



LUNCH AND LEARN OCTOBER 4, 2022

WELCOME!

- 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

MC Gives!	Key Dates
Raise Challenge Gifts	Now – November 10, 2022
Deadline for MC Weekly Print Issue	October 24, 2022
MC Gives! Website Goes Live	November 10, 2022
Main Campaign	November 10 – December 31, 2022
Check Presentation	Late-February 2023

CFMCO.ORG/MCGIVES

[Blog & Events](#)
[Contact Us](#)


[f](#)
[t](#)
[in](#)



Here for Good

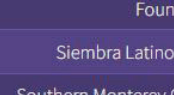
Community Foundation
for Monterey County

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[Donors](#)
[Advisors](#)
[Nonprofits](#)
[Scholarships](#)
[Impact](#)



[Impact & Initiatives](#)
[COVID-19 Collaborative](#)
[Community Impact Investing](#)
[Community Fund for Carmel Valley](#)
[Monterey County Gives!](#)
[Northern Monterey County Foundation](#)
[Siembra Latinos Fund](#)
[Southern Monterey County Foundation](#)
[VIDA Community Health Worker Program](#)
[Weston Call Fund for Big Sur](#)
[Women's Fund](#)
[Past Initiatives](#)

[IRA Qualified Charitable Distribution – A Great Way to Give](#)



[Agency Resources](#)

Please encourage your donors to complete their Challenge Gift form online at:
<https://challenge.mcgives.com/>

[2022 Challenge Gift Form](#)

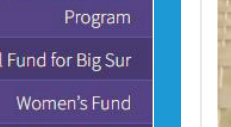
[2022 Challenge Gift Form-Fillable](#)

[2022 Nonprofit Toolkit](#)

[2022 MC Gives! Fast Facts](#)

[2022 Launch Event PowerPoint](#)

[2022 Launch Event Zoom Recording](#) (external link)



How to Raise Challenge Gift for MC Gives!

Watch later Share

Challenge Gifts


Logos/Graphics:

Please contact amandah@cfmco.org if you need different formats.

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

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

2021 CHALLENGE GIFT SUMMARY

- 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 FORM

MONTEREY COUNTY **GIVES!**

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)

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Donor First Name *(Required)*

John

Donor Last Name *(Required)*

Doe

Spouse/Partner First Name

Spouse/Partner Last Name

Company/Business

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Spouse/Partner Last Name

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The Doe Company

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John Doe

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Spouse/Partner First Name

Spouse/Partner Last Name

Company/Business

The Doe Company

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John and Jane Doe

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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

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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

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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 FORM

MONTEREY COUNTY **GIVES!**

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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



TOTAL RAISED

\$21,416

DONORS

86

INDIVIDUAL DONATIONS

\$12,141

CHALLENGE GIFT

\$9,275

From:

