

MONTEREY COUNTY GIVES!
Joining Together for Big Ideas



LUNCH & LEARN

OCTOBER 2, 2025

WELCOME!

- Congratulations!
- Purpose of today's interactive session:
 - Learn more about how MC Gives! works
 - Understand Challenge Gifts
 - Learn communication ideas for a successful campaign
- Q&A – Please use the chat. We'll respond throughout and at the end.

CFMCO.ORG/MCGIVES



ABOUT US GIVING OPTIONS GRANTS & SCHOLARSHIPS IMPACT **MONTEREY COUNTY GIVES!**



MONTEREY COUNTY **GiVES!**

INSPIRING LOCAL PHILANTHROPY

+ Background

+ Program Details

+ Additional Award Opportunities

– Agency Resources

MC Gives! Challenge Gift Form

➤ [MC Gives! 2025 Challenge Gift Form](#)

MC Gives! Donation Form

➤ MC Gives! 2025 Donation Form Coming Soon

Nonprofit Resources – More 2025 Resources Coming Soon

- [2025 Nonprofit Toolkit](#)
- [2025 MC Gives! Fast Facts](#)
- [2025 Launch Event PowerPoint](#)
- [2024 Launch Event Zoom Recording \(YouTube\)](#)
- [2024 Lunch & Learn Zoom Recording \(YouTube\)](#)

MONTEREY COUNTY **GIVES!**

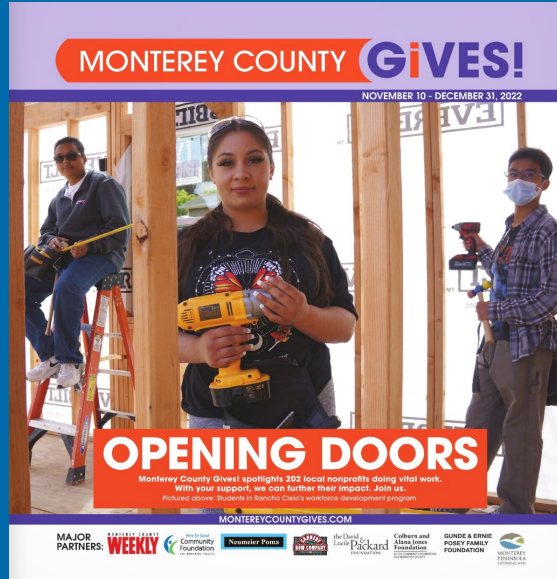
NOVEMBER 9 - DECEMBER 31, 2023

CULTIVATING COMMUNITY

Monterey County Gives! 2023 invites you to support 206 local nonprofits' uplifting and inspiring efforts to strengthen people and places.

MONTEREYCOUNTYGIVES.COM


MONTEREY COUNTY WEEKLY **Monterey County Foundation** **Pring Lang Initiative** **Taylor** **Sustainable Futures** **California State Office of the Public Defender** **County of Monterey** **United Way** **Red Cross**



WHAT IS A CHALLENGE GIFT?

- Think of it as a lead 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, recognize them
- Possible way to engage your Board
- Starts your MCGives! campaign with momentum

KEY POINTS

- \$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

ONLINE CHALLENGE GIFT FORM

- Challenge Gift Form online submission at:
<https://challenge.mcgives.com/>

MONTEREY COUNTY GIVES!

Challenge Gift Entry Form

Name of Organization receiving challenge gift <i>(Required)</i>	Gift Amount (Minimum donation amount per gift: \$500) <i>(Required)</i>
<input type="text" value="Name of Organization"/>	<input type="text" value="Please enter a number greater than or equal to 500."/>
	<i>(Minimum donation amount per gift: \$500)</i>
Donor First Name <i>(Required)</i>	Donor Last Name <i>(Required)</i>
<input type="text"/>	<input type="text"/>
Spouse/Partner First Name	Spouse/Partner Last Name
<input type="text"/>	<input type="text"/>
Company/Business	
<input type="text"/>	
Donor Name for Website and the MC Gives! Print Issue (if submitted by 10/30 at 5:00pm)	
<input type="text"/>	

ONLINE CHALLENGE GIFT FORM

Payment Methods *(Required)*

- ☒ Digital Payments(CC, Apple Pay, Google Pay, ACH)
☐ Check (Mailed, including IRA QCDs or Donor Advised Funds)
☐ Wire Transfer

Billing Address is Different?

