



MC Gives! Toolkit for Nonprofits

1. Boost Your Campaign with Challenge Gifts

Challenge Gifts are early donations from your key supporters and major donors. Funds raised for Challenge Gifts can inspire other donors to step up and give more during the main campaign.

- All donations to support the Challenge MUST be a minimum of \$500.
- Direct your donors to complete the Challenge Form online at: <https://challenge.mcgives.com/>.
- While we strongly encourage donors to complete the Challenge Form online, a printable form can be found here: www.cfmco.org/mcgives.
- **October 31st at 5:00pm print deadline.** Challenge Gift forms must be submitted by this date for donors to be listed in the print MC Gives! issue of the Monterey County Weekly.
- Challenge gifts will be accepted after October 31st, and donors will be listed on the MC Gives website.
- The online Challenge Gift Form will close on November 14th when the campaign starts, but donors can still make Challenge Gifts using the printable form up until the campaign ends on December 31st.

Who makes a good Challenge Gift Donor?

- Reach out individually to major donors, key supporters or your board, those that can give \$500 or more.
- Think of those you'd like to see recognized publicly.
- Wait for the main campaign launch on November 14 to solicit donations at all giving levels (from your full donor list or events.)

Challenge Gifts raise your organization's visibility on the MC Gives! website, build momentum and enthusiasm as the campaign launches. In 2023, nonprofits raised over \$2.37 million in Challenge Gifts.

[How to Raise a Challenge Gift](#) training video for nonprofits

2. Tell a Great Story

- Make sure you make a great case for support for your organization or program. It should be well-written, concise, and clearly tell a potential donor about the impact their gift will have.
- Donors will find you through the website and the MC Weekly, so make sure you have attention-getting images and a compelling story that donors will connect with.



3. Multiple Gift Types Makes It Easy for Donors

The Community Foundation for Monterey County (CFMC) manages the donations and tax acknowledgments. Understand and take advantage of all the ways in which CFMC can receive donations to make the process easy for donors. Online gift processing is the preferred method, and last year we began processing different gift types online. Printable forms will also be available at www.cfmco.org/mcgives

- Credit Card
Please encourage you donors to donate by credit card online at www.montereycountygives.com starting November 14th.
- Checks
Mailed checks **MUST** be made payable to “Community Foundation for Monterey County” (or CFMC, or CFMC/MCGives).
- IRA Qualified Charitable Distributions (QCD)
Donors aged 70 1/2 or older can donate directly to the MCGives! Campaign by making a Qualified Charitable Distribution (QCD) from their Individual Retirement Account (IRA). This is a great way for donors to make tax advantageous contributions, especially those who do not itemize their tax deductions.
 1. IRA donors should first go to the MCGives! Campaign website and enter their donation information. They will receive instructions on next steps.
 2. Donors should instruct their IRA administrator to make the distribution directly to the CFMC for the benefit of MCGives!
 3. ***Please note that IRA contributions must clear a donor’s custodial account by December 31th, 2024, to qualify for a 2024 Qualified Charitable Distribution. This may take a few weeks. Please communicate this to your donors.**
- Wire/ACH/Stock
Wire, ACH and Stock donors should first go the MCGives! Campaign website and enter their donation information. They will receive instructions on next steps. If further assistance is needed, please contact the Community Foundation for Monterey County at 831.375.9712.

4. Reconnect with Donors from Prior Campaigns

- Maintain a good donor recognition system. Involve staff and board members in thanking your generous volunteers in a timely way.
- The main contact at your organization will be receiving a daily email with your donor lists. **Save it for future reference.** Use the addresses on this sheet to contact donors (do not use CFMC’s address to reach out to individual donors).



- Stay in touch throughout the year with updates and annual reports so they are expecting to hear from you during MC Gives!

5. Get Smart about Spreading the Word - MC Gives! and Your Fundraising

- You can find MC Gives! logos on this page under agency resources: www.cfmco.org/mcgives
- Include the following on your social media platforms, annual appeals, website, email signature/footer, electronic and print communications.
 - www.montereycountygives.com (you can add your direct page)
 - #mcgives
 - @mcweekly @cfmco @attproam
 - “Like” on Facebook and follow on Twitter
 - facebook.com/montereypeninsulafoundation,
facebook.com/MontereyCountyWeekly, facebook.com/cfmco
 - @mcweekly @cfmco @attproam
- Leverage #GivingTuesday on December 3rd, 2024. This is a campaign to create a “Global Day of Giving” at the start of the annual holiday season. Learn more at www.givingtuesday.org

6. Leverage the Overall Match

A great benefit of MC Gives is that donations a nonprofit receives, up to \$75,000, are automatically leveraged by the Overall Match Fund. In 2023 this has led to about a 17.93% match through MC Gives.

7. End of Campaign Awards

Nonprofits should keep these awards in mind when reaching out to donors.

\$2,500 Ingenuity Grant: This grant is awarded to one nonprofit that demonstrates ingenuity and creativity through their approach in resolving their sector’s challenges. This award is chosen by the Monterey County Weekly based on each participating organization's submitted proposal.

\$1,000 Largest Number of Donors Award: This award will be given to the nonprofit that has the most donors.

\$1,000 Most Donors ages 18-35 Years Old: This award will be given to the nonprofit that receives the most donations from those who are 18-35 years old (born from 1989-2006). Every donation will request this information from the donor.

\$1,000 Florence Haspel Zeve Award: This award will be given to the nonprofit that demonstrates leadership and ingenuity in the area impacting women, children, families, education and/or the arts, in honor of Florence Haspel Zeve. This award is chosen by the Monterey County Weekly based on each participating organization's submitted proposal.

8. Center for Nonprofit Excellence

For training and development opportunities, please visit www.cfmco.org/cne.