



2019 Monterey County Gives! Important Information for Agencies

1. **Direct your donors to give online at www.montereycountygives.com** (site goes live on November 7).
2. If your nonprofit directly receives a donation in the form of 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 a nonprofit. 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 donations until the end of 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 reach out to Linda Maceira at the Weekly immediately at 831.394.5656 or linda@mcweekly.com to update your campaign contact 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 an email from the CFMC that will serve as their official tax acknowledgement letter. **(New this year: for online donations of any amount, the email will serve as the official acknowledgement; the CFMC will not mail a letter.)** Donors that don’t give online will receive a mailed acknowledgement letter from the CFMC.
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 they are a young donor when they donate. The qualifying birth years are 1984-2001.
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 10/25/19** (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! You or the donor need to inform the CFMC which organization (or organizations, as 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 Wednesday, 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 MCGives!
Bring your own lunch to this informal Q & A session.

Attendance is limited to 40 so we can't accommodate everyone. Only one representative per organization. RSVPs required: <https://mcgiveslunchandlearn2019.eventbrite.com>

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 December 3, 2019.** 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)
10/3	4:00-6:00 PM	Board Connect Reception
10/24	9:00-10:30am	Roundtable for Board Members on Budgets and Financials
10/01-10/31		Take the CNE Nonprofit Survey www.cfmco.org/nonprofitsurvey

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