☐ Yes

I want to pay the 2.2% service fee

☐ Yes

Credit Card *(Required)*



Card



Google Pay



US bank account



Google Pay selected.



Another step will appear to securely submit your payment information.

If you have any questions, please contact Community Foundation for Monterey County at 831.375.9712.

Challenge Gift Amount

\$0.00

Submit

BOARD/GROUP CHALLENGES

- Each member individually submits a Challenge Gift Form and donates directly to the CFMC with a \$500 minimum

CHALLENGE GIFT

\$5,000

\$0

\$5,000



From:

Board of Directors of Your Org

BOARD/GROUP CHALLENGES

- Group vs. Individual Recognition

CHALLENGE GIFT

\$5,000

\$0

\$5,000



From:

Board of Directors of Your Org

CHALLENGE GIFT

\$1,000

\$0

\$1,000



From:

Jane Doe, Board of Directors of Your Org

John Doe, Board of Directors of Your Org

BOARD/GROUP CHALLENGES

- Coordinate your recognition

From:

Your Org Board of Directors

Board of Directors of Your Org

John Doe, Board of Directors of Your
Org

ONLINE 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

Donor Name for Website and the MC Gives! Print Issue (if submitted by 10/18 at 5:00pm)

Board of Directors of Your Org

CHALLENGE GIFTS Q&A



MC GIVES! DONATION PROCESS

Overall Matching Fund

In addition to supporting individual nonprofits, you can also contribute the the Overall Match. Your gift here will increase the percentage match each organization receives. Support all participating organizations with one donation!

Animals

- | | |
|---------------------------------|---|
| <input type="text" value="\$"/> | Animal Friends Rescue Project |
| <input type="text" value="\$"/> | BirchBark |
| <input type="text" value="\$"/> | Golden Oldies Cat Rescue |
| <input type="text" value="\$"/> | Hope Horses & Kids |
| <input type="text" value="\$"/> | Marine Life Studies |
| <input type="text" value="\$"/> | Peace of Mind Dog Rescue |
| <input type="text" value="\$"/> | SNIP Bus |
| <input type="text" value="\$"/> | SPCA Monterey County |
| <input type="text" value="\$"/> | South County Animal Rescue (SCAR) |
| <input type="text" value="\$"/> | Ventana Wildlife Society |

Arts & Culture

- | | |
|------------------------------------|--|
| <input type="text" value="10.00"/> | Agricultural & Rural Life Museum |
| <input type="text" value="10.00"/> | Art Abilities |
| <input type="text" value="10.00"/> | Arts Council for Monterey County |
| <input type="text" value="10.00"/> | Camerata Singers |
| <input type="text" value="\$"/> | Carl Cherry Center for the Arts |
| <input type="text" value="\$"/> | Carmel Art Association |
| <input type="text" value="\$"/> | Carmel Bach Festival |
| <input type="text" value="\$"/> | Carmel Dance Festival |
| <input type="text" value="\$"/> | Carmel Guitar Society |
| <input type="text" value="\$"/> | Carmel Music Society |

Your Donation Cart

- | | |
|----------------------------------|---|
| \$10.00 | × |
| Agricultural & Rural Life Museum | |
| \$10.00 | × |
| Art Abilities | |
| \$10.00 | × |
| Arts Council for Monterey County | |
| \$10.00 | × |
| Camerata Singers | |

TOTAL: **\$40.00**

[Checkout](#)

Favorites 

You have 0 favorites

MC GIVES! DONATION PROCESS

Checkout

Your Information

First Name

Last Name

Spouse or Partner's First Name

Spouse or Partner's Last Name

Email

Billing Address 1

Billing Address 2

Payment Info



Payment Method

- ☒ Credit Card
- ☐ ACH
- ☐ Paypal
- ☐ Wire Transfer
- ☐ Check
- ☐ Apple Pay / Google Pay

