



2018 Monterey County Gives!

Important Information for Agencies

1. **Direct your donors to give online at www.montereycountygives.com** (site goes live on November 8).
2. **Remember!** If you receive a donation in the form of a cash or check, you must mail or deliver it to the **Community Foundation for Monterey County, Attn: MCGives!, 2354 Garden Road, Monterey CA 93940**. Checks **MUST** be made payable to “Community Foundation for Monterey County” (or CFMC, or CFMC/MCGives). We can’t accept checks made out directly participating organizations. Be sure to have your donors specify which organization(s) they wish to support on the check memo line or an attached note (**donors do not need to write separate checks for different organizations**), and include their contact details.
3. **Do not deposit or hold donation checks until the end on the campaign.** Bring or mail them to the CFMC as soon as possible.
4. You will receive a daily e-mail listing all donations made to your agency. **If the contact person at your agency changes**, please contact the Linda Maceira 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 **cannot** be worded in a way that it could be used as a tax donation letter. **Online donors will receive email acknowledgements. The CFMC will send an official tax acknowledgement letter to all donors of gifts of \$250 or more.**
6. **Young Donor Award:** The Young Donor Award is for donors aged 18-35. If you have donors in this age group, to be counted they’ll need to indicate their birth year when they donate. The qualifying birth years are 1983-2000.
7. **Secure a challenge gift** to leverage your campaign. To be included in the launch issue of the Weekly, [Challenge Gift Forms](#) are due **no later than 10/29/18** (we can continue accepting challenge gifts throughout the campaign).
8. **IRA Charitable Rollover:** Donors age 70½ or older can roll over part of their IRA’s “required minimum distribution” or “RMD” to the MCGives! campaign. Donors can simply instruct their IRA administrator to make the distribution directly to the CFMC for the benefit of MCGives! Please contact us to let us know which organization (or organizations...one RMD can benefit multiple organizations). For more information contact Brian Thayer at the Community Foundation: briant@cfmco.org or 831.375.9712.
9. **Gifts of stock** can be also be accepted. Please contact Brian Thayer for transfer instructions: briant@cfmco.org or 831.375.9712.
10. Visit www.cfmco.org/mcgives to find the Challenge Gift Form, a donation form listing all participating organizations and social media tips and trainings.

Challenge Gift & Social Media Brown Bag Lunch & Learn Tuesday, September 25, 12:00-1:00pm

Come learn about challenge gifts, social media ideas and other important topics for your MCGives! 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. Only one representative per organization. RSVPs required:
<https://www.eventbrite.com/e/mc-gives-lunch-learn-registration-49442732544>

Location: Community Foundation for Monterey County, 2354 Garden Road, Monterey

MCGives! 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 27, 2018.** 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
- **"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
www.twitter.com: @mcweekly @cfmco @attproam

CFMC Center for Nonprofit Excellence Events, Deadlines & Resources

9/25	12:00 -1:00 PM	Monterey County Gives! Brown Bag Lunch & Learn (details above)
9/28	Deadline	Take the CNE Nonprofit Survey www.cfmco.org/nonprofitsurvey
10/5	Deadline	LEAD Institute applications due: www.cfmco.org/LEAD

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 <http://www.cfmco.org/workshops> to register and learn more.
