Additional Award Opportunities

Agency Resources

- Challenge Gift Form

MCGives! Donation Form (coming soon)

- Important Information for Agencies

- General Social Media Resources and Links for Nonprofits

- Communication Samples

- Lunch and Learn PowerPoint
WHAT IS A CHALLENGE GIFT?

• Think of it as a seed gift

• Opportunity to give donors name recognition
WHY A CHALLENGE GIFT?

• Opportunity to speak with key donors

• Good way to engage your Board

• Starts your MCGives! campaign with momentum
2018 CHALLENGE GIFT SUMMARY

• Total Challenge Gifts: $982,977
• Number of Challenge Gifts: 603 out of 4,665
• Largest: $75,000 / Smallest: $10 / Average $1,600
• 101 out 169 of organizations received at least one challenge gift
CHALLENGE GIFT FORM

Name of organization receiving the challenge gift: Your Organization Here

How should we list this donation on the website and in the Weekly?

Donor Name: John Doe, The Doe Company

A challenge gift is a donation that helps inspire more gifts for your organization. It can come from an individual donor, a business, or a group like a Board of Directors. The donor will be listed on your page on the MCGive website and in the MCGive issue of the Monterey County Weekly.

Name of organization receiving the challenge gift:

How should we recognize the donor on the website and in the Weekly?

Donor Name: __________________________
Amount of gift: $ _______ Is this gift anonymous? (check one): YES ☐ NO ☐
Donor Mailing Address: __________________________
City: ______ State: ______ ZIP: ______ Phone #: ______
Donor Email: __________________________

***Checks must be made payable to CFMC/MCGives!***

Credit Card Type: ______ Name on the card: __________________________
Credit #: ______ Exp. Date: ______
CVV / Security Code (from the back of the card): ______
Billing Address & Zip Code: __________________________
Signature of card holder: __________________________

For gifts of stock please contact Brian Thayer, Senior Philanthropic Services Officer at the Community Foundation for Monterey County, 831.375.9712 x144 or briant@cfmco.org

Mail this form with your check or credit card information to:

Community Foundation for Monterey County
Attn: MCGives
2384 Garden Road
Monterey, CA 93940

All challenge gifts and forms must be received by October 25, 2019 to be included in the MCGive print issue of the Monterey County Weekly (We can continue accepting challenge gifts throughout the campaign). If you have any questions please contact Brian Thayer 831.375.9712 x144 or briant@cfmco.org.
WHY IT MATTERS

Mission

The Big Idea

CHALLENGE GIFT

$300.00

From:

Your Org Board of Directors
Board of Directors of Your Org
John Doe, Board of Directors of Your Org

$0 $300.00
CHALLENGE GIFTS Q & A
IRA QUALIFIED CHARITABLE DISTRIBUTION

- Donors 70 1/2 or older
- Up to $100,000 annually, per spouse, against Required Minimum Distribution
- Excluded from gross income, but no charitable deduction
- www.cfmco.org/ira for more information

Community Foundation for Monterey County
Here for Good
How it Works

If you are 70 1/2 or older, you can make a gift from your IRA account to the Community Foundation. Gifts made from your IRA (up to $100,000 per year) are not reportable as taxable income and qualify toward your required minimum distribution which can lower your income and taxes. If you are married, your spouse can also make a gift of up to $100,000 from his or her IRA, for a total of $200,000.
• Checks must be made out to the CFMC or MC Gives
• Have donors mail donations direct to the CFMC
• Thank your donors, but do not include tax language
SOCIAL MEDIA
WHY SOCIAL MEDIA?

• Including social media in your communication strategy can bring both Opportunities and Challenges.

• You don’t have to “do it all” or be active on every channel to be successful.