Your Org Board of Directors

Board of Directors of Your Org

John Doe, Board of Directors of Your Org

You have 0 favorites

NEW THIS YEAR - VIDEO

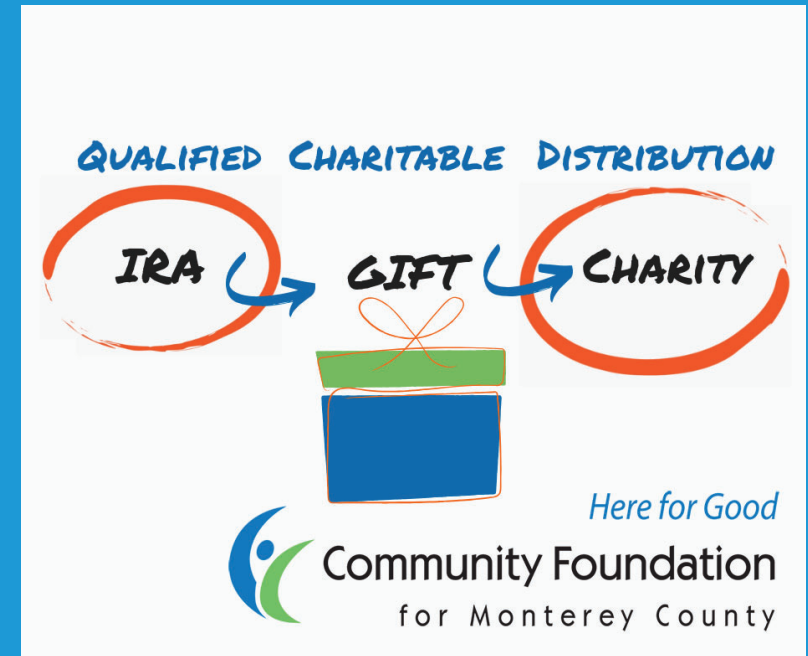


CHALLENGE GIFTS Q & A



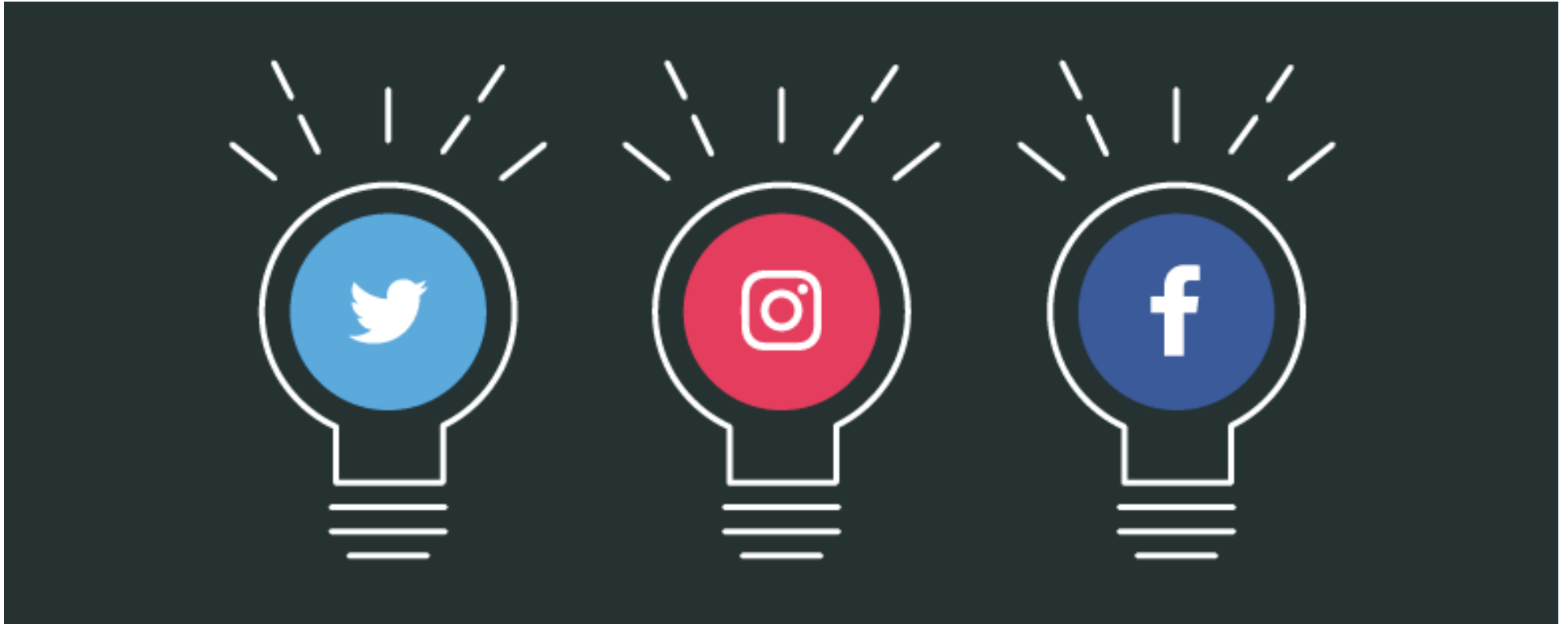
IRA QUALIFIED CHARITABLE DISTRIBUTION

- 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 I: BEFORE ANNOUNCE KICK OFF/LAUNCH OR GOAL (LAUNCH DATE NOV. 10, 2022)

 **Camp SEA Lab**
November 11, 2021 · 🌐

We are ecstatic to have been chosen as a participant for Monterey County Gives 2021. MCGives! is an annual fundraising event for local non-profits in Monterey County.

This year we are hoping to receive funds to purchase a vehicle to transport our program and surf and snorkel supplies, and pay for full time staff to work this winter to prepare for our 2022 programs!

It's more important than ever to provide programs where kids can have safe and meaningful experiences with th... [See more](#)




McGIVES!
Starts today

McGives! is an annual fundraising event for local non- profits in Monterey County

Your funds go further with matches from McGives! supporters.

It is more important than ever for kids to have safe and meaningful experiences with eachother and the environment.

This year we need funds to purchase a vehicle for our surf and snorkel supplies, and to support staff over this winter to prepare for 2022 programs

  3

7 Shares



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



The image shows an Instagram post from the account 'hopehorsesandkids'. The main visual is a photograph of two horses, one white and one dark, standing in a field with mountains in the background. The post includes the MCGives! logo and the Monterey County Gives! logo. The text of the post is as follows:

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

MCGIVES!

MONTEREY COUNTY GIVES!
Joining Together for Big Ideas

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!

