

**MONTEREY COUNTY** **GIVES!**

Joining Together for Big Ideas

# LUNCH & LEARN

SEPTEMBER 25, 2019



*Here for Good*

**Community Foundation**

for Monterey County

# WWW.CFMCO.ORG/MCGIVES

Blog & Events | Contact Us | Search



## + [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?

~~John Doe Company Board of Directors~~

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 MCGives! website and in the MCGives! 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 Card #: \_\_\_\_\_ 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](mailto:briant@cfmco.org)**

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


**Community Foundation for Monterey County  
Attn: MCGives!  
2354 Garden Road  
Monterey, CA 93940**

**All challenge gifts and forms must be received by October 25, 2019** to be included in the MC Gives! 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](mailto:briant@cfmco.org).

# WHY IT MATTERS

DONATE



**DONORS**  
**75**

**TOTAL RAISED**  
**\$5,786.00**

**INDIVIDUAL DONATIONS**  
**\$5,486.00**

**CHALLENGE GIFT**  
**\$300.00**

**CHALLENGE GIFT**

**\$300.00**

Mission

The Big Idea

**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


**QUALIFIED CHARITABLE DISTRIBUTION**

**IRA** → **GIFT** → **CHARITY**

➤ Excluded from gross income, but no charitable deduction

➤ [www.cfmco.org/ira](http://www.cfmco.org/ira) for more information

*Here for Good*

 **Community Foundation**  
for Monterey County

# WWW.CFMCO.ORG/IRA



## Recent Posts

- > [Honoring a Legacy: John S. Myszak Scholarship for Future Teachers](#)
- > [Give Where You Live: Andy and Steffanie Smith](#)
- > [Grants Available from the Southern Monterey County Foundation Apply By 9/27/19](#)
- > [2019 Neighborhood Grants Awarded](#)
- > [Northern Monterey County Foundation Grants \\$34,000 to 12 Nonprofits](#)

## Categories

- > [CFMC News](#)
- > [Donor Stories](#)
- > [Events](#)
- > [Impact](#)

## 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.

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.

# IMPORTANT INFORMATION

- 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

# ONLINE RESOURCES

## WWW.CFMCO.ORG/MCGIVES



center for  
nonprofit excellence  
COMMUNITY FOUNDATION FOR MONTEREY COUNTY

### Social Media Resources for Nonprofits

- [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)

#### Getting Started & Tutorials



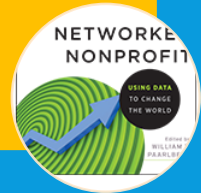
- [Sample Policies](#) (Socialmedia.biz)
- [Online Engagement Strategy](#) (Idealware)
- [Facebook Scandals and Nonprofit Strategy](#) (Beth's Blog)
- [Communications Toolkit](#) (Giving Tuesday)

#### Social Media Policy & Strategy



- [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)

#### Quick Links to Tools



- [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 years 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 then 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](http://www.montereycountygives.com)



**SpectorDance**

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](#)



## BEFORE/KICK OFF PHASE

*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](http://www.bitly.com)



**FarmDiscovery** @LEFDP · 8 Dec 2017

"Education, Inspiration, Transformation through Environmental Stewardship." You can support this great work of @MEarthCarmel & @FarmDiscovery... through #MCGives at: [bit.ly/2iKovkN](http://bit.ly/2iKovkN)

#MCGives #environmentalstewardship #TEND #seasonofsmiles #far...  
[bit.ly/2B4mw5g](http://bit.ly/2B4mw5g)



