LUNCH AND LEARN
OCTOBER 4, 2022
Congratulations!

Purpose of today's interactive session:
- Learn how MC Gives! Works
- Understand Challenge Gifts
- Learn how to be successful in overall campaign

Q&A – Please use the chat, we'll respond throughout and at the end.

Poll
## KEY CAMPAIGN DATES

<table>
<thead>
<tr>
<th>MC Gives!</th>
<th>Key Dates</th>
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<tbody>
<tr>
<td>Raise Challenge Gifts</td>
<td>Now – November 10, 2022</td>
</tr>
<tr>
<td>Deadline for MC Weekly Print Issue</td>
<td>October 24, 2022</td>
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<tr>
<td>MC Gives! Website Goes Live</td>
<td>November 10, 2022</td>
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<tr>
<td>Main Campaign</td>
<td>November 10 – December 31, 2022</td>
</tr>
<tr>
<td>Check Presentation</td>
<td>Late-February 2023</td>
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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
NEW IN 2022

- $500 Minimum per gift (one gift, one letter, one receipt)

- Online challenge form- https://challenge.mcgives.com/

- Paper forms still available- www.cfmco.org/mcgives
• Total Challenge Gifts: $1.86 Million (1.38 in 2020)
• Number of Challenge Gifts: 799 out of 7,585
• Largest: $75,694 / Smallest: $5 / Average $2,338
• 146 out 170 of organizations received at least one challenge gift
Challenge Gift Entry Form

Name of Organization receiving challenge gift *(Required)*
Name of Organization

Gift Amount *(NEW! Minimum donation amount per gift: $500) (Required)*
Please enter a number greater than or equal to 500.

*(NEW! Minimum donation amount per gift: $500)*

Donor First Name *(Required)*

Donor Last Name *(Required)*

Spouse/Partner First Name

Spouse/Partner Last Name

Company/Business

Donor Name for Website and the MC Gives! Print issue *(if submitted by 10/24)*
Challenge Gift Entry Form

Name of Organization receiving challenge gift *(Required)*

Name of Organization

Gift Amount (NEW! Minimum donation amount per gift: $500) *(Required)*

Please enter a number greater than or equal to 500.

(NEW! Minimum donation amount per gift: $500)

Donor First Name *(Required)*

John

Donor Last Name *(Required)*

Doe

Spouse/Partner First Name

Spouse/Partner Last Name

Company/Business

Donor Name for Website and the MC Gives! Print Issue (if submitted by 10/24)
## Challenge Gift Entry Form

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<tr>
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<th>Donor Last Name (Required)</th>
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<tr>
<td>John</td>
<td>Doe</td>
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<td>The Doe Company</td>
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Challenge Gift Entry Form

Name of Organization receiving challenge gift (Required)

Donor First Name (Required)

Spouse/Partner First Name

Company/Business

Gift Amount (NEW! Minimum donation amount per gift: $500) (Required)

Donor Last Name (Required)

Spouse/Partner Last Name

Donor Name for Website and the MC Gives! Print Issue (if submitted by 10/24)
CHALLENGE GIFT FORM

Challenge Gift Entry Form

Name of Organization receiving challenge gift **(Required)**
Name of Organization

Gift Amount (NEW! Minimum donation amount per gift: $500) **(Required)**
Please enter a number greater than or equal to 500.
(NEW! Minimum donation amount per gift: $500)

Donor First Name **(Required)**
John

Donor Last Name **(Required)**
Doe

Spouse/Partner First Name

Spouse/Partner Last Name

Company/Business
The Doe Company

Donor Name for Website and the MC Gives! Print Issue (if submitted by 10/24)
John and Jane Doe
Challenge Gift Entry Form

Name of Organization receiving challenge gift *(Required)*

Name of Organization

Gift Amount *(NEW! Minimum donation amount per gift: $500) *(Required)*

Please enter a number greater than or equal to 500.

