

**MC GIVES! COMMUNICATIONS SAMPLES 2021**

* **Before** Mention campaign and “save the dates”
* **Kick off** Include MC Gives! message in existing channels (print, email, website, social media)
* **During** November 1 – December 31, 2021 (website live)
* Share Big Idea, use your specific link, utilize social capital, countdown to deadline
* Leverage Giving Tuesday 11/30/21 ([2021 Giving Tuesday Toolkit](https://www.givingtuesday.org/givingtuesday-toolkit-for-nonprofits/) - 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](file:///\\SBS2\shared\DEVELOPMENT\Campaigns%20and%20Programs\Monterey%20County%20Gives\2015%20Campaign\www.facebook.com\montereypeninsulafoundation)

* **Best practice: Reference partners with links if you are including them in your post:**

@Montereycountyweekly @cfmco @montereypeninsulafoundation @MontereyCountyGives

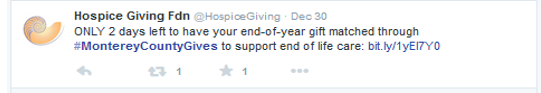
* **Share relevant posts from partners to amplify the campaign**
* **Sample Facebook Posts**
* Customize link to your unique URL (once the MCGives website is live)
* Add photos (not just links)
* Add hashtag #MCGives
* We’re excited to participate in Monterey County Gives! to support \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(YOUR BIG IDEA OR MISSION 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](file:///\\SBS2\shared\DEVELOPMENT\Campaigns%20and%20Programs\Monterey%20County%20Gives\2015%20Campaign\www.montereycountygives.com%20) (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 72 or older, or (70 ½ if born before 7/1/49) you can give to your favorite organizations through an IRA #qualifiedcharitabledistribution to Monterey County Gives! Learn how it works at www.cfmco.org/IRA.

**TWITTER**

**Follow & mention partners:** @mcweekly @cfmco @attproam

**Use custom link. Create shortlink if needed at** [**www.bitly.com**](file:///\\cfmserver.cfmco.org\shared\DEVELOPMENT\Campaigns%20and%20Programs\Monterey%20County%20Gives\2019%20Campaign\Lunch%20and%20Learn\www.bitly.com)

* Leverage your year-end gift to (YOUR AGENCY NAME) through [www.montereycountygives.com](http://www.montereycountygives.com) (or custom Gives! URL link) #MCGives
* Your gift to (YOUR AGENCY NAME) goes further through [www.mcgives.com/ CUSTOM URL](http://www.mcgives.com/%20CUSTOM%20URL))



**#INSTAGRAM**

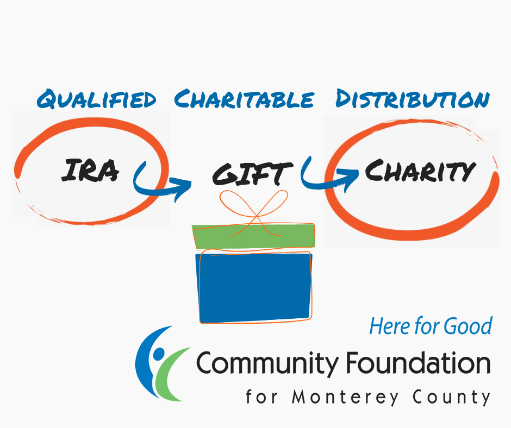
Use strong image and include relevant hashtags such as:

#mcgives #GivingTuesday #nonprofit #donate #thankful

A picture containing clipart

Description generated with very high confidence**NEWSLETTER/E-NEWS SAMPLE COPY  
LEVERAGE YOUR YEAR-END DONATION THROUGH MONTEREY COUNTY GIVES!  
November 11– December 31, 2010**

(ORGANIZATION NAME) is delighted to be a participant in the 2021 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 1 through midnight December 31, 2021. 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). Since 2000, Monterey County Gives! has helped local nonprofit organizations raise over $35 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.*

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**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 72 or older, or (70 ½ if born before 7/1/49), you can make a gift from your IRA account up to $100,000 per year. The IRA QCD is a great way to make a meaningful gift. 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.