



MC Gives! Toolkit for Nonprofits

1. Boost Your Campaign with Challenge Gifts

Challenge Gifts are early donations from your key supporters and major donors. Funds raised for Challenge Gifts can inspire other donors to step up and give more during the main campaign.

- **NEW for 2022:** All donations to support the Challenge MUST be a minimum of \$500.
- **NEW for 2022:** Direct your donors to complete the Challenge Form online at: <https://challenge.mcgives.com/>.
- While we strongly encourage donors to complete the Challenge Form online, a printable form can be found here: www.cfmco.org/mcgives.
- **October 24 print deadline.** Challenge Gift forms must be submitted by this date for donors to be listed in the print MC Gives! issue of the Monterey County Weekly
- Challenge gifts will be accepted after October 24, and donors will be listed on the MC Gives website.
- The online Challenge Gift Form will close on Nov. 10th when the campaign starts, but donors can still make Challenge Gifts using the printable form up until the campaign ends on December 31.

Who makes a good Challenge Gift Donor?

- Reach out individually to major donors, key supporters or your board, those that can give \$500 or more.
- Think of those you'd like to see recognized publicly.
- Wait for the main campaign launch on November 10 to solicit donations at all giving levels (from your full donor list or events.)

Challenge Gifts raise your organization's visibility on the MC Gives! website, build momentum and enthusiasm as the campaign launches. In 2021, nonprofits raised over \$1.4M in Challenge Gifts.

[How to Raise a Challenge Gift](#) training video for nonprofits

2. Tell a Great Story

- Make sure your Big Idea makes a great case for support – it should be well-written, concise, and clearly tell a potential donor about the impact their gift will have.
- Donors will find you through the website and the MC Weekly, so make sure you have attention-getting images and a compelling story that donors will connect with.



3. Multiple Gift Types Makes It Easy for Donors

CFMC manages the donations and tax acknowledgments. Understand and take advantage of all the ways in which CFMC can receive donations to make the process easy for donors. New for 2022 is increased online processing for different gift types which is the preferred method. Printable forms will also be available at www.cfmco.org/mcgives

- Credit Card-Please encourage you donors to donate by credit card online at www.montereycountygives.com starting November 10.
- Checks
Mailed checks MUST be made payable to “Community Foundation for Monterey County” (or CFMC, or CFMC/MCGives).
- IRA Qualified Charitable Distributions (QCD)
Donors aged 70 1/2 or older can make a QCD from their IRA directly 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! **NEW for 2022: IRA donors should first go the campaign website and enter their donation information, after which they will receive instructions on how to proceed.**
- WIRE & ACH
NEW for 2022: Wire & ACH donors should go the campaign website and enter their donation information, after which they will receive instructions on how to proceed. If further assistance is needed, please contact the Community Foundation of Monterey County at 831.375.9712.
- Stock
We will continue to accept stock gifts. Please contact the Community Foundation of Monterey County at 831.375.9712 for transfer instructions.

4. Reconnect with Donors from Prior Campaigns

- Stay in touch throughout the year with updates and annual reports so they are expecting to hear from you during MC Gives!
- Maintain a good donor recognition system - involve staff and board members in thanking your generous volunteers in a timely way.
- The main contact at your organization will be receiving a daily email with your donor lists. Please share this with staff and board as needed, and save it for future reference. Use the addresses on this sheet to contact donors (do not use CFMC’s address to reach out to individual donors).



5. Get Smart about Spreading the Word - MC Gives! and Your Fundraising

- You can find MC Gives! logos on this page under agency resources: www.cfmco.org/mcgives
- Include the following on your social media platforms, annual appeals, website, email signature/footer, electronic and print communications.
 - www.montereycountygives.com (you can add your direct page)
 - #mcgives
 - @mcweekly @cfmco @attproam
 - “Like” on Facebook and follow on Twitter
 - facebook.com/montereypeninsulafoundation,
 - facebook.com/MontereyCountyWeekly, facebook.com/cfmco
 - @mcweekly @cfmco @attproam
- Leverage #GivingTuesday on November 29, 2022. 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

6. Leverage the Overall Match

A great benefit of MC Gives is that donations a nonprofit receives, up to \$75,000, are automatically leveraged by the Overall Match Fund. In the past this has led to about a 10-15% boost for every organization who raised funds through MC Gives.

7. End of Campaign Awards

Nonprofits should keep these awards in mind when reaching out to donors.

\$2,500 Ingenuity Grant: This grant is awarded to one nonprofit that demonstrates ingenuity and creativity through their approach in resolving their sector’s challenges. This award is chosen by the Monterey County Weekly based on each participating organization’s submitted proposal.

\$1,000 Largest Number of Donors Award: This award will be given to the nonprofit that has the most donors.

\$1,000 Most Donors ages 18-35 Years Old: This award will be given to the nonprofit that receives the most donations from those who are 18-35 years old (born from 1986-2003). Every donation will request this information from the donor.

\$1,000 Florence Haspel Zeve Award: This award will be given to the nonprofit that demonstrates leadership and ingenuity in the area impacting women, children, families, education and/or the arts, in honor of Florence Haspel Zeve. This award is chosen by the Monterey County Weekly based on each participating organization’s submitted proposal.

8. Center for Nonprofit Excellence

For training and development opportunities, please visit www.cfmco.org/workshops