• Do make sure the channel is where your supporters are.
FOCUS YOUR EFFORTS

Take a moment to be strategic

Create a social media page and begin to build followers
e.g. Grow to 550 likes by 12/31

Increase engagement
e.g. 3 posts with 5 or more shares
BEST PRACTICES

- Post consistently
- Make posts timely
- Lead with images and videos
- Check sources and links for accuracy
Social Media Resources for Nonprofits

Getting Started & Tutorials
- Facebook Tutorials For Beginners (John Haydon)
- Facebook Fundraising Tools (Nonprofits on Facebook)
- The Charity Social Media Toolkit (Skills Platform)
- Social Media Discussion Group on Facebook for Local Nonprofits (CFMC)

Social Media Policy & Strategy
- Sample Policies (Socialmedia.biz)
- Online Engagement Strategy (Idealware)
- Facebook Scandals and Nonprofit Strategy (Beth’s Blog)
- Communications Toolkit (Giving Tuesday)

Quick Links to Tools
- Tips on Facebook Live (M+R)
- Shorten URLs: https://bitly.com/
- Research Hashtags (hashtagify.me)
- Create Graphics (Canva)
- Glossary of Social Media Terms (Socialbrite.org)
- Schedule Posts (Hootsuite)

Cause Awareness and Giving Day Calendar (Nonprofit Tech for Good)
- Giving Tuesday Social Media Samples (Giving Tuesday)
- Risks and Rewards of Combining Volunteers and Social Media (NTEN)
- Articles on Social Media Strategy (Communications Network)

INSPIRATION!
3 PHASES: BEFORE, DURING & AFTER

- **Before**
- **Announce**
- **Participation**
KICK OFF

Restorative Justice Partners, Inc.

September 20 at 6:16 PM

RJP, Inc. is one of the 162 local nonprofits participating in this year's MC Gives Campaign! The Campaign kicks off November 7th. Please consider donating to RJP, Inc.

The Big Idea for the Campaign is that our Board of Directors would like to host a conflict resolution summit for Monterey County fifth to eighth grade students. The students will be introduced to relationship building and conflict resolution skills that could last a lifetime! We all remember how difficult the days of middle school could be and what better way to make a difference than to think BIG--making middle school years more enjoyable and manageable by building and mending relationships with the use of restorative justice!

MC GIVES!
Nov. 7 - Dec. 31, 2019
www.montereycountygives.com

Spector Dance
November 9, 2016

MC Gives kicks-off tomorrow! Don't forget to pick up your copy of Monterey County Weekly on Thursday and read all about the initiative.

SpectorDance is excited to be participating once again! Last year we raised almost $10,000 for Ocean Trilogy this year we are hoping to raise $20,000 for our Spector Dance On-Site program. With your help we can bring weekly dance classes to underserved populations including Rancho Cielo Youth Campus, Chartwell School, and Veterans Transition ... See More
What were some strategies you’ve used to announce your participation?
KICK OFF IDEA - VIDEO
DURING: SPECIFIC LINK

- Use link from Monterey County Gives
- Or
- Shorten with www.bitly.com
During SPECIFIC LINK

Our MCGives campaign to fund safe toilets and showers for homeless people is going strong! You can join us in reaching and surpassing our goal for this weekend of $45,000! http://www.montereycountygives.com/Dorothy

RELIEF OF BIO NEEDS
SHOULDN'T BE CRIMINAL.

FLUSH TOILETS FOR HOMELESS
= HEALTH & DIGNITY FOR ALL!

montereycountygives.com/DOROTHY
DURING: ADD DONATION BUTTON
DURING: LINK TO YOUR “GIVES!” URL

Edit Donate Button

Add a button to your Page that takes people directly to your website or app. Learn more.

Choose a Button

❤️ Donate

Website

http://www.cfmco.org/

By creating this Call-to-Action button, you certify that both of the following statements are true and accurate:

Your organization operates as a charitable organization under the applicable laws in your jurisdiction. U.S.-based organizations must be organized and operating pursuant to section 501 (c)(3) of the U.S. Internal Revenue Code, even if you have not yet applied.
DURING: PROMOTE YOUR PROGRESS

pgmuseum • Following

pgmuseum We’re bear-y grateful to all our MC Gives contributors that have us 80% of the way to our year-end fundraising goal! Your generous donations will make for even better Museum programs in 2019! If you haven’t had a chance to give a tax deductible gift through MC Gives, you have 36 more hours to click the link in our bio and support the Museum! #mcgives pgmuseum

