



# LUNCH & LEARN OCTOBER 11, 2021

# WWW.CFMCO.ORG/MCGIVES

The screenshot displays the Monterey County Gives! website. The top navigation bar includes links for 'Blog & Events', 'Contact Us', and a 'Give Now' button with a gift icon. The main header features the 'Community Foundation for Monterey County' logo. A large banner on the left side of the page reads 'MONTEREY COUNTY GIVES! BE... Monterey County for local nonprofits and support 163 n... MAJOR PARTNERS: Monterey'. The central content area is titled 'Agency Resources' and lists several links: '2020 Challenge Gift Form', '2020 Information for Agencies', '2020 Launch Event PowerPoint', 'General Social Media Resources and Links for Nonprofits', 'Communication Samples', and 'Lunch and Learn PowerPoint-2020 Coming Soon'. Below these links, there is a section for 'Logos' with three links: 'MC Gives Black & White Logo.pdf', 'MC Gives Color Logo.pdf', and 'MC Gives Color Logo w/Tag Line.pdf'. At the bottom of the central area, there are two banners for 'MONTEREY COUNTY GIVES!' with the tagline 'Joining Together for Big Ideas' and a large 'MCGIVES!' logo with the dates 'Nov. 12 - Dec. 31, 2020' and the website 'www.mc Gives.com'. On the right side, there is a sidebar with a 'Give Now' button and a list of links: 'Scholarships', 'Impact', 'Impact & Initiatives', 'Monterey County Gives!', 'Northern Monterey County Foundation', 'Siembra Latinos Fund', 'Southern Monterey County Foundation', 'Boston Call Fund for Big Sur', 'Women's Fund', and 'Past Initiatives'. At the bottom right, there is a section titled 'Qualified Charitable Contribution - A Great Way to Give' with a diagram showing 'GIFT' leading to 'CHARITY' and a 'Community Foundation for Monterey County' logo.

Blog & Events Contact Us

Community Foundation for Monterey County

MONTEREY COUNTY GIVES! BE... Monterey County for local nonprofits and support 163 n... MAJOR PARTNERS: Monterey

Agency Resources

- [2020 Challenge Gift Form](#)
- [2020 Information for Agencies](#)
- [2020 Launch Event PowerPoint](#)
- [General Social Media Resources and Links for Nonprofits](#)
- [Communication Samples](#)
- [Lunch and Learn PowerPoint-2020 Coming Soon](#)

Logos:

- [MC Gives Black & White Logo.pdf](#)
- [MC Gives Color Logo.pdf](#)
- [MC Gives Color Logo w/Tag Line.pdf](#)

MONTEREY COUNTY GIVES!

MONTEREY COUNTY GIVES!  
Joining Together for Big Ideas

MCGIVES!  
Nov. 12 - Dec. 31, 2020  
www.mc Gives.com

Give Now

Scholarships Impact

Impact & Initiatives

Monterey County Gives!

Northern Monterey County Foundation

Siembra Latinos Fund

Southern Monterey County Foundation

Boston Call Fund for Big Sur

Women's Fund

Past Initiatives

Qualified Charitable Contribution - A Great Way to Give

Community Foundation for Monterey County

# MONTEREY COUNTY WEEKLY LAUNCH ISSUE

## ARTS & CULTURE

### ARTS COUNCIL FOR MONTEREY COUNTY

**Year Founded:** 1982  
**Paid Staff and Volunteers:** 15 paid, 40 volunteers  
**Budget:** \$1,342,120  
**622-9060**  
[arts4mc.org](http://arts4mc.org)

**BIG IDEA:** 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 empowers high school seniors to achieve their dreams and contribute to Monterey County's creative vitality and rich artistic heritage in creative fields such as graphic design, fashion design, architecture, digital arts, filmmaking, game design, interactive design and photography, literature, performing and visual arts. A college program gives artists vital access to training and professional mentors as well as knowledge and skills in business, marketing and production. Applications are open to all Monterey County seniors who plan to attend an accredited higher education program. Anticipated awards will be \$2,500 each to 10 Monterey County students.

"I would like to thank the Arts Council for awarding me this beautiful scholarship because as a student that comes from a low-income family as well as being a first-generation student, I view this scholarship as an impactful resource. This fall I'm going to CSU East Bay and I'm planning to major in art, because I love art with my whole heart. I look forward to using this scholarship toward enrolling in art classes, as well as purchasing art supplies that I might need." -Vanessa Berumen

### ARTS HABITAT

**Year Founded:** 1991  
**Paid Staff and Volunteers:** 2 paid, 7 volunteers  
**Budget:** \$42,200  
**624-6111**  
[arthabitat.org](http://arthabitat.org)

**BIG IDEA:** Arts Habitat invites artists to open up their studios, and invites the public to see where and how artists do their work on annual art studio tours throughout Monterey County. In 2020, what would

have been the 29th annual tour was postponed until next year due to Covid-19, with new dates scheduled for the weekends of May 8-9 and May 15-16, 2021. Mediums represented include photography, painting, prints, jewelry, glass, sculpture, ceramics, mixed media, assemblage, mosaic and pottery, and much of the artwork on display will be for sale. Besides the two weekend open houses, Arts Habitat offers free workshops for participating artists, providing information of best practices for marketing, publicity, artwork display, merchandising, pricing and other tips that will aid artists in selling artwork during and after the tour.