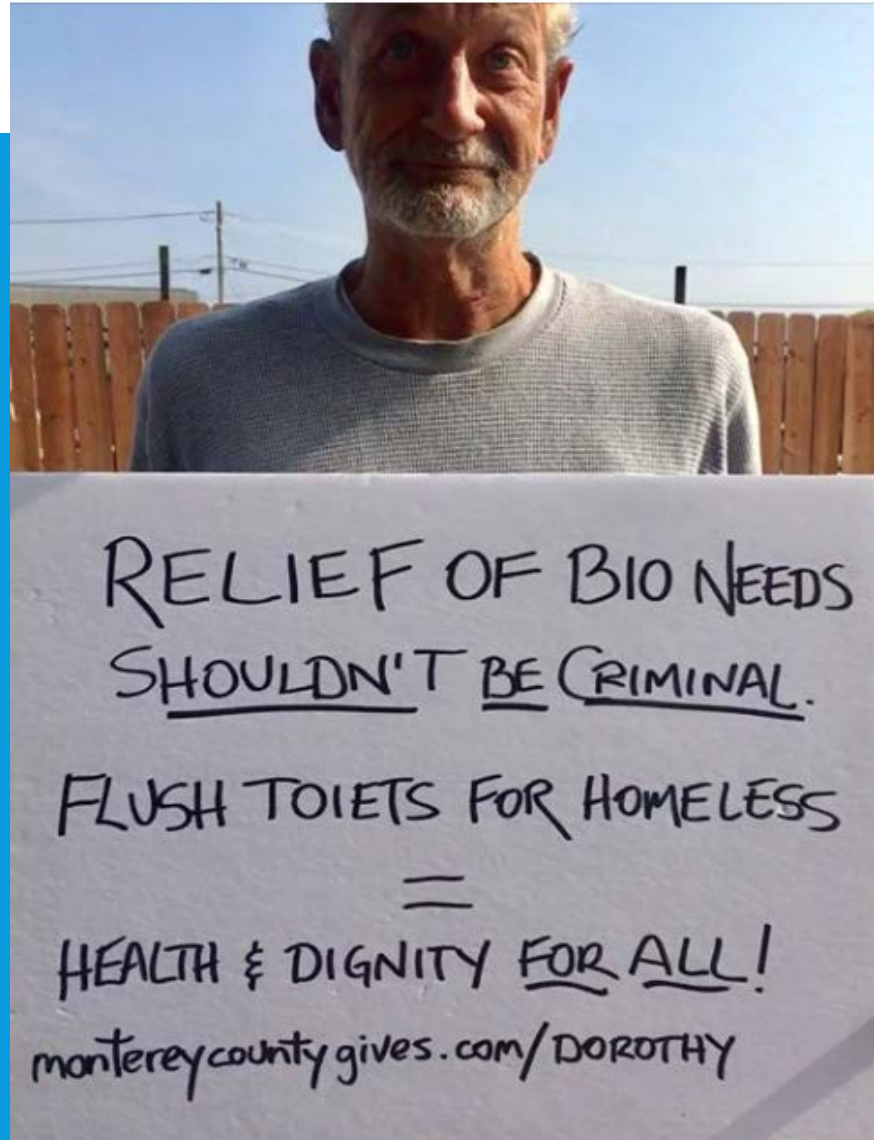
# DURING: SPECIFIC LINK



Dorothy's Place

December 15, 2018 · 🌐

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>



# DURING: ADD DONATION BUTTON



Gathering for  
Women - Monterey  
@gatheringforwomen

Home

About

Photos



👍 Liked ▾

📶 Following ▾

➦ Share

...

Donate

💬 Message

# 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 12/3/19

Black Friday. Cyber Monday.

#GIVINGTUESDAY™

November 27, 2018

[www.givingtuesday.org/about](http://www.givingtuesday.org/about)



Hidden Hills Ranch

November 29, 2016

Time to give...

#MyGivingStory #GivingTuesday #MCGives!



Monterey Bay Marine Life Studies

November 29, 2016

Like Page

Pay it forward on #GIVINGTUESDAY Give at <http://bit.ly/MCGives2016> - a match campaign at #MCGives  
#free #wild #blackfish #orca #whale #entanglement  
Help Monterey Bay Marine Life Studies' Whale Entanglement Team (WET) © and Research Scientist Program. Learn more at: <http://bit.ly/2gFSEj8>





# DURING: LEVERAGE GIVING TUESDAY | 2/3



jmontereycounty • Follow

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

DURING: LEVERAGE GIVING TUESDAY 11/27

*What were some strategies  
you used to leverage Giving  
Tuesday?*



# DURING: SHARE YOUR “BIG IDEA”

♥ PK Diffenbaugh and 2 others liked



**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](https://bit.ly/1N9OvkT)



# DURING: SHARE YOUR “BIG IDEA”

Carmel retweeted



**Sunset Center** @SunsetCenter · Nov 13

Today kicks off #mcgives featuring our Classroom Connections program! Help support the arts on #worldkindnessday! [ow.ly/EerRT](http://ow.ly/EerRT)



2



1



Interim, Inc. and 1 other favored



**Interim, Inc.** @InterimInc · Nov 13

Support efforts to help get mentally ill homeless adults off the streets & into housing. Donate today #MCGives! [montereycountygives.com/interim-inc/](http://montereycountygives.com/interim-inc/)