(NEW! Minimum donation amount per gift: $500)

Donor First Name *(Required)*

John

Donor Last Name *(Required)*

Doe

Spouse/Partner First Name

Spouse/Partner Last Name

Company/Business

The Doe Company

Donor Name for Website and the MC Gives! Print Issue *(if submitted by 10/24)*

John Doe, The Doe Company
Challenge Gift Entry Form

Name of Organization receiving challenge gift *(Required)*
Name of Organization

Gift Amount *(NEW! Minimum donation amount per gift: $500) *(Required)*
Please enter a number greater than or equal to 500.

(NEW! Minimum donation amount per gift: $500)

Donor First Name *(Required)*
John

Donor Last Name *(Required)*
Doe

Spouse/Partner First Name

Spouse/Partner Last Name

Company/Business
The Doe Company

Donor Name for Website and the MC Gives! Print Issue *(if submitted by 10/24)*
The Doe Family
Challenge Gift Entry Form

Name of Organization receiving challenge gift *(Required)*

Name of Organization

Gift Amount (NEW! Minimum donation amount per gift: $500) *(Required)*

Please enter a number greater than or equal to 500.

(NEW! Minimum donation amount per gift: $500)

Donor First Name *(Required)*

John

Donor Last Name *(Required)*

Doe

Spouse/Partner First Name

Spouse/Partner Last Name

Company/Business

The Doe Company

Donor Name for Website and the MC Gives! Print Issue (if submitted by 10/24)

Board of Directors of Your Organization
Challenge Gift Entry Form

Name of Organization receiving challenge gift *(Required)*
Name of Organization

Gift Amount (NEW! Minimum donation amount per gift: $500) *(Required)*
Please enter a number greater than or equal to 500.
(NEW! Minimum donation amount per gift: $500)

Donor First Name *(Required)*
John

Donor Last Name *(Required)*
Doe

Spouse/Partner First Name

Spouse/Partner Last Name

Company/Business
The Doe Company

Donor Name for Website and the MC Gives! Print Issue (if submitted by 10/24)
Your Organization Board of Directors
WHY IT MATTERS

From:
Your Org Board of Directors
Board of Directors of Your Org
John Doe, Board of Directors of Your Org
NEW THIS YEAR - VIDEO
IRA QUALIFIED CHARITABLE DISTRIBUTION

- Donors 70½ or older can take a QCD
- Up to $100,000 annually, per spouse
- Excluded from gross income if given direct to a nonprofit, but no charitable deduction
- www.cfmco.org/ira for more information
IMPORTANT INFORMATION

- Checks must be made out to the CFMC
- Have donors mail donations direct to the CFMC
- No donations allowed from nonprofits
- Thank your donors, but do not include tax language
- Include campaign start and end dates on all materials
COMMUNICATIONS
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)
3 PHASES

BEFORE
Announce Launch

DURING
Post Frequently Share in all your comms (not just social)
Link to your Donate Page

After
Thank Your Donors!
PHASE 1: BEFORE
ANNOUNCE KICK OFF/LAUNCH OR GOAL
(LAUNCH DATE NOV. 10, 2022)

Ideas:
- Announce your participation and goals on your social channels
- Post/incorporate MC Gives logos from cfmco.org/MCGives (Agency Resources)
- Post video illustrating your goals
- Post a day before or day of launch
PHASE 2: DURING POST FREQUENTLY ON YOUR CHANNELS!

- Tip 1: Post images and videos that illustrate your goals
- Tip 2: Include a call to action (link to your mcgives.com donation page)
- Tip 3: Share your Big Idea
- Tip 4: Leverage everything at your disposal
- Tip 5: Use a post scheduler
- Tip 6: Integrate messaging in ALL your channels
- Tip 7: Challenge your supporters
- Tip 8: Final push
TIP 1: DON’T JUST TELL – SHOW!

Use beautiful, compelling imagery to illustrate your cause – photos and videos - show impact – use MCGives! Logos and branding.
SHOW: ELEVATE PEOPLE IMPACTED / FOCUS ON DEI PRINCIPLES

When featuring people in your posts, such as grantees or others impacted by your work, remember to:

- Get permission
- Elevate voices
- Use asset based language, not deficit based language (e.g., say "ambitious" instead of "at risk" etc)
- Use DEI storytelling principles
- Use video if you can!