38w

34 likes

DECEMBER 30, 2018
DURING: LEVERAGE GIVING TUESDAY 12/3

#GIVINGTUESDAY

jlmontereycounty • Follow

jlmontereycounty Today we have an extraordinary opportunity to make our community better. It's #GivingTuesday, a global day dedicated to giving back. Join the #JLGets movement and give to your local Junior League today! (Link in Bio) #JLGets #GivingTuesday, support the Junior League of Monterey County today! #JLGets #mcgives

Your gift will have a lasting impact in our community by helping us reach more people through life-changing programs.

16 likes

NOVEMBER 28, 2017
What were some strategies you used to leverage Giving Tuesday?
During: Share your “Big Idea”

United Way Monterey @unitedwaymcca · 28 Dec 2017

Undirected play allows children to learn to work in groups, share, negotiate, resolve conflicts, and learn self-advocacy skills. You still have time to foster a safe and beautiful space for local children by supporting #SpringSpruceUp through #MCGives. bit.ly/1N9OvkT
DURING: SHARE YOUR “BIG IDEA”
DURING: SHARE YOUR BIG IDEA

Sharing your “Big Idea” Feedback, Suggestions?
TIPS: DON’T JUST TELL – SHOW!
CAPTURE YOUR MISSION

hopehorsesandkids After a weekend of thanks, we feel extra grateful for our clients and horses! Help support our new program through MC Gives, your donation is matched! Link in bio.

#Mcgives #givingtuesday #nonprofit #support #hhk #monterey #community #salinas #horses #horsesofinstagram #holidayseason #giveback #thankful #donate
TIPS: BE CONSISTENT & PRESCHEDULE POSTS

- Post regularly
- Timesaver: Preschedule posts
TIPS: MAKE IT PERSONAL – FRIENDLY TONE

Community Human Services
December 29, 2016

Please help us make a difference. Together we can provide the invisible youth of our community a safe refuge and prepare them for their next step towards achieving a stable life. #MCGIVES

http://www.montereycountygives.com/nonprofit/chs

We Believe in the POWER of our COMMUNITY to help HOMELESS YOUTH.
TIPS: ENLIST OTHERS TO POST & SHARE (BOARD/STAFF)
TIPS: ENLIST OTHERS TO POST & SHARE (VOLUNTEERS/DONORS)

MC/GIVES Deadline Dec. 31st

There is still time to donate to MARINA YOUTH ARTS
And have your donation matched. Make your check out to
Community Foundation for Monterey Co.
and mail to:
CFMC
ATTN: MCGives
2354 Garden Rd.
Monterey, CA 93940

Or go to “montereycountygives.com/donate”
Be sure to write Marina Youth Arts
On the memo line of your check!

Thank you for your support,
Marina Youth Arts
TIPS: ENLIST OTHERS

Sun Street Centers & MC Gives!

We need your help!

With less than 10 days left in our 2017 Monterey County Gives! campaign, we have $2,000 yet to raise! Any donation directed towards helping us expand our Prevention programs will receive a pro-rated match through the Community Foundation of Monterey County, the Monterey Peninsula Foundation and the Monterey County Weekly.
TIPS: COUNTDOWN – FINAL PUSH

Two days left to donate to SOS via #montereycountygives!

Save Our Shores - Monterey County Gives! campaign

Mission The Mission of Save Our Shores, the oldest ocean conservation organization in the Monterey Bay region, is to care for the marine...

MONTEREYCOUNTYGIVES.COM
This year our BIG IDEA is to present these youth concerts with EVERY concert set that the Monterey Symphony produces -- to thousands of students throughout the season.

Won't you help us to achieve our goal of providing GREAT MUSIC LIVE to every student in Monterey County?

We have $36,000 of challenge grant moneys which will DOUBLE your gift to us, along with the additional percentage that will be provided by the Monterey Gives partners, and hope to raise as much as $80,000 this year. This will provide over half of the funding necessary for this project.
Your donation of $5 or more to Sol Treasures at Monterey County Gives! will help Sol Treasures compete for a $1,000 Bonus given to the organization with the most 18 to 35 year-old donors.

