



## MC GIVES! COMMUNICATIONS TIPS/SAMPLES 2017

- **Before** Mention campaign and “save the dates”
- **Kick off** Include MC Gives! message in existing channels (print, email, website, social media)
- **During** November 9 – December 31, 2017 (website live)
  - Share Big Idea, use your specific link, utilize social capital, countdown to deadline
  - Leverage Giving Tuesday 11/28/17 ([2017 Giving Tuesday Toolkit](#) - campaign tips)
- **After** Follow up/thank you's/ share your results/impact

## FACEBOOK

- **Like partners and each other!**
  - [www.facebook.com/montereycountyweekly](http://www.facebook.com/montereycountyweekly)
  - [www.facebook.com/cfmco](http://www.facebook.com/cfmco)
  - [www.facebook.com/montereypeninsulafoundation](http://www.facebook.com/montereypeninsulafoundation)
- **Best practice: Reference partners with links if you are including them in your post:**

@Montereycountyweekly @cfmco @montereypeninsulafoundation @MontereyCountyGives
- **Share relevant posts from partners to amplify the campaign**
- **Sample Facebook Posts**

Customize link to your unique URL (once the MCGives website is live)  
Add photos – not just links for your agency  
Add hashtag #MCGives

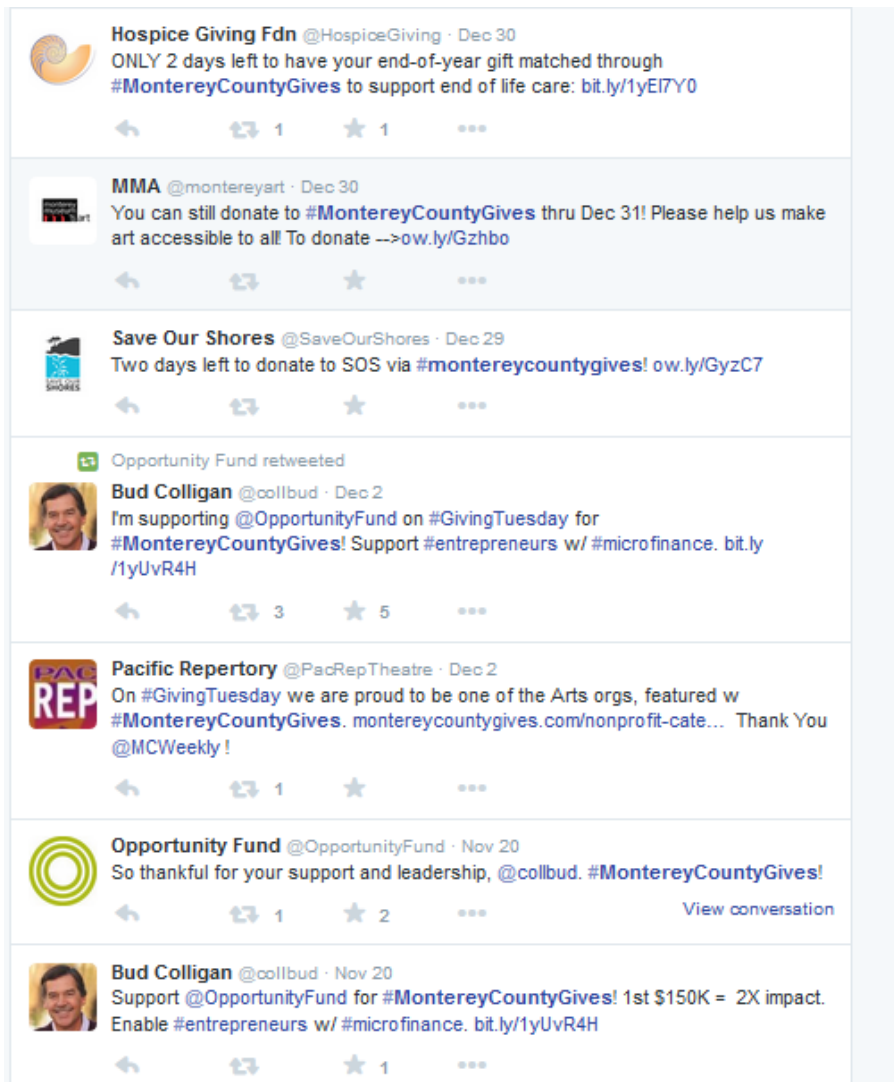
  - We're excited to participate in Monterey County Gives! campaign to support \_\_\_\_\_ (**YOUR BIG IDEA HERE**). Donate now through 12/31 and your gift will go further through a % match! [www.montereycountygives.com](http://www.montereycountygives.com) (**YOUR CUSTOM URL**) #MCGives @montereycountyweekly @cfmco @montereypeninsulafoundation
  - Contribute by December 31 to reach our \$\_\_\_\_\_ goal to help support \_\_\_\_\_. Your gift goes further through a % match. [www.montereycountygives.com](http://www.montereycountygives.com) (**YOUR CUSTOM URL**) #MCGives @montereycountyweekly @cfmco @montereypeninsulafoundation
  - **XX** Days left to help your gift go further through Monterey County Gives! Donate now through December 31 at [www.montereycountygives.com](http://www.montereycountygives.com) (**YOUR CUSTOM URL**) #MCGives @montereycountyweekly @cfmco @montereypeninsulafoundation
  - Please donate by December 31 through Monterey County Gives! (**YOUR CUSTOM URL**) and your gift goes further through a pro rata match. #MCGives @montereycountyweekly @cfmco @montereypeninsulafoundation

## TWITTER

Follow & mention partners: @mcweekly @cfmco @attproam

Use custom link. Create shortlink if needed at [www.bitly.com](http://www.bitly.com)

- Support (**YOUR AGENCY NAME**) Leverage your year-end gift through [www.montereycountygives.com](http://www.montereycountygives.com) #MCGives



## NEWSLETTER

(Print or ENews Copy Sample)

### LEVERAGE YOUR YEAR-END DONATION THROUGH MONTEREY COUNTY GIVES! November 10 – December 31, 2017

**(ORGANIZATION NAME)** is delighted to be a participant in the 2017 Monterey County Gives! campaign. Your year-end gift goes further through the pro-rata match each agency receives. Your support can help make a difference to **(BIG IDEA)**. This year's program runs November 9 through December 31, 2017. Donations may be made at [www.montereycountygives.com](http://www.montereycountygives.com) in the **("ARTS" - NAME YOUR SECTION OR PROVIDE LINK TO CUSTOM URL)**. Since the program began in 2009, Monterey County Gives! has helped local nonprofit organizations raise over \$8 million through the generosity of donors like you. Thank you for your support.

*Monterey County Gives! is a special project of the Monterey County Weekly Community Fund, Community Foundation for Monterey County and Monterey Peninsula Foundation.*