WWW.CFMCO.ORG/MCGIVES
ARTS & CULTURE

ARTS COUNCIL FOR MONTEREY COUNTY
Year Founded: 1985
Full Staff and Volunteers: 10 paid, 40 volunteers
Budget: $1,194,130
622-2985
artcouncil.org

BIG IDEA: The Arts Council for Monterey County hopes to continue its College Arts Scholarship program for the second year, providing higher education scholarships for emerging artists. This scholarship encourages high school seniors to achieve their dreams and contribute to Monterey County’s creative vitality and rich artistic heritage in its fields such as graphic design, fashion design, architecture, digital arts, monumental, fine art, sculpture, ceramics, mixed media, easel painting, music and theater. Among the artwork on display will be the art created by the two-weekend open houses. The Arts Habitat offers free workshops open to the public, where a variety of activities such as painting, drawing, and ceramics will be available. The event will feature a live performance by a local band, as well as a silent auction of artwork created by local artists.

ALISAL CENTER FOR THE FINES ARTS
Year Founded: 1983
Full Staff and Volunteers: 7 paid, 30 volunteers
Budget: $137,840
736-3575
alisaartcenter.org

BIG IDEA: The Alisal Center for the Fine Arts presents various educational programs for children and young adults. It is dedicated to helping students explore their creative and intellectual potential and develop a positive attitude towards learning. The Center offers classes in visual and performing arts, music, dance, and drama. The Center’s goal is to provide a safe and supportive environment for all students to explore their artistic interests and develop skills in various art forms.

SPOTLIGHT

CAMERATA SINGERS
Year Founded: 1980
Full Staff and Volunteers: 6 paid, 35 volunteers
Budget: $36,125
728-0503
cameratasingers.org

BIG IDEA: Through the production of choral music, the Camerata Singers hope to provide the community with regular choral concerts throughout the year. The ensemble is composed of a diverse group of voices and is known for its high-quality performances. The Camerata Singers are committed to providing a variety of programming to meet the diverse needs of the community.

YAC is where I learned to think of myself as a real artist.

"YAC is where I learned to think of myself as a real artist." - Andrew Lomack

"Hidden Valley is beautiful in art and nature at every level."
- Dorothy Mitchell, South Shore Monterey County

"Magic happens here."
- Robert Swedberg, Opera Singer and Stage Director

 Scotia Center \n Scotia-Grinnell Elementary School
 Scotia, CA 95670

Join us for a Special Virtual First Night 2021 and Celebrate the New Year with us! www.firstnightmonterey.org

Donate at: montereycountygives.com/spotteddance

Donations accepted through December 31st.

Donate online: montereycountygives.com
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
2020 CHALLENGE GIFT SUMMARY

• Total Challenge Gifts: $1,386,490
• Number of Challenge Gifts: 623 out of 7,622
• Largest: $123,787 / Smallest: $10 / Average $2,225
• 116 out 162 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

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 72 or older (for individuals who turned 70½ in the calendar year 2020)

• 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 for more information
COVID PROTOCOLS

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

• Delivering Donations:
  • 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
SOCIAL MEDIA
WHY SOCIAL MEDIA?

• Including social media in your communication strategy can expand your reach & support.

• 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.
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
CFMCO.ORG/MCGIVES

Social Media Resources for Nonprofits 2021

- **Facebook Tutorials For Beginners** (John Haydon)
- **The Charity Social Media Toolkit** (Skills Platform)
- **Social Media Discussion Group on Facebook for Local Nonprofits** (CFMC)

- **Sample Policies** (Socialmedia.biz)
  - How to Use Instagram for Business (Hootsuite)
  - Toolkit for Giving Tuesday

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

Getting Started & Tutorials

Social Media Policy & Strategy

Quick Links to Tools

- **Giving Tuesday Social Media Samples** (Giving Tuesday)
- **Articles on Social Media Strategy** (Communications Network)
- **Year-End Giving Ideas** (Nonprofit Pro)

