

MONTEREY COUNTY GIVES!
Joining Together for Big Ideas



LUNCH & LEARN

OCTOBER 5, 2026

WELCOME!

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

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

➤ [2026 MC Gives! Challenge Gift Form](#)

MC Gives! Donation Form

➤ [2026 MC Gives! Donation Form \(Fillable\) – Coming Soon](#)

Nonprofit Resources

➤ [2026 Nonprofit Toolkit](#)

➤ [2026 MC Gives! Fast Facts](#)

➤ [2026 Launch Event Slides](#)

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WHAT IS A CHALLENGE GIFT?

- Think of it as a lead gift
- Opportunity to give donors name recognition

Hidden Valley Music Seminars

DONATE



TOTAL RAISED
\$20,000

DONORS
1

INDIVIDUAL DONATIONS
\$0

CHALLENGE GIFT
\$20,000

\$

DONATE NOW

SHARE

Year Founded: 1963
Paid Staff: 35
Volunteers: 15
Org Budget: \$1,228,060
Phone: (831) 659-3115

[Visit Website](#)
[Review 990 Form](#)

CHALLENGE GIFT
\$20,000

\$0 \$20,000

From:
Anonymous

Mission

Hidden Valley Music Seminars was founded to offer training opportunities of excellence in music and the arts. Focused primarily on young artists, Hidden Valley also offers classes to adults and fosters selected community arts activities. It operates major programs in chamber music, orchestral and choral music, opera, and dance.

The Big Idea

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 form, one letter)
- Online challenge form -
<https://challenge.mcgives.com/>
- PDF forms available -
www.cfmco.org/mcgives

ONLINE CHALLENGE GIFT FORM

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

Challenge Gift Entry Form

Name of Organization receiving challenge gift *(Required)*

Name of Organization ▼

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

Please enter a number greater than or equal to 500.

(Minimum donation amount per gift: \$500)

Donor First Name *(Required)*

Donor Last Name *(Required)*

Spouse/Partner First Name

Spouse/Partner Last Name

Company/Business

**only fill out if you are making a donation from your company or business*

Donor Name for Website and the MC Gives! Print Issue (if submitted by 10/29 at 5:00pm) *(Required)*

ONLINE CHALLENGE GIFT FORM

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

Challenge Gift Entry Form

Name of Organization receiving challenge gift *(Required)*

Name of Organization



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

\$500.00

(Minimum donation amount per gift: \$500)

Donor First Name *(Required)*

Donor Last Name *(Required)*

Spouse/Partner First Name

Spouse/Partner Last Name

Company/Business

**only fill out if you are making a donation from your company or business*

Donor Name for Website and the MC Gives! Print Issue (if submitted by 10/29 at 5:00pm) *(Required)*

This field is required.

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

CHALLENGE GIFT SUMMARY

Do:

- Have your donors donate online. If donating by check or wire, have them submit online form before donating
- Let your donors know about the \$500 minimum
- Talk one-on-one with your key donors
- Ask your Board to give a group challenge gift
- If doing a group, decide on a name

Don't:

- Send the Challenge Gift form to your full donor list
- Wait until the last minute--October 29 due date for print
- Solicit Gifts under \$500

CHALLENGE GIFTS Q&A



MC GIVES! DONATION PROCESS

Website goes live November 12th. Direct donors to:
www.montereycountygives.com (URLs to each organization will be emailed out soon)

- Online donations accepted via credit card, Apple Pay, Google Pay and ACH
- Check, IRA, DAF, wire and stock donors-Direct them to the website too
- Donor not online? Donations can be submitted with a printed donation form, available Nov. 12, at www.cfmco.org/mcgives (under Agency Resources)

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

[Animal Friends Rescue Project \(AFRP\)](#)

[BirchBark](#)

[Golden Oldies Cat Rescue](#)

[Hope, Horses & Kids](#)

[Marine Life Studies](#)

[Our Neighborhood Pet Project \(ONPP\)](#)