"For me, creating art is by nature a solitary act, but my ultimate intention is to communicate and share my vision. The Artist Studio Tour allows me to take that next step—to communicate directly with attendees and share my vision. It is very satisfying to meet the people who buy your work, and later imagine looking out from the new wall where it hangs, into the new life it is living." -Kate Warthen

### CAMERATA SINGERS

**Year Founded:** 1980  
**Paid Staff and Volunteers:** 0 paid, 15 volunteers  
**Budget:** \$39,525  
**674-5863**  
[camerata-singers.org](http://camerata-singers.org)

**BIG IDEA:** Through the production of choral music, the Camerata Singers hope to provide the community with respite during these uncertain times. The ensemble expands and enriches the choral music culture of Monterey County by providing artistic interpretation of choral music across multiple genres for local audiences. They also offer opportunities for education in the choral arts and development of young singers and musicians, many of whom go on to have careers in music and the arts. Music has the power to comfort us and challenge us, and their selection of works to perform delves into emotionally challenging and contemporary material, like their 2020 performance of *Considering Matthew Shepard*, a song about the hate crime murder of a young gay man in Laramie, Wyoming in 1998.

DONATE ONLINE [MCGIVES.COM](http://MCGIVES.COM)

**MC GIVES!**

### SPOTLIGHT



### ALISAL CENTER FOR THE FINE ARTS

**Year Founded:** 1988  
**Paid Staff and Volunteers:** 7 paid, 30 volunteers  
**Budget:** \$147,859  
**758-5715**  
[alisalcenter.org](http://alisalcenter.org)

**BIG IDEA:** The Alisal Center for the Fine Arts creates artistic dance opportunities for children and young adults. That not only helps prepare aspiring professionals for careers in the arts, but for all participants, the discipline and creativity help cultivate their self-confidence, self-esteem and character. The Big Idea is free dance classes, with a focus on folkloric dance, augmented by lessons about the history of dance, physical education, choreography, musical theory and performance. Children learn to work as a team and are exposed to benefits of performance such as teamwork and responsibility. The nonprofit hopes to offer free classes to children of all income levels, even during these challenging times.

"The Alisal Center for the Fine Arts has helped students, like myself, get out of our comfort zone by providing a second home where they can feel safe and get to interact with people to create bonds. When I first started attending guitar classes at ACFA five years ago, I was shy. The teachers were able to make me feel comfortable, which led me to open up. As I started to perform with them, I got the confidence that I never had. Now, I can do a better job at public speaking and I am open to doing different activities." -Marlene Hernandez Martinez

**Spector Dance**  
 Dance that Moves the World

Spector Dance Company Owner - Cindy Chen  
 Photo by William Roden, New Dawn Studios

Donate at: [montereycountygives.com/spectordance](http://montereycountygives.com/spectordance)

**MONTEREY COUNTY GIVES!**  
 Matching every donation received from November 12 through December 31st

New Year's Eve Celebration of the Arts

**FIRST NIGHT MONTEREY**  
 THURSDAY DECEMBER 31, 2020

Join us for a Special Virtual First Night 2021 and Celebrate the New Year with us!  
[www.firstnightmonterey.org](http://www.firstnightmonterey.org)

Scan to donate now:

Make Art Accessible to All—  
 Donate to create MMA's

**ARTS ACCESS  
 DIGITAL STUDIO**

Thank you to our Challenge Donors!



Since 1963, Hidden Valley has been a special place for young artists, great teachers and local audiences to gather, learn and grow. Together, we can ensure that the legacy continues.

Donate now through December 31st at [www.montereycountygives.com/hvms](http://www.montereycountygives.com/hvms)

**Online programs available!**  
 (831) 659-3115  
[www.hiddenvalleymusic.org](http://www.hiddenvalleymusic.org)  
 Hidden Valley Music Seminars,  
 an Institute of the Arts

"Hidden Valley is dedicated to art and music at every level."  
 - Dorothy Micheletti, Youth Music Monterey County

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

By Sara Rubin

**MONTEREY COUNTY GIVES!**

NOVEMBER 12-18, 2020


[MONTEREYCOUNTYWEEKLY.COM](http://MONTEREYCOUNTYWEEKLY.COM)

LOCAL & INDEPENDENT

# WHAT IS A CHALLENGE GIFT?

- Think of it as a seed gift
- Opportunity to give donors name recognition

Monterey Bay Fisheries Trust



**DONORS**  
**32**

**TOTAL RAISED**  
**\$52,110**

**INDIVIDUAL DONATIONS**  
**\$48,510**

[SHARE](#)

[f](#) [t](#) [v](#)

\$

**DONATE NOW**

Year Founded: 2014  
Paid Staff: 4  
Volunteers: 30  
Org Budget: \$490,000.00  
Phone: (831) 233-3101  
[Visit Website](#)  
[Review 990 Form](#)

**CHALLENGE GIFT**  
**\$3,600**

**From:**  
Board Member  
In Memory of Roger Brown  
John & Mary Koeppen

**Mission**

To advance the social, economic and environmental sustainability of Monterey Bay fisheries.

