



## MC GIVES! COMMUNICATIONS SAMPLES 2019

- **Before** Mention campaign and “save the dates”
- **Kick off** Include MC Gives! message in existing channels (print, email, website, social media)
- **During** November 7 – December 31, 2019 (website live)
  - Share Big Idea, use your specific link, utilize social capital, countdown to deadline
  - Leverage Giving Tuesday 12/3/19 ([2019 Giving Tuesday Toolkit](#) - campaign tips)
- **After** Follow up/thank you's/ share your results/impact

## FACEBOOK

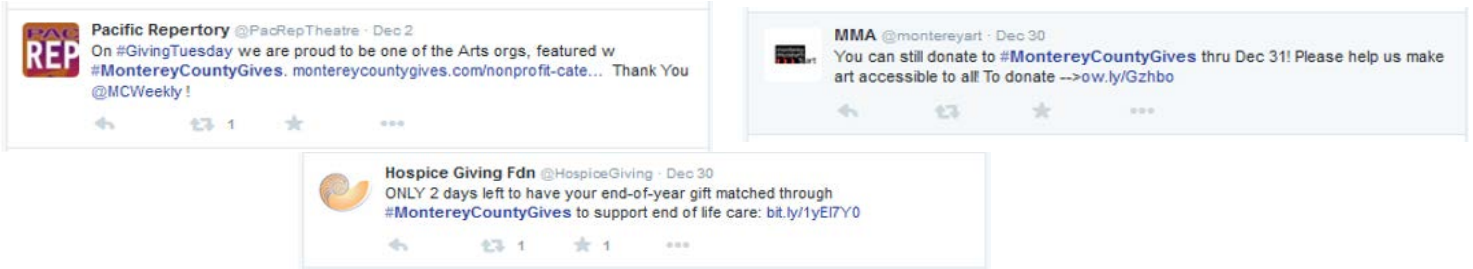
- **Like partners and each other!**
  - [www.facebook.com/montereycountyweekly](http://www.facebook.com/montereycountyweekly)
  - [www.facebook.com/cfmco](http://www.facebook.com/cfmco)
  - [www.facebook.com/montereypeninsulafoundation](http://www.facebook.com/montereypeninsulafoundation)
- **Best practice: Reference partners with links if you are including them in your post:**

@Montereycountyweekly @cfmco @montereypeninsulafoundation @MontereyCountyGives
- **Share relevant posts from partners to amplify the campaign**
- **Sample Facebook Posts**
  - Customize link to your unique URL (once the MCGives website is live)
  - Add photos (not just links)
  - Add hashtag #MCGives
- We're excited to participate in Monterey County Gives! to support \_\_\_\_\_ (**YOUR BIG IDEA HERE**). Donate now through 12/31 and your gift will go further through a % match! [www.montereycountygives.com](http://www.montereycountygives.com) (**YOUR CUSTOM URL**) #mcgives @montereycountyweekly @cfmco @montereypeninsulafoundation
- **XX** days left to help your gift go further through Monterey County Gives! Donate now through December 31 at [www.montereycountygives.com](http://www.montereycountygives.com) (**YOUR CUSTOM URL**) #mcgives @montereycountyweekly @cfmco @montereypeninsulafoundation
- Please donate by December 31 through Monterey County Gives! (**YOUR CUSTOM URL**) You can leverage your gift through a partial match and help (**BIG IDEA**). #mcgives @montereycountyweekly @cfmco @montereypeninsulafoundation
- Did you know if you are 70 ½ or older you can give to your favorite organizations through an IRA #qualifiedcharitabledistribution to Monterey County Gives! Learn how it works at [www.cfmco.org/IRA](http://www.cfmco.org/IRA).

## TWITTER

Follow & mention partners: @mcweekly @cfmco @attproam  
Use custom link. Create shortlink if needed at [www.bitly.com](http://www.bitly.com)

- Leverage your year-end gift to (YOUR AGENCY NAME) through [www.montereycountygives.com](http://www.montereycountygives.com) #MCGives
- Your gift to (YOUR AGENCY NAME) goes further through [www.mcgives.com/\(CUSTOM URL\)](http://www.mcgives.com/(CUSTOM URL))



## #INSTAGRAM

Use strong image and include relevant hashtags such as:

#mcgives #GivingTuesday #nonprofit #donate #thankful

## NEWSLETTER/E-NEWS SAMPLE COPY

# MC GIVES!

LEVERAGE YOUR YEAR-END DONATION THROUGH  
MONTEREY COUNTY GIVES!  
November 7– December 31, 2019

(ORGANIZATION NAME) is delighted to be a participant in the 2019 Monterey County Gives! campaign. Your year-end gift goes further through the pro-rata match each gift receives. Your support can help make a difference to (BIG IDEA). This year's program runs November 7 through midnight December 31, 2019. Donations may be made at [www.montereycountygives.com](http://www.montereycountygives.com) in the (NAME YOUR CATEGORY I.E. ARTS & CULTURE) OR PROVIDE LINK TO CUSTOM URL. Monterey County Gives! has helped local nonprofit organizations raise over \$22 million through the generosity of donors like you. Thank you for your support. *Monterey County Gives! is a special project of the Monterey County Weekly, Community Foundation for Monterey County and Monterey Peninsula Foundation.*

### IRA Qualified Charitable Distribution (QCD)

Contributing from your IRA through Monterey County Gives! is an easy way to reduce your tax burden and make a gift to support the (NAME OF ORGANIZATION). If you are 70 1/2 or older, you can make a gift from your IRA account up to \$100,000 per year. It qualifies toward your required minimum distribution (RMD) which can lower your income and taxes. If you are married and file jointly, your spouse can also make a gift of up to \$100,000 from his or her IRA. Contact the Community Foundation for Monterey County at 831.375.9712 for instructions or to learn more.