1



3



**Gee** @Givesoer · 15 Apr 2014

#McGives [instagram.com/p/m1NtiyM2t5/](http://instagram.com/p/m1NtiyM2t5/)



**Community Foundation** @cfmco · 30 Dec 2013

Pls RT and make a tax-deductible gift thru #MCGives to support big ideas in #Monterey Co [montereycountygives.com](http://montereycountygives.com)



1



1



**Sunset Center** @SunsetCenter · 19 Dec 2013

Today is 5% day @WholeFoods in Monterey- 5% of all sales benefits local nonprofits #mcgives! [ow.ly/rW9ax](http://ow.ly/rW9ax)



**ReadMC** @Read\_mc · 19 Dec 2013

We're excited to join other nonprofits for #mcgives Whole Foods Market 5% Day in Monterey! Join Us. :) [ow.ly/v44LIY](http://ow.ly/v44LIY) @mcweekly



**Sun Street Centers** @SunStreetTweet · 10 Dec 2013

#MCGives should donate money to STEPS so we can continue our efforts in reducing drug abuse among minors. Donate Now! [bit.ly/IGCjrx](http://bit.ly/IGCjrx)

DURING: SHARE YOUR BIG IDEA

*Sharing your “Big Idea”  
Feedback, Suggestions?*

# TIPS: DON'T JUST TELL – SHOW!



Community Foundation @cfmco · Dec 30

#MCGives surpasses \$1m! Thanks for you generosity. [montereycountygives.com](http://montereycountygives.com)



1



1



Community Foundation @cfmco · Dec 17

Maximize #MCGives by shopping at Whole Foods Monterey 12/18 when 5% of purchases go to [montereycountygives.com](http://montereycountygives.com)



1



Youth Music Monterey @YMMorch · Dec 16

#GivingTuesday is here! Be a part of something big and Donate TODAY & we will receive a match through #mcgives... [fb.me/1xCuH9ts](https://fb.me/1xCuH9ts)



Community Foundation @cfmco · Dec 10

Give the gift of giving [ow.ly/FsBIB](http://ow.ly/FsBIB) #MCGives



2



Pt. Lobos Foundation @iheartptlobos · Dec 5

Your gift through #mcgives helps foster the next generation of conservationists! [bit.ly/1vLJ5AE](http://bit.ly/1vLJ5AE)



2



1



# CAPTURE YOUR MISSION



hopehorsesandkids • [Follow](#)

• Hope, Horses & Kids

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.

hopehorsesandkids #Mcgives #givingtuesday #nonprofit #support #hhk #monterey #community #salinas #horses #horsesofinstagram #holidayseason #giveback #thankful #donate



41 likes

NOVEMBER 28, 2017



# TIPS: BE CONSISTENT & PRESCHEDULE POSTS

- Post regularly
- Timesaver:  
Preschedule posts



**LIBRARY**  
25 Public Street

Help engage kids through the  
**2019 Summer Reading Program**  
*IT'S SHOWTIME at YOUR LIBRARY*

**DONATE**  
**November 8–December 31, 2018**  
with matching funds through  
**MONTEREY COUNTY GIVES!**

**VISIT**  
**montereycountygives.com**  
select Friends of the  
Monterey Public Library

**CALL (831) 646-5602**  
for details on making a matching gift

Summer reading  
not only exercises  
the mind it can help  
students avoid  
weeks of learning  
loss during  
the summer  
school break.

Help build school  
success one summer  
reader at a time.

**Friends**  
of the Monterey Public Library

 **montereypubliclibrary** • Follow  
Monterey Public Library

 **montereypubliclibrary** Give the Gift of Reading to a Child! Support the Friends' Summer Reading 2019 campaign. Your gift will be used to encourage children to keep learning and reading all summer long. Last year over 2,000 children were reached through MPL's summer reading program!

•  
•  
•

#mplibrary #montereypubliclibrary  
#publiclibrary #librariesofinstagram  
#giving #supportthelibrary  
#summerreading  
#itsshowtimeatyourlibrary #mcgives  
#montereycountygives

38w

21 likes

DECEMBER 28, 2018

Add a comment...

