LUNCH & LEARN
SEPTEMBER 30, 2020
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
2019 CHALLENGE GIFT SUMMARY

- Total Challenge Gifts: $1,216,430
- Number of Challenge Gifts: 546 out of 4,824
- Largest: $100,000 / Smallest: $10 / Average $2,200
- 109 out 163 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
WHY IT MATTERS
CHALLENGE GIFTS Q & A
IRA QUALIFIED CHARITABLE DISTRIBUTION

- Donors 70 1/2 or older
- Up to $100,000 annually, per spouse
- Excluded from gross income if given directly to a nonprofit, but no charitable deduction
- [www.cfmco.org/ira-rollover](http://www.cfmco.org/ira-rollover) for more information
How it Works

If you are 70 1/2 or older*, you can make a gift from your IRA account to the CFMC to benefit your favorite nonprofit. 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. **NOTE:** Though the CARES Act has waived required minimum distributions for 2020, an IRA QCD is still a great way to make a meaningful gift.

You can request an IRA Qualified Charitable Distribution to almost any type of fund*, including general endowment, field of interest, designated, agency, and scholarship funds.

Leverage Your Gift Through Monterey County Gives!

You can also direct your gift to support participating nonprofits in the Monterey County Gives! year-end campaign from mid-November through December 31 and receive a partial match.

*to benefit the causes of your choice.
COVID PROTOCOLS

• Best option: Mail donations, or place through our front door mail slot

• Delivering Donations:
  • Please call ahead (CFMC office is open but doors are locked)
  • Safety Guidelines
    • Wear a mask when entering the building
    • Maintain social distancing
  • Have donations organized
    • Make sure all checks are made out to CFMC or MCGives!
    • Large bills please

Thank you for your patience!
• 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

• Include campaign start and end dates on all materials
WHY SOCIAL MEDIA?

• Including social media in your communication strategy can bring both opportunities and challenges. It is ever-changing.

• 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.

• A quick poll- what channel(s) are you on?
FOCUS YOUR EFFORTS

Take a moment to be strategic and set a goal i.e.

• 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/relevant (soon after kick off/tied to an event)

• Lead with images and videos

• Check links for accuracy include a call to action (donate)
ONLINE RESOURCES
WWW.CFMCO.ORG/MCGIVES

Social Media Resources for Nonprofits 2020

**Getting Started & Tutorials**
- Facebook Tutorials For Beginners (John Haydon)
- 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)
  - How to Use Instagram for Business (Hootsuite)
  - Toolkit for Giving Tuesday

**Quick Links to Tools**
- Facebook Live (Hubspot Video)
- Shorten URLs: [https://bitly.com/](https://bitly.com/)
- Create Graphics (Canva)
- Glossary of Social Media Terms (Socialbrite.org)
- Schedule Posts (Hootsuite)

**INSPIRATION!**
- Giving Tuesday Social Media Samples (Giving Tuesday)
- Articles on Social Media Strategy (Communications Network)
- Year-End Giving Ideas (Nonprofit Pro)
3 PHASES: BEFORE, DURING & AFTER

Before:
Announce Participation
KICK OFF NOV. 12, 2020

Kickoff: Announce Launch or Goal
KICK OFF IDEA - VIDEO
DURING: SPECIFIC LINK

• Use specific link to your Monterey County Gives page

Or

• Shorten with www.bitly.com (if too long for Twitter)
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

• Include a call to action

Thank You! Nearly a month ago the Campaign for #MCGives and the response to our campaign for the restoration of California's First Theatre was truly inspiring! With your help, we raised $11,350.

Thank you, Thank you! Stay tuned for information and further events related to the restoration campaign for California's First Theatre.