**The Big Idea**

Commercial fishing is deeply ingrained in the history, culture, and identity of Monterey Bay, yet over the past few decades the commercial fishing industry has struggled. The Monterey Bay Fisheries Trust is uniquely positioned to partner with the fishing industry, municipal leaders, and conservation organizations to achieve a balance between a healthy ocean ecosystem and a healthy seafood economy. They hope to strengthen the viability of local commercial fishing businesses by protecting local fishing rights; increase the availability of—and demand for—local, sustainable, source-identified seafood; ensure that lost fishing gear is removed from the bay before it can pose a threat to marine life or safety; and unite diverse stakeholder groups to achieve a common vision of conservation-based fisheries management.



# 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?

The Doe Company Board of Directors

Donor Name: John Doe, The Doe Company

individual donor, a business, or a group like a Board of Directors. The donor will be listed on your page on the MC Gives! Website, and in the MCGives! issue of the Monterey County if received by 10/22.

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: \_\_\_\_\_ Were you born between 1986-2003? YES: ☐

\*\*\*Checks must be made payable to **CFMC/MCGives!**

Credit Card Type: \_\_\_\_\_ Name on the card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

CVV / Security Code: \_\_\_\_\_

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  
Fax: 831.375.4731

**All challenge gifts and forms must be received by October 22, 2021** to be included in the MC Gives! print issue of the Monterey County Weekly (We can continue accepting challenge gifts throughout the campaign, and these will be listed on the website).

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



**Mission**

**The Big Idea**

**DONORS**  
**75**

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

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

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

**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**

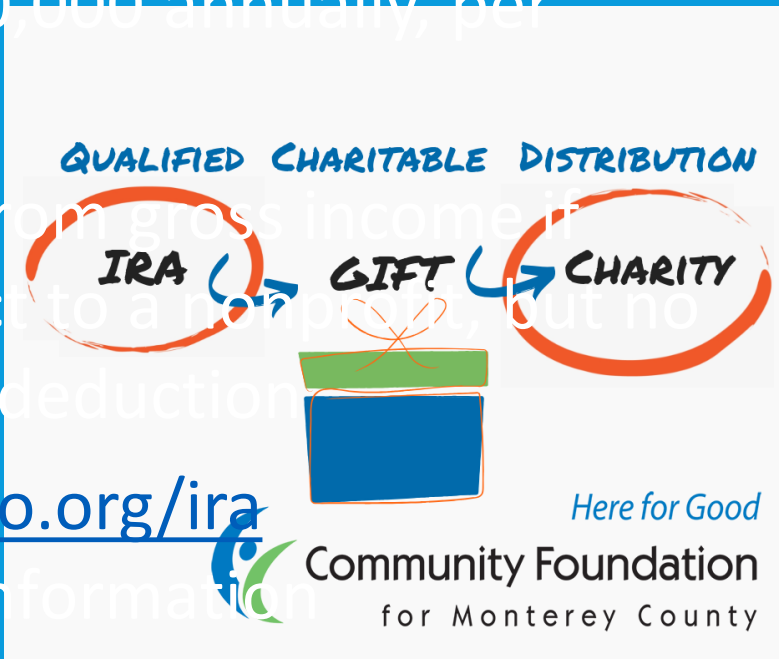


# CHALLENGE GIFTS Q & A



# 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](http://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!

# 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
- 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



center for  
nonprofit excellence  
COMMUNITY FOUNDATION FOR MONTEREY COUNTY

## 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)

### Getting Started & Tutorials



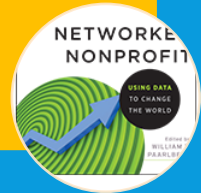
- [Sample Policies](#) (Socialmedia.biz)
  - [How to Use Instagram for Business](#) (Hootsuite)
  - [Toolkit for Giving Tuesday](#)

### Social Media Policy & Strategy



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

### 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*



Papillon, Center for Loss and Transition

November 7, 2019 · 🌐

...

MCGives! 2019 kicks off today, and Papillon is excited and grateful to be a participant!

Leverage your year-end donation through Monterey County Gives! This year's program starts today and runs through midnight on December 31, 2019.

Papillon Center for Loss and Transition 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 susta... See More

**MONTEREY COUNTY GIVES!**  
Joining Together for Big Ideas

**Nov. 7– Dec. 31, 2019**

[www.montereycountygives.com](http://www.montereycountygives.com)

MONTEREY COUNTY  
**WEEKLY**



Here for Good  
Community Foundation  
for Monterey County



MONTEREY  
PENINSULA  
FOUNDATION

KICK OFF  
NOV. 11, 2021

*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](http://www.bitly.com) (if too long for Twitter)



# 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

- Include a call to action

 **Housing Resource Center of Monterey County**  
November 15, 2019 · 🌐

Our #mcgives campaign is off to a good start, but we need your help spreading the word! Please look in your friend list and send this to one person you know has a heart for the homeless. Your help makes all the difference!