Post

# 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>



# TIPS: ENLIST OTHERS TO POST & SHARE (BOARD/STAFF)



**Community Foundation for Monterey County** ✓ is at  
Community Foundation for Monterey County ✓.  
December 8, 2018 · Monterey · 🌐





# 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**

MARINA YOUTH ARTS



**Nancy Amadeo**

November 16, 2017 · 🌐

Do your end of year giving on line through this unique fundraiser. **It's simple.** You support local nonprofits and make our community a better place to live. **Marina Youth Arts provides after school arts programs in Marina schools and at our teen center at no cost to our scholars.** Every dollar goes to support our programs.



6

11 Shares



Like



Comment



Share



Write a comment...



# TIPS: ENLIST OTHERS



Help us host a Town Hall meeting on the opioid crisis!

## 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](#)

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# TIPS: COUNTDOWN – FINAL PUSH



**Save Our Shores**

December 29, 2014 · 🌐

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](http://MONTEREYCOUNTYGIVES.COM)



# TIP: MENTION CHALLENGE GIFT

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



Create. Share. Celebrate Art.



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

*For the cost of a cup of coffee, you can invest in community art programs...  
and we would be so grateful!*

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.

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



# 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...](http://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](http://MONTEREYCOUNTYGIVES.COM)

TIPS: USE LOGO FOR BRANDING





# 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/](http://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](http://www.OrchestraintheSchools.org) ~ (831) 508-9000



orchestraintheschools • [Follow](#)

orchestraintheschools We only have until midnight December 31 to complete this end of year campaign. Spread the word and donate. #mcgives #montereybay #learnmusic emmapaoletti #montereymusic #musicsaves #montereycounty #youthmusic #mcgivesmontereycounty



8 likes

DECEMBER 12, 2017

Add a comment...





# TIPS: CONSIDER “BOOSTING” YOUR POST (PAID ADVERTISING)

Location - Living In: United States: Monterey (+30 mi)  
California  
Age: 18 - 65+

Create New Audience

**BUDGET AND DURATION**

Total budget ⓘ

\$10.00

Estimated People Reached ⓘ

680 - 1,800 people of 140,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration ⓘ

1 day 7 days 14 days

Run this ad until 📅 Oct 5, 2016

You will spend an average of **\$1.42** per day. This ad will run for **7 days**, ending on Oct 5, 2016.

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](http://www.montereycountygives.com) will be live 11/10-12/31/16. Until then, for more info visit: [www.cfmco.org/mcgives](http://www.cfmco.org/mcgives). #mcgives #inspiringphilanthropy

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

Year	Amount
2000-2008	\$445,168
2009	\$447,983
2010	\$584,610
2011	\$627,142
2012	\$761,693
2013	\$1,046,325
2014	\$1,344,008
2015	\$3,173,519

**Total Raised and Donated = \$8,419,423**

**+4**


352 people reached



Boost Post

# TIP: HAVING AN EVENT? CREATE A FB EVENT

New Event by The Friends of the Marina Library

Event Photo





*The Monterey County Gives! campaign provides a vehicle to inspire local philanthropy at all levels.*

**Monterey County Gives! 11/10/16 - 12/31/16**

Event Name

MC Gives Event!

Location

Your NonProfit

Start

11/10/2016

12:00 AM

PDT

End

11/24/2016

2:00 PM

PDT

Category

Fundraiser

Description

Tell people more about the event

Keywords

Type and select keywords from the list of results

☐ Free Admission

☐ Family Friendly

Ticket URL

Add a website link

Event Best Practices (PDF)