<https://bloomerang.co/blog/dei-in-nonprofit-storytelling-a-beginners-guide-to-sharing-empowering-stories/>



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

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:

Edit Donate Button

Add a button to your Page that takes people directly to your website or app. [Learn more.](#)

Choose a Button

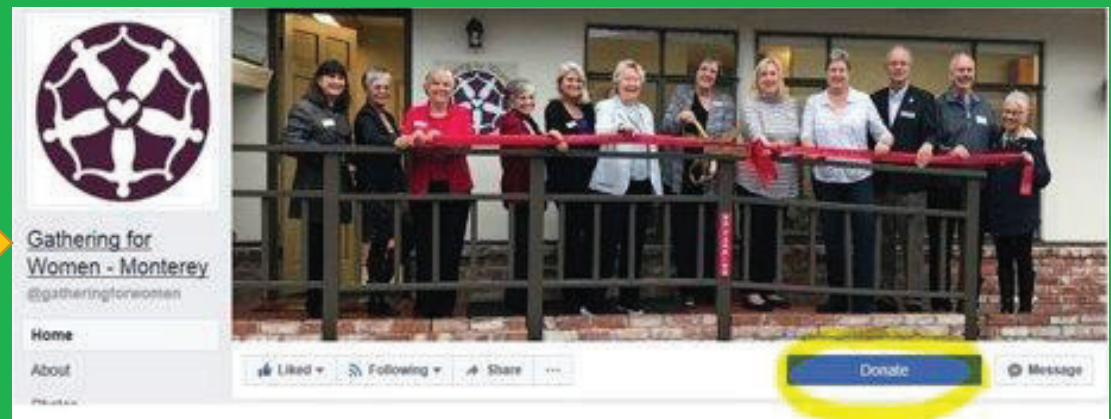
♥ Donate ▼

Website

<http://www.cfmc.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.



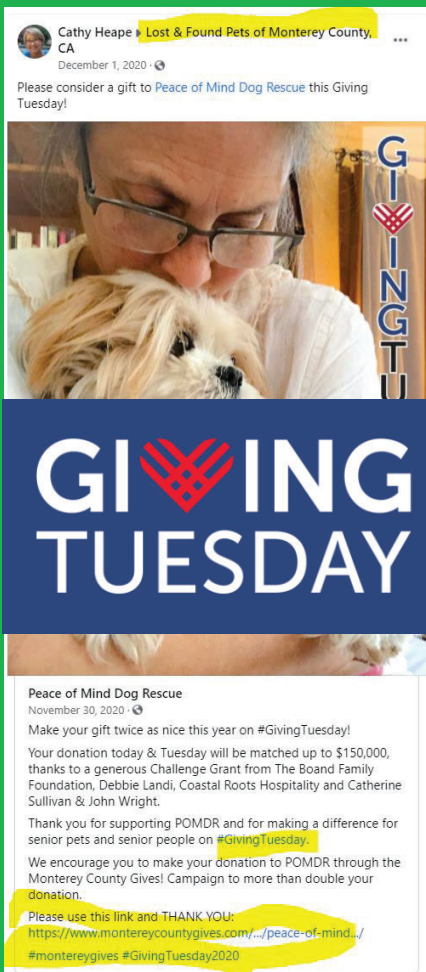
How to add donation button on
Facebook: <https://www.facebook.com/help/269698566852985>

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!

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 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...



SOL TREASURES

Create. Share. Celebrate Art.

