



2016 Monterey County Gives! Important Information for Agencies

1. **Direct your donors to give online at www.montereycountygives.com** (site goes live on November 10).
2. **NEW THIS YEAR** If you receive a donation in the form of a check, you must mail or deliver the check(s) to the **Community Foundation for Monterey County, Attn: MC Gives!, 2354 Garden Road, Monterey CA 93940**. Checks should be made payable to “Community Foundation for Monterey County”. Be sure donors specify the organization and include their contact details.
3. **Do not deposit or hold donation checks until the end on the campaign.**
4. You will receive a daily e-mail listing all donations made to your agency. **If the contact person in your agency changes, please contact the Linda at the Weekly immediately at (831)394-5656 or linda@mcweekly.com to update your campaign information.**
5. We encourage you to send thank you letters to your donors; however the letters **can not** be worded in a way that it could be used as a tax donation letter. **The Community Foundation for Monterey County will send an official tax acknowledgement letter to all donors of gifts of \$250 or more.**
6. **NEW THIS YEAR** The award for most donors under the age of 35 will now be most donors aged 18-35. If you have donors in this age group, they’ll need to indicate their birth year when they donate. The birth years are 1981-1998.
7. **Secure a challenge gift** to leverage your campaign. Attend the September 29 Brown Bag lunch (see below) to learn more. To be included on the website launch, [Challenge Gift Forms](#) are due **no later than 11/2/16** (we can continue accepting challenges throughout the campaign).
8. **Gifts of stock** can be accepted. Please contact Brian Thayer at the Community Foundation for transfer instructions: briant@cfmco.org or 831.375.9712.

Challenge Gift & Social Media Brown Bag Lunch & Learn Thursday, September 29, 2016 12:00-1:00pm

Come learn about obtaining a challenge gift for Monterey County Gives! and how to optimize social media for the campaign.

This session is geared to those who are new to MC Gives!
Bring your own lunch and questions to this informal Q & A session.

**Space is very limited. One representative per agency, please.
RSVPs required: <http://2016mcgives.eventbrite.com>**

Community Foundation for Monterey County
2354 Garden Road, Monterey, CA



MC Gives! Campaign Tips

- Reference www.montereycountygives.com and #mcgives in fundraising and social media messages during the campaign for an easy call to action. You can link to your organization's own page on the Gives! website.
- **Include Monterey County Gives! details in your marketing efforts** (year-end annual appeal, website, email signature/footer and electronic and print communications)
- **Leverage #GivingTuesday on November 29, 2016.** This is a campaign to create a national day of giving at the start of the annual holiday season. Learn more at www.givingtuesday.org
- **"Like" the MC Weekly, CFMC and Monterey Peninsula Foundation on Facebook,** and follow us on Twitter to see and share campaign posts. Use the hashtag #mcgives
www.facebook.com/MontereyCountyWeekly
www.facebook.com/cfmco
www.facebook.com/montereypeninsulafoundation
[@mcweekly @cfmco @attproam](http://www.twitter.com)



Social Media Resources for Nonprofit Agencies



Download the PDF Social Media Resources & Information for Nonprofits at www.cfmco.org/mcgives under Agency Resources.

CFMC Center for Nonprofit Excellence Events, Deadlines & Resources

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| 9/29 | 12:00 -1:00 PM | Monterey County Gives! Brown Bag Lunch & Learn (more details above) |
| 9/30 | | LEAD Institute Early Bird Application Deadline (10% tuition discount) |
| 10/14 | | LEAD Institute Final Application Deadline |
| 10/18 | 5:30-8:30 | Advanced Board Leadership Workshop |

Ongoing: Social Media Learning Group: www.facebook.com/groups/socialmediabookclub
Join this nonprofit Facebook group created by the CFMC to share social media tips and experiments.

Visit www.cfmco.org/workshops to register and learn more.