<https://www.montereycountygives.com/.../housing-resource.../>

#housingresourcecenter #hrc #homelessstudents #donors #donations #homeless #housing #endhomelessness #nonprofit

Housing Resource Center of Monterey County (HRC)

DONATE



DONORS  
**15**  
TOTAL RAISED  
**\$1,328**  
INDIVIDUAL DONATIONS  
**\$1,328**

SHARE



DONATE NOW

Year Founded: 1984  
Paid Staff: 10  
Volunteers: 5  
Org Budget: \$1,791,000.00  
Phone: (831) 424-8186  
Visit Website  
Review HRC.org

Favorites

You have 0 favorites



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 \$11,360!

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

GIVING  
TUESDAY

[givingtuesday.org](https://givingtuesday.org)

Toolkit

[givingtuesday.org/resources](https://givingtuesday.org/resources)



Cathy Heape • Lost & Found Pets of Monterey County, CA

December 1, 2020 •

Please consider a gift to [Peace of Mind Dog Rescue](#) this Giving Tuesday!



Peace of Mind Dog Rescue

November 30, 2020 •

Make your gift twice as nice this year on #GivingTuesday!

Your donation today & Tuesday will be matched up to \$150,000, thanks to a generous Challenge Grant from The Board Family Foundation, Debbie Landi, Coastal Roots Hospitality and Catherine Sullivan & John Wright.

Thank you for supporting POMDR and for making a difference for senior pets and senior people on [#GivingTuesday](#).

We encourage you to make your donation to POMDR through the Monterey County Gives! Campaign to more than double your donation.

Please use this link and THANK YOU:

<https://www.montereycountygives.com/.../peace-of-mind.../>

[#montereygives](#) [#GivingTuesday2020](#)

# DURING: SHARE YOUR “BIG IDEA”



Monterey Bay Fisheries Trust

November 7, 2019 · 🌐

...

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](#)



**MONTEREY BAY  
FISHERIES TRUST**

Support  
a thriving and  
**sustainable  
fishing future**  
for Monterey Bay



Monterey Bay Fisheries Trust  
Nonprofit Organization

[Learn More](#)

# TIP: 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



# TIP: DON'T JUST TELL – SHOW!



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

## 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)



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



# TIP: 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](https://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...



# 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 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](#)

# TIP: COUNTDOWN – FINAL PUSH



Community Foundation for Monterey County

December 29, 2020 · 0

There are just two more days to support the nonprofit work making make #MontereyCounty a better place for us all! #MontereyGives runs through midnight 12/31: [montereycountygives.com](https://montereycountygives.com)

## TWO MORE DAYS!

ANNUAL FRIENDS RESCUE PROJECT BROOKBANK FOUNDATION GOLDEN OLDIES CAT RESCUE MARINE LIFE STUDIES MAX'S HELPING PAWS FOUNDATION PEACE OF MIND DOG RESCUE SOUTH MONTEREY COUNTY ANNUAL RESCUE (SCARFING SPICA FOR MONTEREY COUNTY UNCHAINED VENTURA VALDUPE SOCIETY ALSEA CENTER FOR THE FINE ARTS ARTS COUNCIL FOR MONTEREY COUNTY ARTS HABITAT CAMERATA SINGERS CAMPAIGN FOR THE PRESERVATION OF MESSON SAN ANTONIO DE PADUA CARL CHERRY CENTER CARREL ART ASSOCIATION CARREL BACH FESTIVAL CARREL MESSON FOUNDATION CARREL MUSIC SOCIETY CENTER FOR PHOTOGRAPHIC ART CHAMBER MUSIC MONTEREY BAY DANCE EDS OF MONTEREY COUNTY DANCEABLE MONTEREY CHAMBER ORCHESTRA FIRST NIGHT HEREN VALLEY MUSIC SEMINARS ALICE DEL SOL PRODUCTIONS WINTERS GARDEN LEASE IPC THEATRE COMPANY CHARTABLE TRUST MARIA YOUTH ARTS MONTEREY COUNTY POP MONTEREY INTERNATIONAL BLUES FESTIVAL MONTEREY JAZZ FESTIVAL MONTEREY MUSEUM OF ART MONTEREY PENINSULA BALLET THEATRE MONTEREY PENINSULA VOICES MONTEREY STATE HISTORIC PARK ASSOCIATION MONTEREY SYMPHONY OLD MONTEREY FOUNDATION ORCHESTRA IN THE SCHOOLS OSO THEATRE PE POPPS ORCHESTRA PACIFIC THEATRE SOL TREASURES SPECTACULARS BARNET CENTER YOUTH ARTS COLLECTIVE YOUTH MUSIC MONTEREY COUNTY COMMUNITY & SOCIAL SERVICE ART YOUTH MENTAL HEALTH ACCESS MONTEREY PENINSULA AL AND FRIENDS ALLIANCE ON ASIAN AMERICAN RED CROSES OF THE CENTRAL COAST BIG SUR FIRE BREAKTHROUGH MEN'S COMMUNITY CALIFORNIA FARMERS MARKET PUBLIC LIBRARY FOUNDATION CENTRAL COAST QUALITY OF LIFE PROGRAMS COALITION OF HOMELESS SERVICES PROVIDERS COMMUNITY HOMELESS SOLUTIONS COMMUNITY HUMAN SERVICES GATEWAY CENTER GATHERINGS FOR WOMEN GOODWILL CENTRAL COAST HARMONY AT HOME HEALING AND RECONCILIATION INITIATIVE HOPE SERVICES HOUSING RESOURCE CENTER OF MONTEREY COUNTY HELD HOSPITALITY HOMELESS EMERGENCY LUNCH PROGRAM JACOBS HEART CHILDREN'S CANCER SUPPORT SERVICES JACOB LEAH OF MONTEREY COUNTY SENIOR CENTER LEGAL SERVICES FOR SENIORS LOAVES, FRIES & COMPLETES HANDELSON CENTER FOR CONFLICT MANAGEMENT MONTEREY PEACE AND JUSTICE CENTER NATIONAL COALITION BUILDING INSTITUTE MONTEREY COUNTY OUT REACH FUND FOR LGBT+ PACIFIC GROVE HARBORLAND CHAMBER PALMARD VALLEY SHELTER SERVICES SALINAS VALLEY PEER CELEBRATIONS SERVICE LEARNING INSTITUTE COAST GUARD PREVENTION SERVICE OF THE CENTRAL COAST TEDDY BEARS WITH HEARTS THE BLIND & VISUALLY IMPAIRED CENTER VETERANS TRANSITION CENTER TVCA