Watch this video: https://bit.ly/3FCD1UM
TIP 2: INCLUDE CALL TO ACTION - GIVE NOW LINK OR BUTTON IN YOUR POSTS AND ON YOUR PAGE

• Everyone gets their own link, e.g., mcgives.com/SPCA
• Use your mcgives.com/XXXX link in your post (shorten with bitly.com if too long for Twitter)
• Add donation button on Facebook:

How to add donation button on Facebook: https://www.facebook.com/help/269698566852985
TIP 3: SHARE YOUR “BIG IDEA”

- Share your "Big Idea" frequently in your posts (your WHY)
- ILLUSTRATE your Big Idea using graphics, photos and words (see example)
- Use Canva.com for simple graphic design ideas
- Always include your call to action / link
TIP 4: LEVERAGE GIVING TUESDAY & OTHER RESOURCES (STAFF, VOLUNTEERS)

Have staff, volunteers, and anyone in your circle share and like your posts – they can even create their own posts to support you!

Use #GivingTuesday resources & hashtag givingtuesday.org
Toolkit: givingtuesday.org/resources
TIP 5: PRESCHEDULE SOCIAL POSTS USING A SCHEDULER LIKE HOOTSUITE

- Post on a regular schedule
- Tag & #Hashtag (#McGives!, #mcgives)
- Timesaver: Preschedule posts using Business Suite (FB & Instagram), Hootsuite ($$$), Planoly, Loomly or other scheduler

https://blog.hootsuite.com/how-to-schedule-facebook-posts/
TIP 6: INTEGRATE MESSAGING INTO ALL EXISTING CHANNELS

Don't just use social media – integrate messaging into all your promotional channels:

• Eblasts & newsletters
• Print publications
• Email Footer
• Website

No need to create new channels just for Gives!
TIP 7: ENGAGE YOUR SUPPORTERS

Ask your supporters to meet a certain goal, or help you get an award, or create a clever campaign to raise a certain amount by date.

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 8: COUNTDOWN – FINAL PUSH

• Many donors wait until the last minute to give
• Remember to keep posting!
• Create a countdown
PHASE 3: AFTER THANKS/FOLLOW UP

- Be sure to thank your donors!
TIP: SOME IDEAS FOR THANK YOU POSTS

- Screen Shot & Share Your Final Page
- Share the impact that giving will have
- Create a cute, branded graphic showing the total raised

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**Youth Orchestra Salinas**

![Screen Shot](image1.png)

**Total Raised**

- $3,173,519.25
- Individual Donations: $2,401,628.32
- Overall Matching Fund: $348,000.00
- Organization Challenger Grants: $423,890.93

**Leaderboard**

- Name
- Donation Amount

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**Thank you, Monterey County for your support!**

- Your support will directly impact our Counseling, Teen, Children’s, and Bullying Prevention Programs.
- MCGives

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**We couldn’t have done it without you.**

- Thank you to all of our incredible supporters and partners throughout Monterey County! We are beyond elated 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

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**Total Raised as of 1/1/2023**

- $27,229.24

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**Thank you.**

- Monterey County for your support!
RESOURCES

- Cfmco.org/MCGives
  - Agency Resources pulldown (scroll down towards bottom of page)

- GivingTuesday.org
  - Toolkit: https://www.givingtuesday.org/givingtuesday-toolkit-for-nonprofits/

- Canva.com - for graphic design tools

- Search #mcgives hashtag on social channels for more post examples

- To learn how to schedule social media posts, run a google search or visit, e.g.: https://blog.hootsuite.com/how-to-schedule-facebook-posts/

- Research DEI nonprofit storytelling or visit https://bloomerang.co/blog/dei-in-nonprofit-storytelling-a-beginners-guide-to-sharing-empowering-stories/


- How to add donation button on Facebook: https://www.facebook.com/help/269698566852985

TAKEAWAYS/NEXT STEPS

• Choose 3 Actions to Take (Hint #1= Challenge Gift)
• Don’t Reinvent the Wheel!
• Have Fun!
CONTACT INFORMATION
831.375.9712

Brian Thayer
briant@cfmco.org

Jane Albertson
janea@cfmco.org