Ask friends to pitch in by forwarding this email or sharing on Twitter and Facebook.

Over 35? Forward to your young friends and family.

What does $5 provide?

A student’s entrance to a theater performance or supplies for an arts & crafts class

100% of your gift is tax-deductible. Monterey County Gives! matches every gift for 15 cents on the dollar.

$5 Challenge for 18 to 35 Year-Old Donors!

Help us Celebrate Art by clicking GIVES! below...

For the cost of a cup of coffee, you can invest in community art programs... and we would be so grateful!
TIP: CHALLENGE YOUR SUPPORTERS

Kinship Center @kinshipcenter · 16 Nov 2017
Thanks to five generous donors, we’ve already raised $1,880 for our Family Ties program in only one week! Help us expand our impact by investing in children and families in your community today. To donate, visit: montereycountygives.com/nonprofit/kins... #MCGives

Gathering for Women · Monterey
November 25, 2016

Who Will You Challenge?
Through the generosity of the San Carlos Cathedral Parishioners and Kevin and Mary Murphy, GFW has a $55,000 challenge on the table for MCGives.
The first $55,000 raised will be automatically DOUBLED! The MCGives donations will double again after the campaign thanks to a $250,000 match grant from the Monterey Peninsula Foundation.
Do you belong to a faith based organization, a professional organization, a business group, a work team, a book club or any other organization or group that you can challenge to help us meet our challenge?
Please donate today. Thank you! #mcgives

Monterey County Gives! · Gathering for Women
Help us raise money to open a day center where homeless women can feel safe and welcome, and receive needed services. We will dedicate the center opening to 2016 MC Gives Community Supporters.
MONTEREYCOUNTYGIVES.COM
TIPS: USE LOGO FOR BRANDING
This holiday season, we want to express our gratitude to all our friends and supporters towards Orchestra in the Schools.

MONTEREY COUNTY GiVES!
Joining Together for Big Ideas

PLEASE donate to MC Gives! under our name:

www.montereycountygives.com/nonprofit/orchestra-in-the-schools/

We could not do it without you!

All donations received through MC Gives! through December 31, 2017 will be MATCHED at around 14%

Every donation is important to us!

Thank you for supporting Orchestra in the Schools! In the Monterey County.

Our mission is: “Inspiring Success for All Children Through Music”

SENIOR HOLIDAY LUNCHEON Sat., Dec. 16 12 noon
Oldemeyer Multi Use Center, 986 Hilby Ave., Seaside

HOLIDAY CAROLS Wed., Dec. 20 6pm
Monterey Peninsula Yacht Club, Wharf No. 2, Monterey

www.orchestraintheschools.org ~ (831) 508-9000
TIPS: CONSIDER “BOOSTING” YOUR POST (PAID ADVERTISING)

Monterey County Gives! is gearing up to launch Nov. 10. MCGives! is a special year-end fundraising effort of the Monterey County Weekly Community Fund, the Community Foundation for Monterey County and the Monterey Peninsula Foundation. Representatives from this year’s 125 participating nonprofits got together yesterday at California State University, Monterey Bay to gear up for the campaign, which in 2015 attracted more than $3 million to benefit local nonprofits and has raised over $8 million to date. www.montereycountygives.com will be live 11/10-12/31/16. Until then, for more info visit: www.cfmco.org/mcgives. #mcgives #inspiringphilanthropy
TIP: HAVING AN EVENT? CREATE A FB EVENT
TIP: HOST AN EVENT

Alisal Center for the Fine Arts is 🎉 attending Holiday Party to Benefit Local Charities at ⌚ Move Studios.
December 10, 2016 · Monterey, CA

Thank you so much DJ Willi for volunteering your time and helping to organize this event for #ACFA and the #FoodBankForMontereyCounty!!!! Half of the proceeds go to ACFA!!!!

We are raising $10,000 for a 30'x30' portable dance floor for ACFA!!!!