[Peace of Mind Dog Rescue \(POMDR\)](#)

[SCAR - South County Animal Rescue](#)

Arts & Culture

[Art Abilities](#)

[Arts Council for Monterey County](#)

[Camerata Singers](#)

[Carl Cherry Center For The Arts](#)

[Carmel Art Association](#)

[Carmel Bach Festival](#)

[Carmel Dance Festival](#)

[Carmel Guitar Society](#)

[Carmel Music Society](#)

Your Donation Cart

\$10.00 ×

Art Abilities

\$10.00 ×

Arts Council for Monterey County

\$10.00 ×

Camerata Singers

\$10.00 ×

Carl Cherry Center For The Arts

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

City

State

Payment Info



Payment Method

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

Once you click continue, you will be required to enter your bank account information to complete your donation.

- ☐ 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

Art Abilities

\$10.00

Arts Council for Monterey County

\$10.00

Camerata Singers

\$10.00

Carl Cherry Center For The Arts

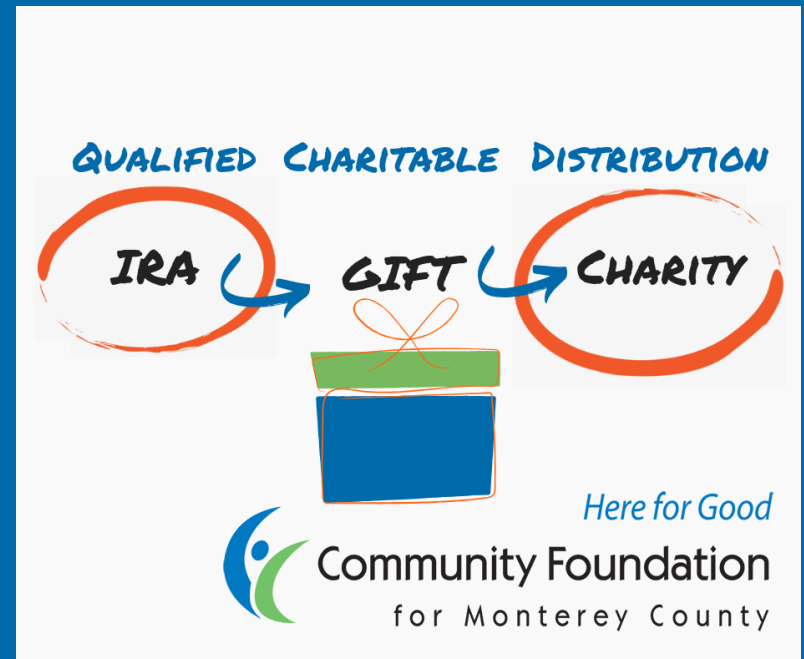
TOTAL: \$40.00

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)

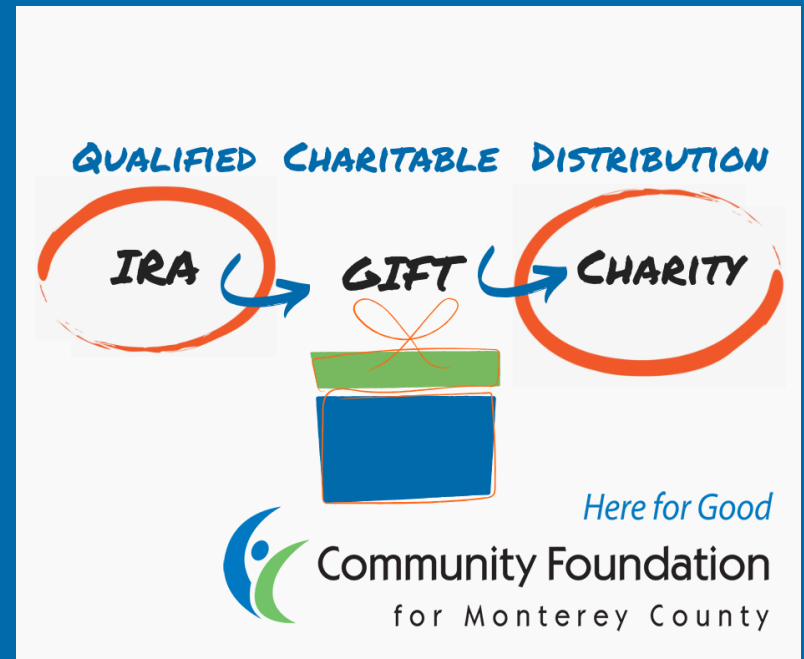
- Donors 70½ or older can take a QCD
- Up to \$111,000 annually in 2026, per spouse
- Excluded from gross income if given directly to a nonprofit, but no charitable deduction
- cfmco.org/ira for more information