## MONTEREY COUNTY GIVES!

BIG SUR CHARTER SCHOOLS BIG SUR PEOPLE CARPENTRY & NURSERY CLUBS OF MONTEREY COUNTY CASA OF MONTEREY COUNTY CAMP SEA LAB COMBICAMERL YOUTH CENTER CENTER FOR COMMUNITY ADVOCACY CENTER FOR LAND-BASED LEARNING CHARTWELL SCHOOL COMMUNITY PARTNERSHIP FOR YOUTH FOUNDATION FOR MONTEREY COUNTY FREE LIBRARIES FRIENDS OF THE MONTEREY PUBLIC LIBRARY FRIENDS OF THE SALINAS PUBLIC LIBRARY BL BASKETBALL ACADEMY GRILL INC OF THE CENTRAL COAST GREENFIELD COMMUNITY SCIENCE WORKSHOP GUAYAS HOT GUAYAS HPC FOUNDATION HY MUSEUM MONTEREY ACADEMY OF OCEANOGRAPHIC SCIENCE MONTEREY BAY CHARTER SCHOOLS MONTEREY CONCORDS CLUB MONTEREY COUNTY DANCE COMMUNITY MONTEREY COUNTY RAPE ORBIT CENTER ORBIT LIFELONG LEARNING INSTITUTE PARTNERS FOR PEACE RANCHO OLEO READ TO BE PROJECT RESTORATIVE JUSTICE PARTNERS, INC SALINAS AREA READING IS FUNDAMENTAL SALINAS VALLEY FAIR SPECIAL KIDS CONNECT THE FINGER THE SYSTEM OF MONTEREY COUNTY THE VINEYARD PROJECT THE VISION COLLECTIVE UNITED WAY MONTEREY COUNTY AGRICULTURE AND LAND BASED TRAINING ASSOCIATION BIG SUR LAND TRUST CENTRAL COAST LIFECORE YOUTH COOPERATIVES FOR SUSTAINABLE MONTEREY COUNTY COMMUNITY ASSOCIATION OF BIG SUR ELEGANT SLOUGH FOUNDATION FIRE SAFE COUNCIL FOR MONTEREY COUNTY ORIO ALTERNATIVES BROOKS/SHOPS FOUNDATION LANDWATER MONTEREY COUNTY HEALTH MONTEREY BAY FINANCIAL TRUST MONTEREY BAY SALMON AND TROUT PROJECT PACIFIC GROVE MUSEUM OF NATURAL HISTORY POINT LOBOS FOUNDATION RETURN OF THE NATIVES SAVE OUR WHORES SAVE THE WHALES SURFROCK MONTEREY COUNTY VENTURA VULNERABLE ALLIANCE ALZHEIMER'S ASSOCIATION BREAST CANCER ASSISTANCE GROUP OF MONTEREY COUNTY CANCER PATIENTS ALLIANCE DOROTHY'S PLACE EVERYONE'S HARVEST/FOOD BANK FOR MONTEREY COUNTY HOSPICE GIVING FOUNDATION INTERIM, INC RECALLS ON WHEELS OF THE MONTEREY PENINSULA RECALLS ON WHEELS OF THE SALINAS VALLEY INC NAH MONTEREY COUNTY NATHANROAD FOUNDRY NPAPOLLON CENTER FOR LOSS & TRANSITION PARTNERSHIP FOR CHILDREN PLANNED PARENTHOOD NAH MONTE ROSARIO MONTEREY CLINIC THE CARREL FOUNDATION THE VILLAGE PROJECT YOUNG COMMUNITY SERVICES

Click to expand

WWW.MCGIVES.COM



Point Sur Lighthouse

December 19, 2019 · 0

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](https://www.montereycountygives.com/lighthouse)

Thank you for your support.

#pslnavfacptsur #pointurlighthouse #pointurlightstation #pointurstahistoricpark #lighthouse #bigsur #statepark #restorationproject #navfac #highway1 #mcgives #fresnellens









# 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!

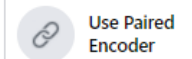
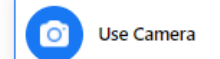
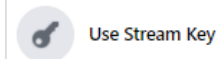


### Going Live on Facebook

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.