 Card number MM / YY CVC

☐ I want to pay the 2.2% service fee

If paying with Company Account, enter Company Name

☐ Use Different Donor Mailing Address

Submit

Your Donation Cart

\$10.00
Agricultural & Rural Life Museum

\$10.00
Art Abilities

\$10.00
Arts Council for Monterey County

\$10.00
Camerata Singers

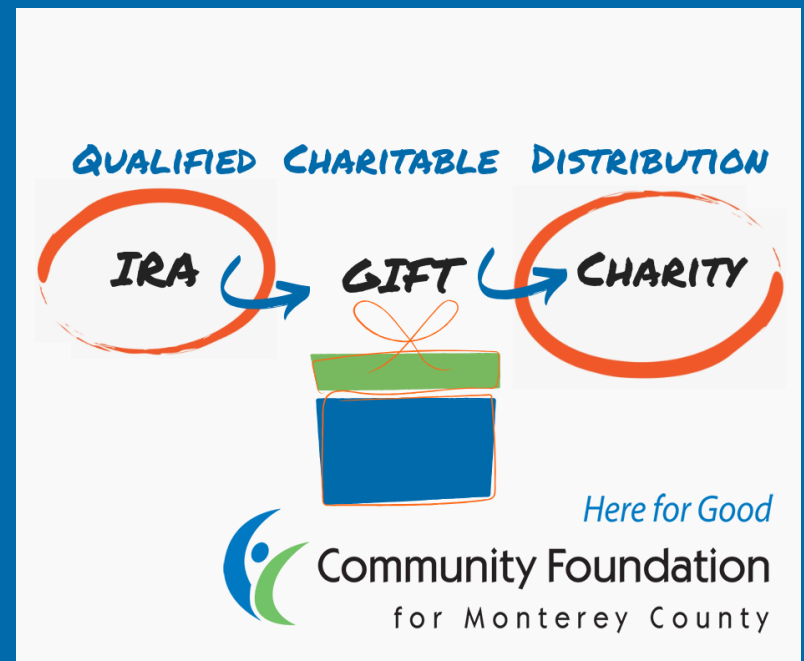
TOTAL: \$40.00

Need help with your donation?

Please contact the Community Foundation for Monterey County at 831.375.9712 or mcgives@cfmco.org

IRA QUALIFIED CHARITABLE DISTRIBUTION (QCD)

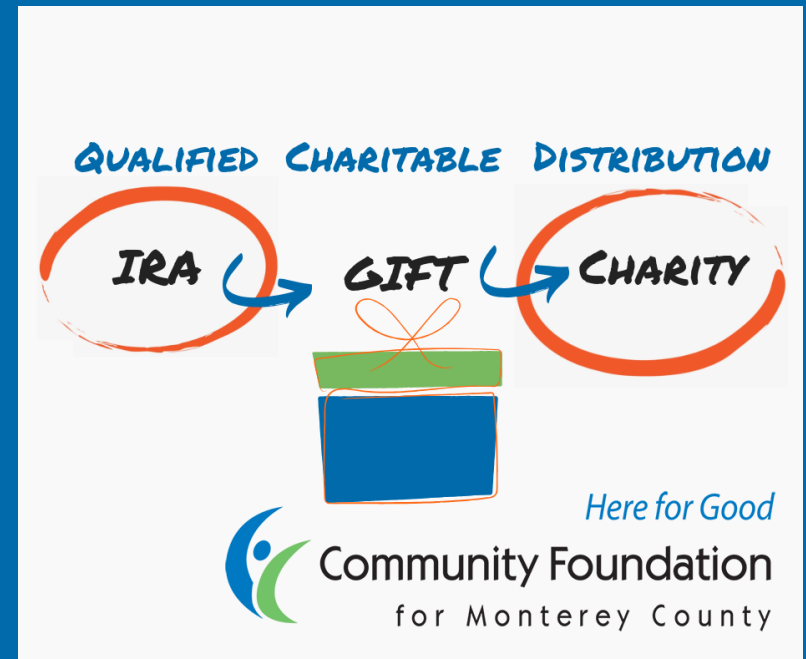
- Donors 70½ or older can take a QCD
- Up to \$108,000 annually in 2025, per spouse
- Excluded from gross income if given directly to a nonprofit, but no charitable deduction
- cfmco.org/ira for more information



IRA QUALIFIED CHARITABLE DISTRIBUTION (QCD)

Important notice about Custodial Accounts:

- Checks must clear the custodian account by December 31. This may take up to three weeks.