INSPIRATION!
3 PHASES: BEFORE, DURING & AFTER

**Before:**
Announce
Participation
Kickoff: Announce Launch or Goal
KICK OFF IDEA - VIDEO

2020 First 5 Monterey County Monterey County Gives! Campaign

donde la gente comprende la importancia de las experiencias
de calidad en la primera infancia
DURING: SPECIFIC LINK

- Use specific link to your Monterey County Gives page

Or

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

- Include a call to action

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Monterey State Historic Park Association
January 21 • Monterey • 

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, 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
11/30/2021

givingtuesday.org
Toolkit
givingtuesday.org/resources
We're excited to be a part of this year's #MCGives Campaign! Working year 'round to advance the social, economic and environmental sustainability of Monterey Bay's fishing industry is only possible through collaboration, with the support of our local community and donors.

We hope you'll decide to #donate and support our pillars of... See More
TIP: DON’T JUST TELL – SHOW!
TIP: DON’T JUST TELL – SHOW!
TIP: BE CONSISTENT, PRESCHEDULE POSTS USE A SCHEDULER LIKE HOOTSUITE

- Post Regularly
- Tag & #Hashtag (#McGives!)
- Timesaver: Preschedule Posts in Facebook & Instagram (Business Suite)
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
TIP: INTEGRATE MESSAGING INTO EXISTING CHANNELS

• Eblast
• Print
• Footer
• Website

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.

Monterey County 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

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
TIP: COUNTDOWN – FINAL PUSH

Point Sur Lighthouse
December 19, 2019

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.
#pslnavfacptsur #pointsurlighthouse #pointsurlightstation #pointsurstatehistoriccourt #lighthouse #bigsur #statepark #restorationproject #navfac #highway1 #mcgives #fresnellens
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!

FACEBOOK LIVE/ZOOM EVENT
Support Youth Programs before the year is over folks!

Alisal Center for the Fine Arts is at Alisal Center for the Fine Arts.
November 21, 2020 · Salinas · 🌞

Los Rodríguez - These brothers are longtime guitar and Son Jarocho students at ACFA who have started their very own Sierreño and música regional Mexicana group. You can continue to support students like Los Rodríguez by making a contribution to our annual #mcgives campaign. Link in our bio!

Video to Watch: https://bit.ly/3FCD1UM
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.../

Peace of Mind Dog Rescue
December 31, 2020

Please help Doja Marie get the surgery she needs!

Doja Marie is an 11-year-old, happy, loving, yellow Labrador Retriever. Her guardian was in a horrific motorcycle accident and has been in an induced coma. He has months or years of recovery ahead of him and can no longer take care of Doja Marie. A concerned neighbor brought Doja Marie to POMDR to find her a new home.

Sadly, it seems that her previous guardian was unable to care for her long before his accident, as she has two very large masses that need to be removed by a board-certified surgeon. This is something we cannot do at our veterinary clinic, so we need your help raising the funds to get Doja Marie the help she deserves. We expect the surgery to cost a minimum of $5,000.

HOW YOU CAN HELP:

- Donate thru the Monterey County Gives! Campaign: https://www.montereycountygives.com/.../peace-of-mind.../
  We'll receive a match on your donation.

- Mark your donation “In honor of Doja Marie” and we'll allocate the donation to Doja Marie's medical expenses.

Thank you for all of your support and here's to an awesome 2021!!! #montereygives #compassion

Doja needs your help!
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...*

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$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

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

orchestrainthesc...
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
TIP: HAVING AN EVENT? CREATE A FB EVENT

New Event by The Friends of the Marina Library

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)
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

WOW
$3,000,000

$2,401,628.32
Individual Donations

$310.45
Average Donation Made

$70,000.00
Largest Donation So Far

27
Days ago last Campaign ENDED
TAKE AWAYS/NEXT STEPS

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

- Add location
- Add spaces
- Hashtags as comments

View Insights  Boost Post

Liked by tmdcreative and 36 others

cfmco Why is Community Foundation for Monterey County President/CEO Dan Baldwin smiling? #MontereyCounty donors have invested more than $5 million so far to support local nonprofits through mcgives.com—in the midst of the pandemic.

"If there is something certain, something positive, something impactful, and certainly something that will
INSTAGRAM STORIES
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