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

#### Setup

 Integrated Webca... ▼



Start Screen Share



Default - Microphone Array (Realtek Hi... ▼



# ELEVATE PEOPLE IMPACTED



Javier Tamayo ▸ Monterey Music Calendar

December 31, 2020 · 🌐



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 Rodriguez by making a contribution to our annual [#mcgives](#) campaign. Link in our bio!

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

# SHOW IMPACT



Elkhorn Slough Foundation

November 19, 2019 · 🌐

...

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



Jen Berberian and 51 others

5 Comments 20 Shares



# TIP: CHALLENGE YOUR SUPPORTERS



SOL TREASURES

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...***

MONTEREY COUNTY  
**GIVES!**  
SUPPORTING BIG IDEAS  
FROM LOCAL NONPROFITS



# 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.*

**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...



# TIP: 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.

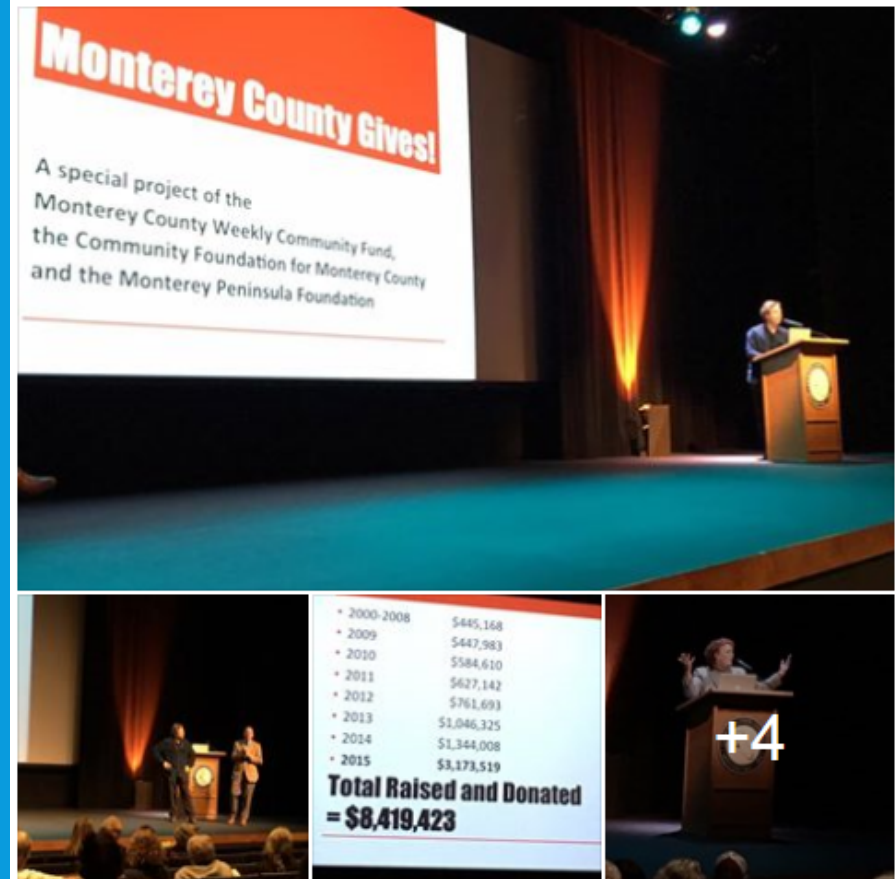
Duration ⓘ

1 day7 days14 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




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

# 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)



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

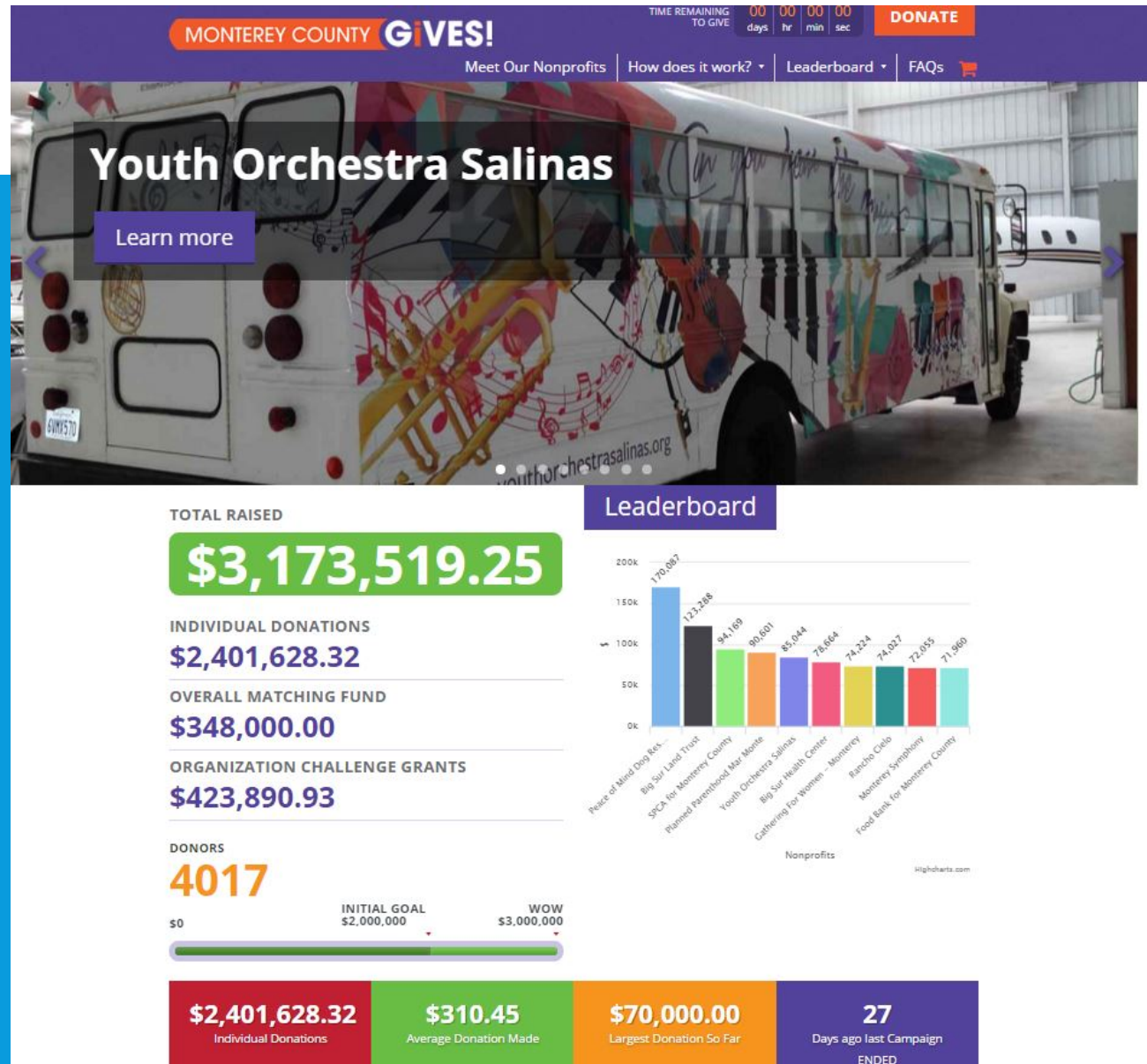
Happy New Year to all of our incredible supporters and partners throughout #MontereyCounty! We are beaming with joy to see our record-breaking #MCGives year of donations. Stay tuned as we announce some of our new programs & school partners this year! [Harmony-At-Home.org](http://Harmony-At-Home.org)





# AFTER: THANKS/FOLLOW UP

Screen  
Shot  
Your  
Final  
Page



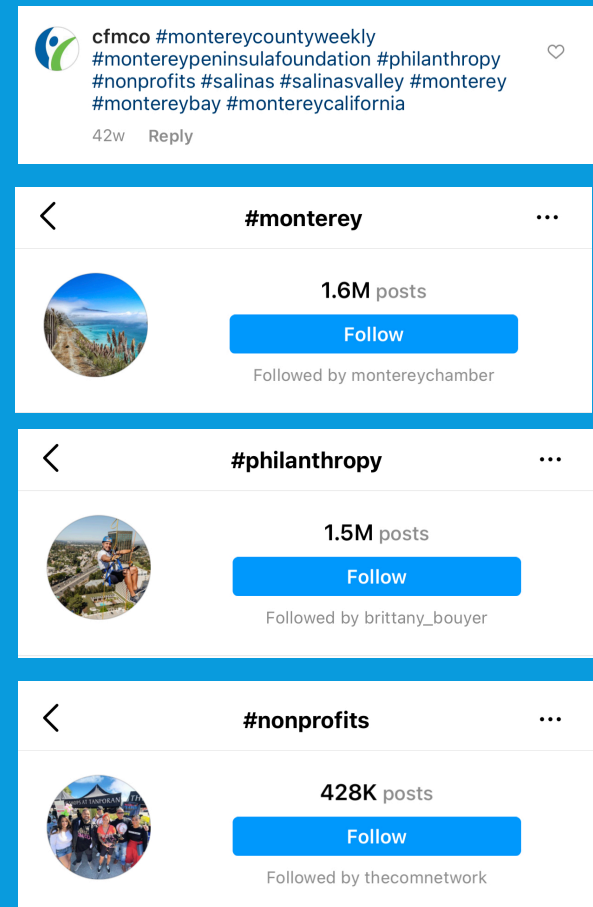
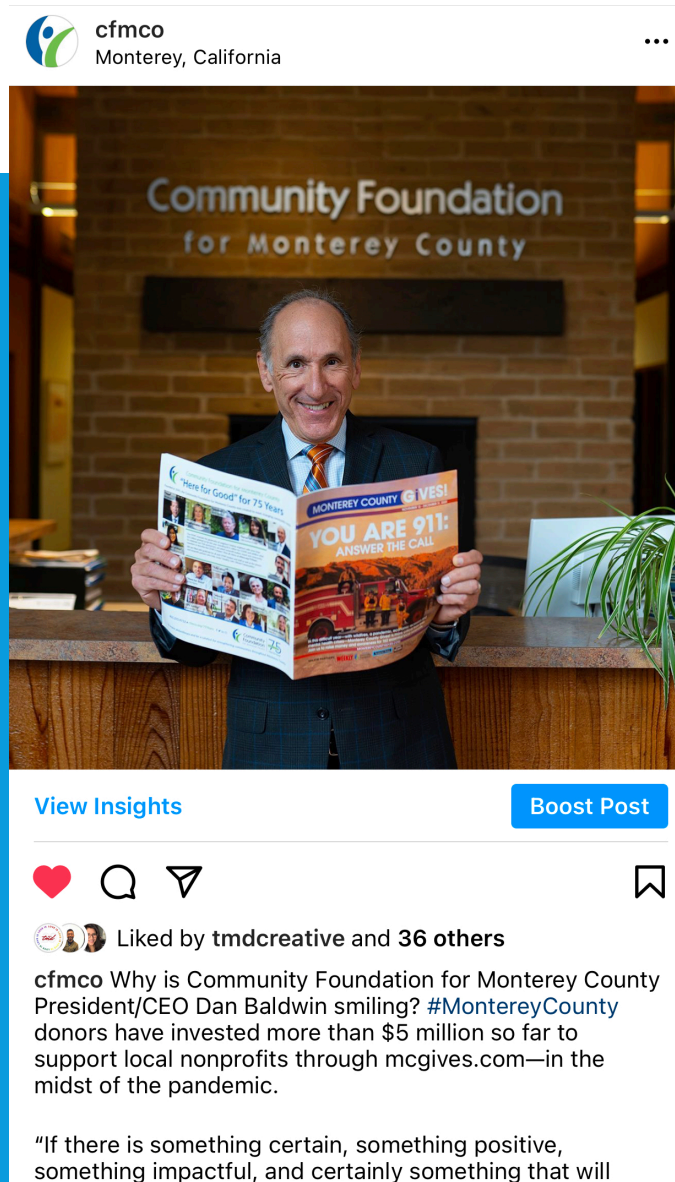
## TAKE AWAYS/NEXT STEPS