IMPORTANT INFORMATION

- Have donors donate online, or mail donations direct to the CFMC
- Checks must be made out to the "CFMC"
- No donations allowed from nonprofits
- Thank your donors, but do not include tax language
- You will receive a daily donor list email. Save it!
- Include campaign start and end dates on all materials
- Donations must be delivered or postmarked by 12/31

KEY CAMPAIGN DATES

MC Gives!	Key Dates
Raise Challenge Gifts	Now – November 13
Deadline for MC Weekly Print Issue	October 30, 5:00pm
MC Gives! Website Goes Live	November 13
Main Campaign	November 13 – December 31
Check Presentation	Mid-February 2026

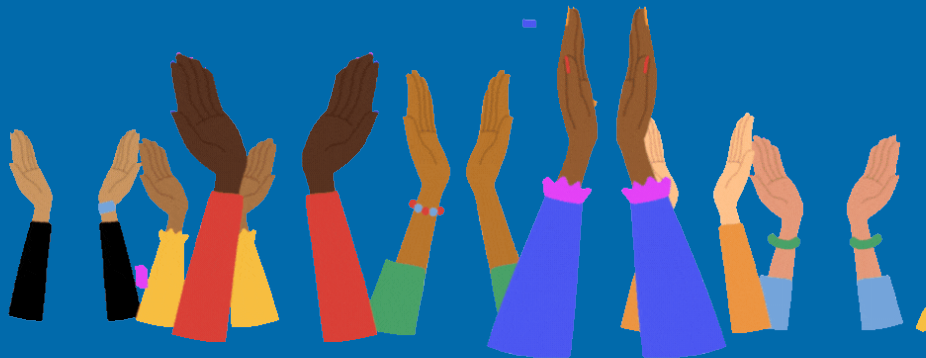
MONTEREY COUNTY **GiVES!**

COMMUNICATIONS



MONTEREY COUNTY **GiVES!**
COMMUNICATIONS

Together through MC Gives!,
over 200 local nonprofits raised
more than \$14M in 2024 —
let's aim even higher in 2025!



CFMCO.ORG/MCGIVES

AGENCY RESOURCES



ABOUT US GIVING OPTIONS GRANTS & SCHOLARSHIPS IMPACT **MONTEREY COUNTY GIVES!**



MONTEREY COUNTY **GiVES!**

INSPIRING LOCAL PHILANTHROPY

+ Background

+ Program Details

+ Additional Award Opportunities

– Agency Resources

MC Gives! Challenge Gift Form

➤ [MC Gives! 2025 Challenge Gift Form](#)

MC Gives! Donation Form

➤ MC Gives! 2025 Donation Form Coming Soon

Nonprofit Resources – More 2025 Resources Coming Soon

- [2025 Nonprofit Toolkit](#)
- [2025 MC Gives! Fast Facts](#)
- [2025 Launch Event PowerPoint](#)
- [2024 Launch Event Zoom Recording \(YouTube\)](#)
- [2024 Lunch & Learn Zoom Recording \(YouTube\)](#)

COMMUNICATIONS APPROACH: 3 PHASES OF THE CAMPAIGN



Visualize the donor journey from:
“awareness” → “engagement” → “donation” → “thank you”

PHASE 1: BEFORE ANNOUNCE THE START OF GIVES! (NOV. 13, 2025) AND YOUR GOAL



- You made it - celebrate this special event!
- Announce your participation and goals on your social channels
- Post a day before and/or day of the campaign launch
- Incorporate MC Gives! logos
- Sample post:
“We’re thrilled to join #MCGives! 🌟
Starting Nov. 13, every gift will be partially matched for even further impact. Help us reach our \$25,000 goal to provide meals for local families!”

INTEGRATE GIVES! MESSAGING INTO ALL YOUR EXISTING CHANNELS

This can include your organization's:


- Eblasts & newsletters
- Annual Appeal (if within the Gives! timeframe)
- Print publications, ads
- Email Signature
- Website
- Social Media Channels

Remember to tag (@cfmco @montereycountyweekly) & #Hashtag (#McGives!, #mcgives) to expand your reach

Here for Good
Community Foundation
for Monterey County

There's Still Time to Support Monterey Gives!

