5/14/2020

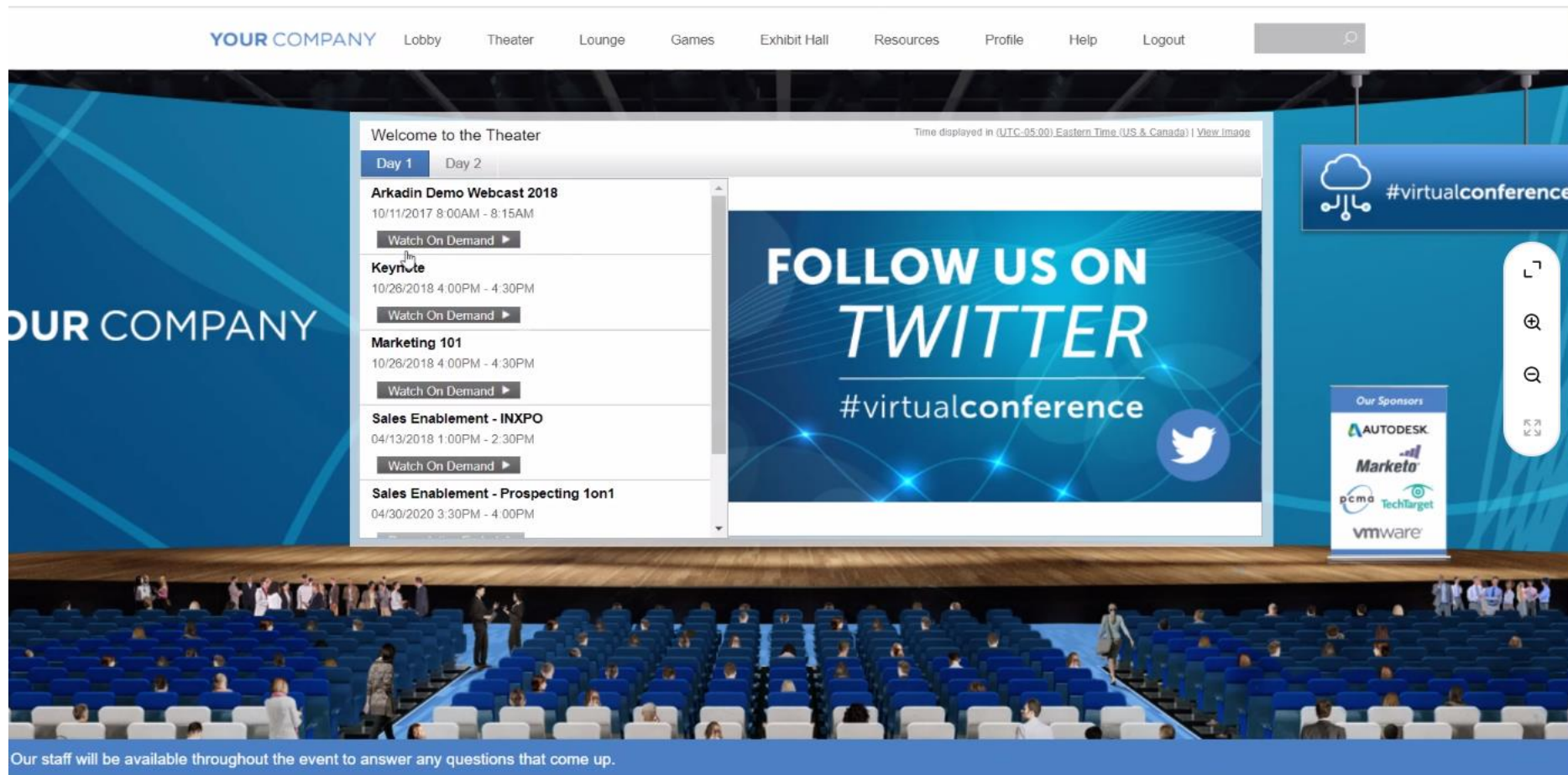
2020 Virtual Conference

Christine Baines
Director, Professional Development
National CASA/GAL Association for Children



2020 National CASA/GAL Virtual Conference

RECONNECT, RECHARGE, REIGNITE



The screenshot displays the virtual conference interface. At the top, a navigation bar includes 'YOUR COMPANY' and links to Lobby, Theater, Lounge, Games, Exhibit Hall, Resources, Profile, Help, and Logout. The main content area features a 'Welcome to the Theater' section with tabs for Day 1 and Day 2. A list of sessions is shown on the left, including 'Arkadin Demo Webcast 2018', 'Keynote', 'Marketing 101', 'Sales Enablement - INXPO', and 'Sales Enablement - Prospecting 1on1', each with a 'Watch On Demand' button. The central stage area displays a large blue banner with the text 'FOLLOW US ON TWITTER' and the hashtag '#virtualconference'. To the right, a sidebar shows the hashtag '#virtualconference' with a cloud icon, a search bar, and a list of sponsors: Autodesk, Marketo, PCMA, TechTarget, and VMware. The bottom of the interface shows a virtual audience seated in a theater, and a footer note states: 'Our staff will be available throughout the event to answer any questions that come up.'



2020 National CASA/GAL Virtual Conference

Reconnect, Recharge, Reignite

TOGETHER FOR A NEW TOMORROW

Dates: October 20-21, 2020

Time: 11:00 AM - 5:30 PM ET each day

The experience:

- Opening plenary session
- 10 Institutes
- Over 40 workshops
- 2020 Awards of Excellence Celebration
- Meet ups, wellness and coffee breaks
- Exhibit Hall

Registration opens: mid June, 2020

Cost: Full conference:
Staff and Board Members= \$150
Active CASA/GAL Volunteer Advocates and Students = \$80
One day conference option:
Staff and Board Members = \$90
Active CASA/GAL Volunteer Advocates and Students = \$60
Institutes = \$125/per institute

Questions and Wrap Up

Thank you for your leadership and service!

The Next Suburban Affinity Group Call is July 1, 2020