Cancel

Publish

# TIP: HOST AN EVENT



**Alisal Center for the Fine Arts** is 🍷  
attending Holiday Party to Benefit Local  
Charities at 📍 Move Studios.

👍 Like Page



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/>



## TIPS - SHARING

*What are some tips and tricks that you used?*

# AFTER: THANKS/FOLLOW UP



**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](http://hope.help.here) for hundres of vulnerable youth.

#MCGIVES @cfmco

WE COULDN'T HAVE DONE IT WITHOUT YOU

**THANK YOU**

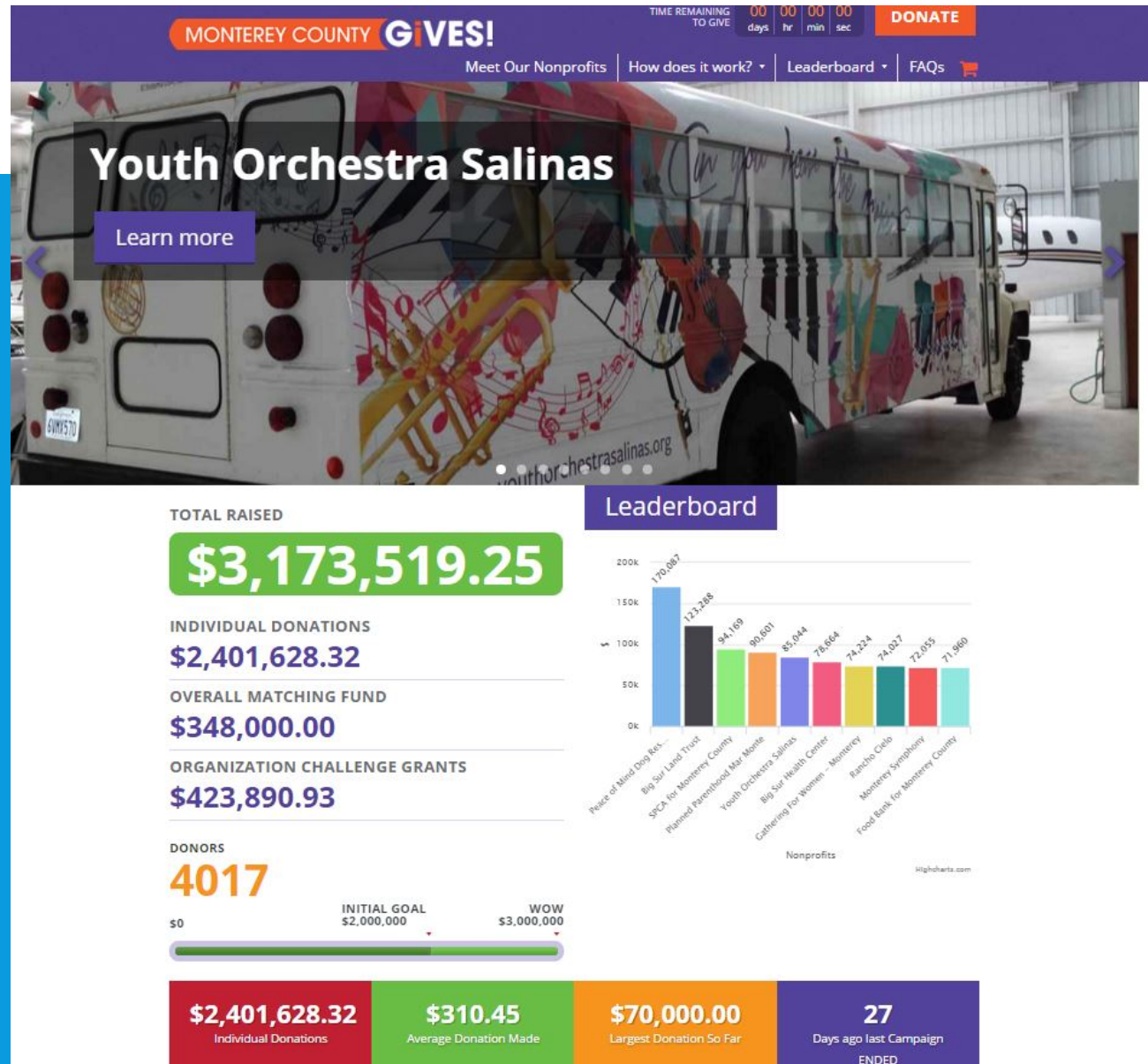
To all of our supporters who donated via MCGives! your gift to Safe Place is bringing lasting change and making a tangible difference in the lives of our community's homeless youth.

[www.chservices.org](http://www.chservices.org)



# AFTER: THANKS/FOLLOW UP

Screen  
Shot  
Your  
Final  
Page





# TIP: INTEGRATE MESSAGING INTO EXISTING CHANNELS

- Eblast
- Print
- Footer
- Website

## Year-End Monterey County Giving



*(l to r) Steve John, CEO Monterey Peninsula Foundation, Dan Baldwin, President/CEO CFMC, Bradley Zeve, Founder & CEO, Monterey County Weekly*

**"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 to not be inspired to give."**

- Dan Baldwin

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 then 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.

Gives! is more than giving. It's also about awareness. The Monterey County Gives! website includes profiles and Big Ideas from the 123 participating nonprofits. [\(more\)](#)

[READ THE PRESIDENT'S BLOG](#)

**Monterey County Gives! Now through Midnight 12/31**

# MC **GIVES!**

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!



2



3



# 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





**Harmony at Home** @Harmony\_at\_Home · Jan 2

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](http://Harmony-At-Home.org)



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

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