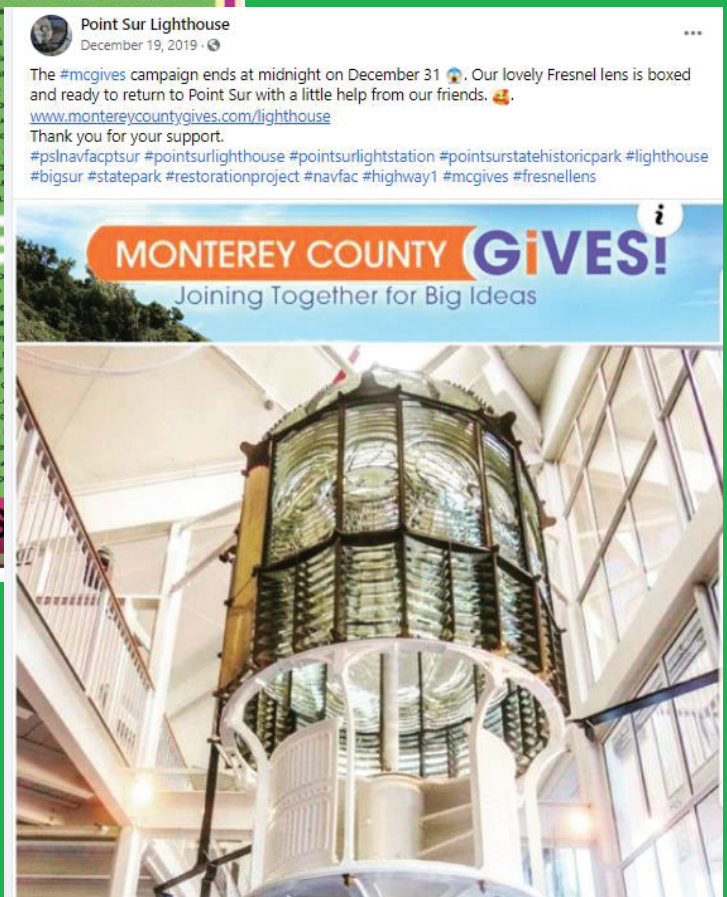


\$5 Challenge for 18 to 35 Year-Old Donors!

*For the cost of a cup of coffee, you can invest in community art programs...
and we would be so grateful!*

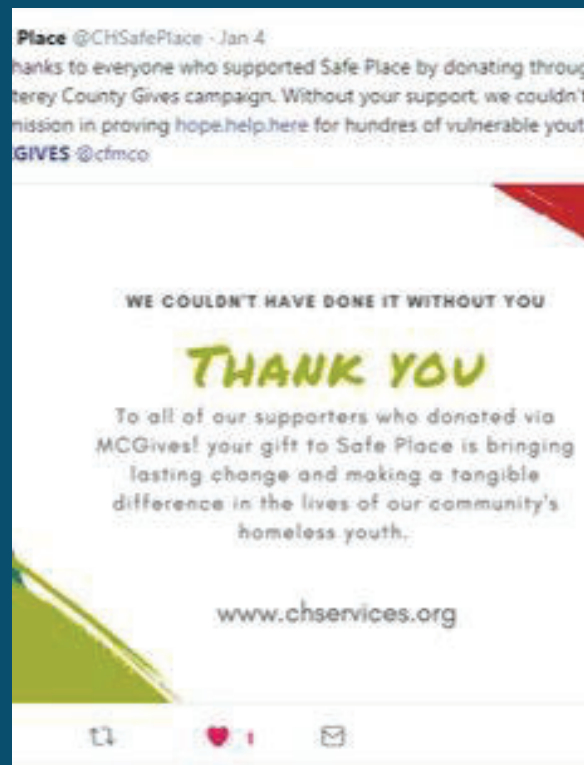
TIP 8: COUNTDOWN – FINAL PUSH

- 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!

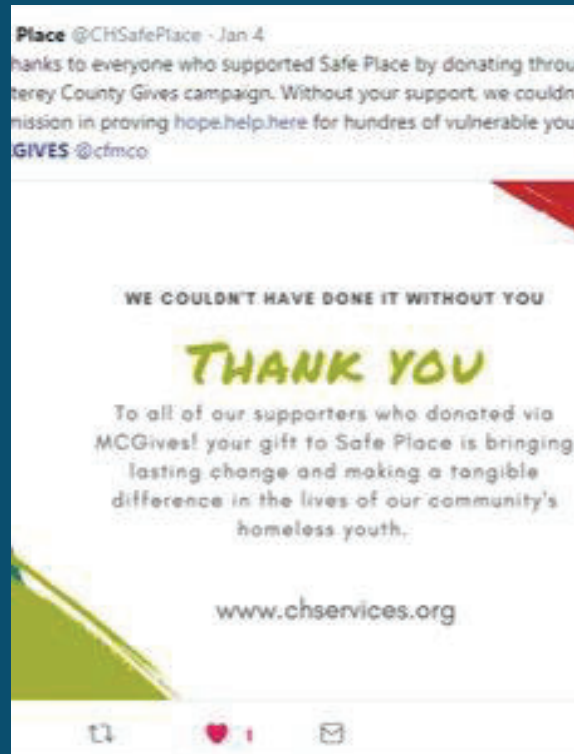


TIP: SOME IDEAS FOR THANK YOU POSTS

Screen Shot &
Share Your Final
Page



Share the impact
that giving will
have



Create a cute,
branded graphic
showing the total
raised



RESOURCES

- [Cfmco.org/MCGives](https://cfmco.org/MCGives)
 - Agency Resources pulldown (scroll down towards bottom of page)
- [GivingTuesday.org](https://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/>
- Asset based language guide: https://www.heretohere.org/wp-content/uploads/2020/07/H2H-Language-Guide_A-Resource-for-Using-Asset-Based-Language-with-Young-People.pdf
- How to add donation button on Facebook: <https://www.facebook.com/help/269698566852985>
- How to create Instagram Stories: <https://business.instagram.com/blog/a-step-by-step-guide-create-playful-and-interactive-instagram-stories>

TAKEAWAYS/NEXT STEPS

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

CONTACT INFORMATION

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