Also, please feel free to donate to ACFA through the Monterey County Gives Campaign!! All donations are tax deductible and every bit helps!!

Here is the link! The MC gives Campaign ends on 12/31/16, don't miss the opportunity to donate to our cherished organization!!!!

https://www.montereycountygives.com/nonprofit/alisal/
What are some tips and tricks that you used?
Safe Place @CHSafePlace · Jan 4
Big thanks to everyone who supported Safe Place by donating through the Monterey County Gives campaign. Without your support, we couldn’t carry out our mission in proving hope.help.here for hundreds of vulnerable youth.

#MCGIVES @cfmco

WE COULDN'T HAVE DONE IT WITHOUT YOU

THANK YOU

To all of our supporters who donated via MCGives! your gift to Safe Place is bringing lasting change and making a tangible difference in the lives of our community’s homeless youth.

www.chservices.org
AFTER: THANKS/FOLLOW UP

Screen Shot Your Final Page

TOTAL RAISED
$3,173,519.25

INDIVIDUAL DONATIONS
$2,401,628.32

OVERALL MATCHING FUND
$348,000.00

ORGANIZATION CHALLENGE GRANTS
$423,890.93

DONORS
4017

$2,401,628.32 Individual Donations
$310.45 Average Donation Made
$70,000.00 Largest Donation So Far

27 Days ago last Campaign ENDED
TIP: INTEGRATE MESSAGING INTO EXISTING CHANNELS

- Eblast
- Print
- Footer
- Website

Year-End Monterey County Giving

Year-end always seems to prompt thinking about what was accomplished over the past 12 months. Our lives run at such warp speeds, that we move from one item to the next to the next, and so on. Every now and we just need to take a breath and reflect.

But I just realized the year isn’t over yet. So the heck with that.

Let’s talk Monterey County Gives! because it’s happening right now. Gives, a three-way partnership with the CFMC, Monterey County Weekly and the Monterey Peninsula Foundation, has developed into an indispensable year-end giving program that is providing much-needed funds to our nonprofit community.

"Exploring the website is a great way to learn about the tremendous variety and quality of work being done by our nonprofit community. It is almost impossible not to be inspired to give."

- Dan Baldwin

READ THE PRESIDENT'S BLOG

Monterey County Gives! Now through Midnight 12/31

Leverage your year-end gift to local nonprofits through Monterey County Gives!
Make your gift of cash, check or appreciated stock before 12/31/16

Donate Now
AFTER: THANKS/FOLLOW UP

Carmel retweeted
Pacific Repertory @PacRepTheatre · Apr 17
Thanks to #MontereyCountyGives we now have brand new #HearingAssistance devices. Thanks @mcweekly and our donors!

This facility is equipped with a hearing assistance system. Please ask for a receiver.
THANK YOU!

Return of the Natives Restoration Education Project

February 25 · Edited ·

We are so thankful to have been a part of Monterey County Gives this year! Thank you to ALL who donated to us, and to all who made this campaign a possibility. The success was outstanding - $1.34 million raised to benefit 101 nonprofits. There are a lot of inspiring people in this room doing amazing things throughout our community. #MCGives #MCWeekly #CFMCO #communityinvolvement #fundraising #nonprofitorganizations #montereycounty Monterey County Weekly @Community Foundation for Monterey County
Happy New Year to all of our incredible supporters and partners throughout MontereyCounty! We are beaming with joy to see our record-breaking #MCGives year of donations. Stay tuned as we announce some of our new programs & school partners this year! Harmony-At-Home.org

Total raised as of 1/1/2018

$27,229.24

Thank you Monterey County for your support!
Your support will directly impact our Counseling, Teen, Children 1st, and Bullying Prevention Programs.

#MCGives
TIP: BREATHE!

KEEP CALM AND JUST BREATHE
TAKE AWAYS/NEXT STEPS

• Choose 3 Actions to Take (Hint #1: Challenge Gift)
• Don’t Reinvent the Wheel!
• Have Fun!
INFORMATION SHARING / Q & A
PRESENTER CONTACT INFORMATION
(831) 375-9712

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