MC*GIVES!*
Give Now Through Midnight 12/31



Monterey County Gives! Inspiring Local Giving

As we look to the New Year with gratitude and hope, know that our community is improving because of your support!


Homeless shelters are in the planning stages, arts and music programs just showed off their holiday talents. But we can do more! There's still time to give to **Monterey County Gives!**

A collaboration between the **Monterey County Weekly**, the **Monterey Peninsula Foundation** and the **Community Foundation for Monterey County**, **McGives!** is a campaign in which local businesses, foundations and individuals contribute to an overall match fund that spurs donations for participating organizations.

At the end of the campaign, each nonprofit receives 100% of their donations, along with a prorata match on the first \$75,000 raised. The impact has been tremendous. More than \$21 million has been raised and granted since 2009.

You have until midnight 12/31 to help to make 2020 an even stronger year for the 163 participating nonprofits!


Give Now


Siembra Latinos Fund
OF THE COMMUNITY FOUNDATION FOR MONTEREY COUNTY

Amplify Your Gift to Siembra Latinos Fund through MC Gives!

Be a part of the Siembra Latinos Family!
Give now through December 31, 2022

Donate Through MC Gives!




MONTEREY COUNTY *GIVES!*
Joining Together for Big Ideas

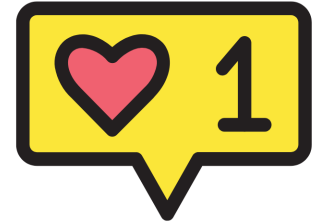
Every donation made to Siembra Latinos Fund through the **Monterey County Gives!** campaign website from November 10 through December 31, 2022 receives a partial match. Amplify your donation today - give now and build on the culture of generosity of Latinos helping Latinos.

- The Siembra Latinos Fund grows opportunity for local Latinos.
- Your gift supports mental health, economic development and education.
- By giving together, your donation has more impact.

Donate Now

 **UnionBank** Thank you to our challenge gift donors Union Bank and Lorraine Iglesias.

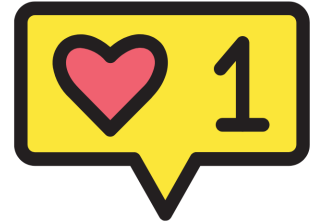
SOCIAL MEDIA BEST PRACTICES



- Post consistently throughout the campaign
- Make posts timely and relevant, show your impact in action
- Lead with images and videos
- Include a call to action ([donate here](#)) linking to your dedicated page on the MC Gives! website
- Check links for accuracy



SOCIAL MEDIA BEST PRACTICES



- You don't have to “do it all” or be active on every social media channel
- Do make sure you are on the channel(s) where your supporters are
- Pre-schedule posts whenever possible
- Use different verbiage and images, mix it up



Engagement Tips:

- Use Instagram polls or quizzes to educate about your mission.
- Encourage staff/volunteers to post “I gave because...” selfies.

MC GIVES! CAMPAIGN CHECKLIST

PHASE 1: BEFORE CAMPAIGN LAUNCH (NOW – NOV 13, 2025)

- ☐ Announce your participation and fundraising goal
- ☐ Add MC Gives! logo, link and branding to your website, e-signature, newsletters...
- ☐ Prepare social posts (schedule them if possible)
- ☐ Collect photos, videos and stories of impact
- ☐ Line up a challenge gift or early donors to build momentum
- ☐ Rally staff, board and volunteers to share your posts

PHASE 2: DURING

TIP 1: DON'T JUST TELL - SHOW

Use beautiful, compelling imagery to illustrate your cause – photos and videos – show impact and use **MC Gives! Logos and branding**



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

**SUPPORT
OUR MISSION
TO CLAIM ALL
71,000
CALKIDS
ACCOUNTS**

MONTEREYCOUNTYGIVES.COM/BRIGHT

GIVE TODAY!