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

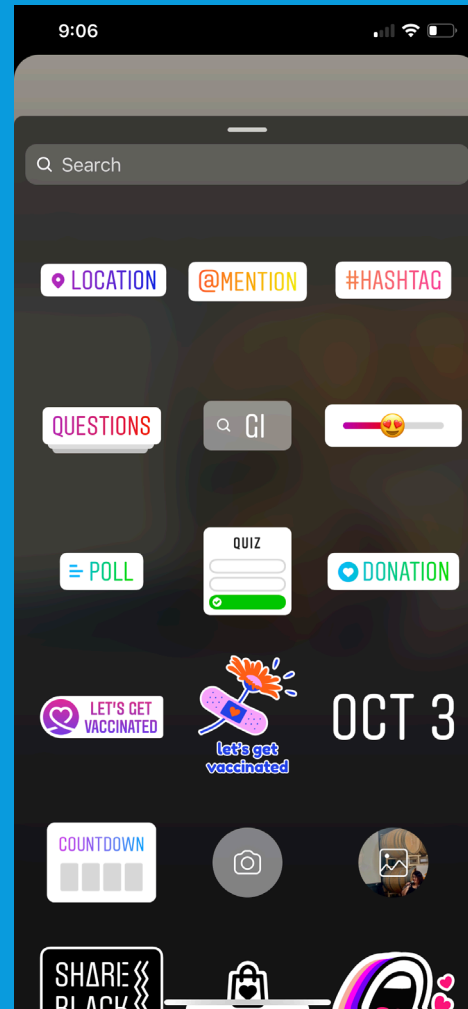
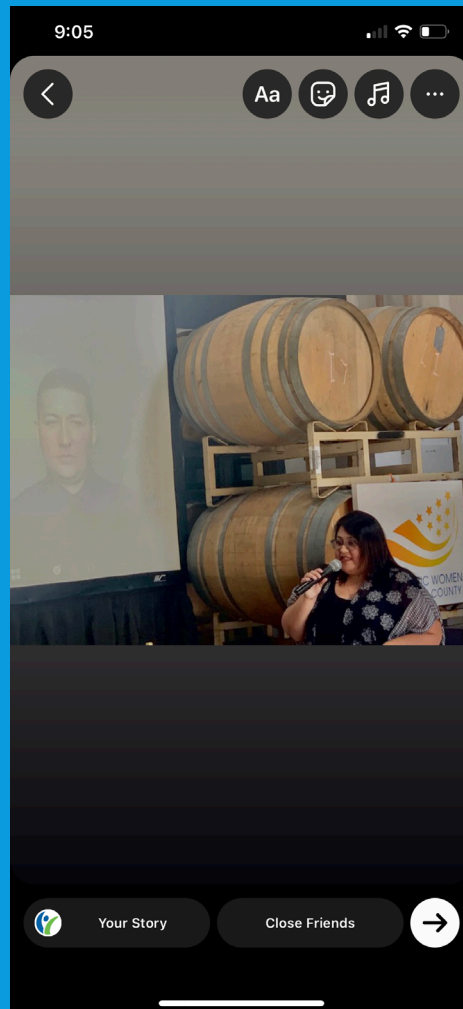


# FOCUS ON INSTAGRAM

- Add location
- Add spaces
- Hashtags as comments



# INSTAGRAM STORIES





# CONTACT INFORMATION

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