... See More — at California's First Theater.
DURING:
LEVERAGE GIVING TUESDAY 12/1/2020

www.givingtuesday.org
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”
TIP:
DON’T JUST TELL – SHOW!
TIP: DON’T JUST TELL – SHOW!
TIP: BE CONSISTENT & PRESCHEDULE POSTS

- Post Regularly
- Tag & #Hashtag
- Timesaver: Preschedule Posts
TIP: ENLIST OTHERS TO POST & SHARE (BOARD/STAFF)
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
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 Weekly.
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 break 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 andBig Ideas from the 123 participating nonprofits. [more]

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
The #mcgives campaign ends at midnight on December 31 🕒. Our lovely Fresnel lens is boxed and ready to return to Point Sur with a little help from our friends. 🤝
www.montereycountygives.com/lighthouse
Thank you for your support.
#pslnavacptsur #pointsurlighthouse #pointsurlightstation #pointsurstatehistoricpark #lighthouse #bigsur #statepark #restorationproject #navac #highway1 #mcgives #fresnellens
NEW IDEAS – FACEBOOK LIVE/ZOOM EVENT

Welcome to Live Producer
Live Producer combines all of the features from the previous experience with a simplified view to help you be more in control of your live streams.

- A cleaner interface
- Simpler ways to manage your live video through multiple devices
- Easier access to the tools you’re looking for
- More to come!

## Going Live on Facebook
First, choose how to create a live video. You can go live using your camera, a streaming software, or a paired encoder. After you set up your live video, make sure to review your post details. Then start your live video.

## Get Started
Choose how you want to start setting up your live video.

- Use Stream Key
- Use Camera
- Use Paired Encoder

Ensure any pre-recorded content is clearly distinguishable from live content, and includes appropriate disclosures about being pre-recorded in the description or through graphics. You can also share pre-recorded content on Facebook by uploading the video as a post on your timeline instead of streaming as a live video on Facebook Live.

### Settings

#### Stream
End live video if stream stops
Not recommended for live videos with poor internet connection. You will not be able to reconnect an encoder during your live video. If a backup stream is enabled, you cannot use this function.

 Embed live video
Insert your live video on any website outside of Facebook.

- Get Embed Code

#### Unpublish after live video ends
Unpublished posts are not visible to the public. Page admins can still see the unpublished post and their insights.

### Viewing
Today is the final day to have your year-end donation to Special Kids Connect matched by Monterey County Gives: www.montereycountygives.com/skc. If you are wondering whether Special Kids Connect's programs are, well, truly "special," we would like to share a story about Francisco Sr. and Francisco Jr.

We had the honor of meeting Francisco Sr. and his family through our outreach to South Monterey County this past year. They live in King City, where there are no opportuniti... See More
Within the shady environs of a massive coast live oak near Porter Ranch, the Outdoor Classroom meets each month, as it has for the past four years. Led by stalwart volunteer and science educator Kenton Parker, the Outdoor Classroom is a forum for environmental literacy education for hundreds of students from local Title 1 schools.

It is our goal to inspire the next generation of scientists who live in the communities neighboring Elkhorn Slough. Support our #MCGives campaign today. Your gift will be matched, and our students will continue to have healthy, protected lands for their environmental science classroom. https://www.montereycountygives.com/.../elkhorn-slough.../
SHOW YOUR DIVERSE SUPPORTERS

Nadja Mark is at Community Foundation for Monterey County. September 25, 2019, Monterey.

MC Gives lunching and learning, #arts4mc #cfmc #mcgives
TIP: CHALLENGE YOUR SUPPORTERS

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

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

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
TIP: CHALLENGE YOUR SUPPORTERS

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...

$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!
TIP: USE LOGO FOR BRANDING

MC GiVES! MONTEREY COUNTY GiVES!
Joining Together for Big Ideas

This holiday season, we want to express our gratitude to all our friends and supporters towards Orchestra in the Schools.

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
TIP: 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

Location - Living In: United States: Monterey (+30 mi) California
Age: 18 - 05+

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.
TIP: HAVING AN EVENT? CREATE A FB EVENT

New Event by The Friends of the Marina Library

Event Photo

MC GiVES!

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)
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 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

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

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
AFTER: THANKS/FOLLOW UP

**Youth Orchestra Salinas**

**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

- **Initial Goal**: $2,000,000
- **Total Raised**: $3,173,519.25

**Leaderboard**

- **Top Donor**: $7,000,000
- **Last 24 Hours**: $310,450
- **Days to Campaign End**: 27
TAKE AWAYS/NEXT STEPS

• Choose 3 Actions to Take (Hint #1= Challenge Gift)
• Don’t Reinvent the Wheel!
• Have Fun!

KEEP CALM AND JUST BREATHE
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