



2021 Information for Agencies

Covid-19 Procedures

- Please encourage your donors to **give online**
- If they want to give by check, instruct them mail it directly to the CFMC Monterey office
- If your nonprofit received donations directly, **please mail them** to us rather than deliver them.
- If you have to deliver to the CFMC Monterey Office, we require all posted safety instructions be followed. The CFMC is currently requiring masks in their offices.

1. **Direct your donors to give online at www.montereycountygives.com** starting November 11
2. If your nonprofit directly receives a donation in the form of check, mail 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 cannot accept checks made out to your organization. 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 hold donations until the end of the campaign.** Bring or mail them to the CFMC as soon as possible. Donations delivered or postmarked after 12/31/2021 will not be eligible.
4. To accept cash donations, **we need to know the name and amount given of each donor.** In light of Covid-19, please limit the number of bills Community Foundation staff must handle by consolidating into as large as bills as possible.
5. **If the contact person at your agency changes,** let Linda Maceira at the Weekly know immediately at 831.394.5656 or linda@mcweekly.com. This contact will receive all campaign information and a daily e-mail of all donors to your agency.
6. We encourage you to send thank you letters to your donors; however, these **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. They will not receive a letter.** Other donors will receive a mailed acknowledgement from the CFMC.
7. **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 1986-2003.
8. **Secure a challenge gift** to leverage your campaign. Challenge gifts are meant to be significant gifts for your nonprofit. Challenge gift donors will be listed on your Gives! webpage and the Weekly launch issue as way to recognize your key donors or groups like your Board. **Challenge gifts are not to be solicited broadly via mail or at events:** please wait for the main campaign to reach out to your full donor lists. To be included in the launch issue of the Weekly, [Challenge Gift Forms](#) are due **on October 22** (we can continue accepting challenge gifts throughout the campaign).
9. **IRA Charitable Rollover:** Required minimum distributions are back in 2021. Donors aged 72 (or 70 1/2 if born before 7/1/49) or older can make a qualified charitable distribution (QCD) from their IRA to the MCGives! campaign. A QCD is a great way for donors to make tax advantageous

contributions, especially those who do not itemize their deductions. 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(s) is being supported.** For more information contact Brian Thayer at the Community Foundation: briant@cfmco.org or 831.375.9712.

10. Gifts of stock can be also be accepted. Please contact Brian Thayer for transfer instructions: briant@cfmco.org or 831.375.9712.

11. Visit www.cfmco.org/mcgives to find the Challenge Gift Form, a donation form listing all participating organizations and social media tips and more, all listed under 'Agency Resources'

Monterey County Gives! "Lunch & Learn" **Monday, October 11, 12:00-1:00pm via Zoom**

Join us to 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!
Location: Online, the Zoom link will be emailed out on October 8.

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 30, 2021.** 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**
[facebook.com/MontereyCountyWeekly](https://www.facebook.com/MontereyCountyWeekly) [facebook.com/cfmco](https://www.facebook.com/cfmco)
[facebook.com/montereypeninsulafoundation](https://www.facebook.com/montereypeninsulafoundation) **Twitter:** @mcweekly @cfmco @attproam



CFMC Center for Nonprofit Excellence Events, Deadlines & Resources

10/11	Noon	Monterey County Gives! "Lunch & Learn" (details above)
10/12	11-12:30pm	DEI Learning Group Diversity, Equity & Inclusion in Partnership with the Community
10/14	9:30-11am	Tune in to Your Leadership Voice – Peer Coaching and Networking
11/5	5:00pm	Community Fund for Carmel Valley Grant Deadline

Visit www.cfmco.org/workshops