**BRIGHT
FUTURES**
by MONTEREY COUNTY

**HARTNELL COLLEGE
FOUNDATION**

CalKIDS
California Kids Investment and
Development Savings Program



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

**Your contribution to United Way Monterey County makes a
difference in the lives of our community's youngest learners!**

Monterey County
PRESCHOOL SERVICE CORPS

**United
Way**

**United Way
Monterey County**

TIP 2: SHARE YOUR MISSION

- Illustrate your Mission (your WHY) using attention grabbing graphics, photos and words
- Use Canva.com for simple graphic design ideas
- Always include a call to action – a link or QR Code to donate (checking that both work)



TIP 3: LEVERAGE GIVING TUESDAY 12.2.25 & OTHER PEOPLE (STAFF, VOLUNTEERS)

Use #GivingTuesday resources & hashtag:

- givingtuesday.org
- givingtuesday.org/logos/



GIVING TUESDAY

This **GIVING TUESDAY**


Raising awareness of Maternal Mental Health by providing preventative services for Monterey County parents. Programs are Free or Low Cost

MONTEREY COUNTY GIVES!
Joining Together for Big Ideas

8 likes

parentingconnectionmc Your #givingtuesday Donations supports Maternal Mental Health Services for Families in Monterey County ❤️ join us in making a difference - DONATE NOW! Link on BIO or scan QR code

1 in 5 women will suffer from maternal mental health disorder like postpartum depression. Less than 15% of women receive treatment.



It's GIVING TUESDAY

Make a difference with your donation!
Empower Youth Leaders

Donate until Dec. 31

Support BHC Monterey County

Inclusivity Equity Action

DONATE NOW

www.montereycountygives.com/nonprofit/action-council **MONTEREY COUNTY GIVES!**

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

TIP 4: HIGHLIGHT GOALS AND BONUS AWARDS

Ask your supporters to help you meet a certain goal or help you get one of the additional award opportunities listed on cfmco.org/MCGives

- \$2,500 Ingenuity Grant
- \$1,000 Largest Number of Donors Award
- \$1,000 Most Donors 18-35 Years Old
- \$1,000 The Florence Haspel Zeve Award for Women, Families and/or the Arts



Engagement Tip:

➤ Create a “Did You Know?” slide: List the bonus awards available.

TIP 5: FINAL PUSH, KEEP UP MOMENTUM

- Remember to keep posting!
- Many donors wait until the last minute to give
- Create a countdown or a goal thermometer





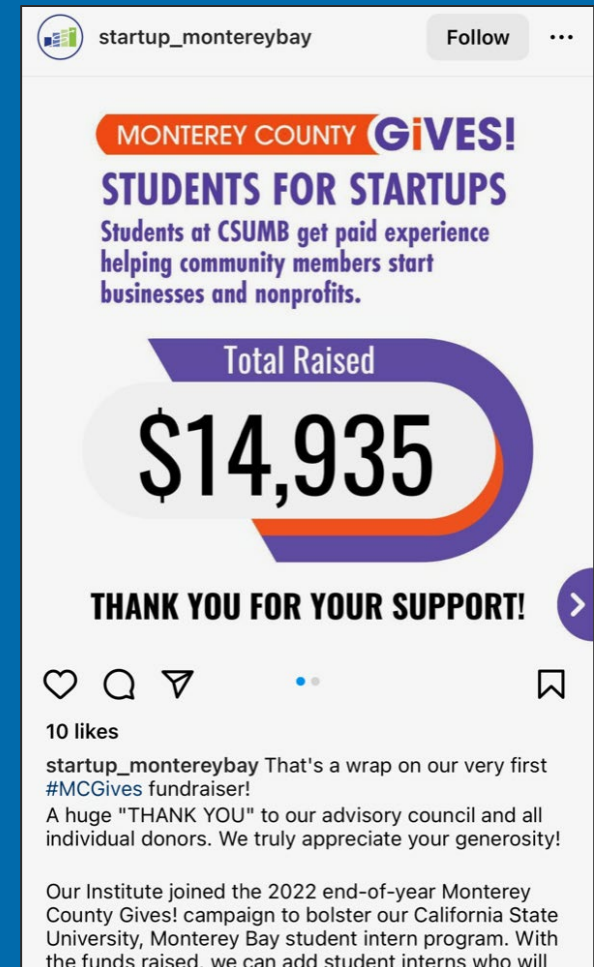
MC GIVES! CAMPAIGN CHECKLIST

PHASE 2: DURING CAMPAIGN (NOV 13 – DEC 31, 2025)

- ☐ Post consistently with compelling images & stories
- ☐ Always include a call to action: link or QR code to donate
- ☐ Highlight your mission & impact — show, don't just tell
- ☐ Leverage Giving Tuesday (Dec 2, 2025) with a special push
- ☐ Share progress with a goal thermometer, countdown or milestone post
- ☐ Ask your network (staff, board, supporters) to repost and amplify
- ☐ Highlight bonus award opportunities

PHASE 3: AFTER THANK YOUR DONORS

- Create a fun, branded graphic showing the total raised and how the donations will be used.
- Share the impact that their giving will have.





MC GIVES! CAMPAIGN CHECKLIST

PHASE 3: AFTER CAMPAIGN (JAN 2026)

- ☐ Thank your donors publicly (social media, email, newsletter)
- ☐ Share your final fundraising total & community impact
- ☐ Spotlight a story or quote from a beneficiary
- ☐ Thank staff, board and volunteers who helped spread the word
- ☐ Save best-performing posts and graphics for next year's toolkit as templates

✨ KEY TAKEAWAYS

- This is not just fundraising — it's a countywide movement for change and an acknowledgement of your team's hard work and impact.
Be proud and celebrate all that you do!
- Don't reinvent the wheel — reuse your existing photos, videos and quotes. Keep it fun, authentic and consistent.
- CFMC is here to support with logos, templates and best practices...





Center for Nonprofit Excellence

COMMUNITY FOUNDATION FOR MONTEREY COUNTY

Visit cfmco.org/CNE and explore:

- Programs and Resources
- Office Hours and Consulting
- Workshops
- LEAD Institute
- Much more!



Sign up for the CNE's monthly eNews for great updates and opportunities too.



Center for Nonprofit Excellence

COMMUNITY FOUNDATION FOR MONTEREY COUNTY



Thoughts on AI from the Center for Nonprofit Excellence:

- Many of us are turning to AI tools that support various tasks, including those related to nonprofit fundraising.
- AI can increase efficiency, support brainstorming and creativity, and help us deliver on our mission. When time, talent and finances can feel in short supply, AI can be a resource to meet the needs of our community.
- AI adoption is not without its risks and drawbacks, and we encourage using it intentionally and strategically. Donors are personally invested in your work, and we encourage you to think of the ways your outreach, communications and thank-you's can be personalized as well.
- **CNE will soon share a collection of AI Resources with all MC Gives! participants, around mid-October.**

CFMCO.ORG/MCGIVES



ABOUT US GIVING OPTIONS GRANTS & SCHOLARSHIPS IMPACT **MONTEREY COUNTY GIVES!**



MONTEREY COUNTY **GiVES!**

INSPIRING LOCAL PHILANTHROPY

+ Background

+ Program Details

+ Additional Award Opportunities

– Agency Resources

MC Gives! Challenge Gift Form

➤ [MC Gives! 2025 Challenge Gift Form](#)

MC Gives! Donation Form

➤ MC Gives! 2025 Donation Form Coming Soon

Nonprofit Resources – More 2025 Resources Coming Soon

➤ [2025 Nonprofit Toolkit](#)

➤ [2025 MC Gives! Fast Facts](#)

➤ [2025 Launch Event PowerPoint](#)

➤ [2024 Launch Event Zoom Recording \(YouTube\)](#)

➤ [2024 Lunch & Learn Zoom Recording \(YouTube\)](#)

MC GIVES! CONTACT INFORMATION

831.375.9712



Brian Thayer
Director of Donor Services
briant@cfmco.org



Jakie Marquez
Philanthropic Services and Scholarships Assistant
JakieM@cfmco.org



Gina Delli-Gatti
Communications Officer
ginadg@cfmco.org

CENTER FOR NONPROFIT EXCELLENCE (CNE)

CONTACT INFORMATION

831.375.9712



Susie Polnaszek
Director, Center for Nonprofit Excellence
susiep@cfmco.org



Reid Norris
Program Manager, Center for Nonprofit Excellence
reidn@cfmco.org