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 so should be requested no later than early December.



DAILY DONOR EMAIL

- You will receive a daily donor list email. Save it!
- Drafts are new this year, will be at bottom of list

Date	Status	First Name	Last Name	Spouse or	Spouse or	Challenge Gift Listed As	Org Name	Address	Address 2	City	State	Zip
9/18/2026 8:17	Published	Joyce	Test			Joyce Test Test NP		234 Main Street		Salinas	CA	99999
9/17/2026 7:42	Published	Joyce	Test			Joyce Test		343 Evergreen Terrac		Salinas	CA	99999
9/18/2026 8:21	Draft	Joyce	Test					343 Evergreen Terrac		Salinas	CA	99999
9/17/2026 15:27	Draft	Brian	Test				Business	1 Main		Salinas	CA	93940
9/17/2026 14:49	Draft											

Email	Phone	Amount	Anonymou	Memory/Honor Of	Memory/Honor Name	Young Donor	Nonprofits	Gift Type
test@gmail.com	(876) 543-	500	No	-		No	Test NP	Challenge Gift
test@gmail.com	(888) 777-	500	No	-		No	Test NP	Challenge Gift
		505	No	-		No	Test NP	Individual Donation
briant@cfmco.org		100	No	In Honor of	Friends	Yes	Test NP	Individual Donation
		88	Yes	-		No	Test NP	Individual Donation

IMPORTANT INFORMATION

- Have donors donate and/or submit donation information on online
- If not online, mail donations direct to the CFMC with correct donation form
- Checks must be made out to the "CFMC"
- No donations allowed from nonprofits
- No goods or services in exchange for donations
- Award counting is per donor

IMPORTANT INFORMATION

- You will receive a daily donor list email. Save it!
- Thank your donors, but do not include tax language
- 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 12
Deadline for MC Weekly Print Issue	October 29, 5:00pm
MC Gives! Website Goes Live	November 12
Main Campaign	November 12 – December 31
End of Campaign Zoom	Mid-February 2027

Q&A



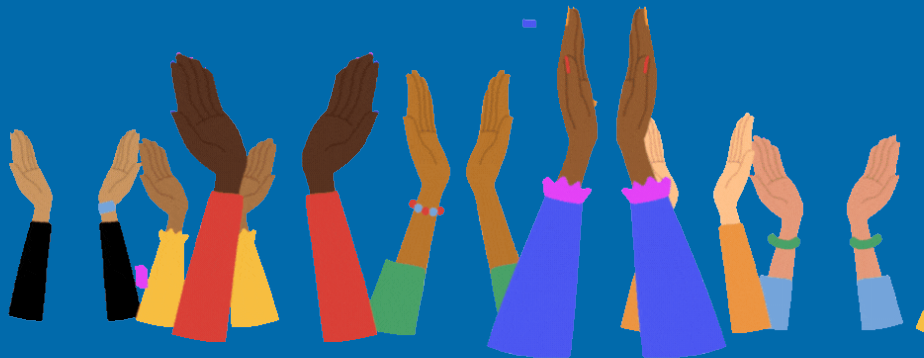
MONTEREY COUNTY **GiVES!**

COMMUNICATIONS



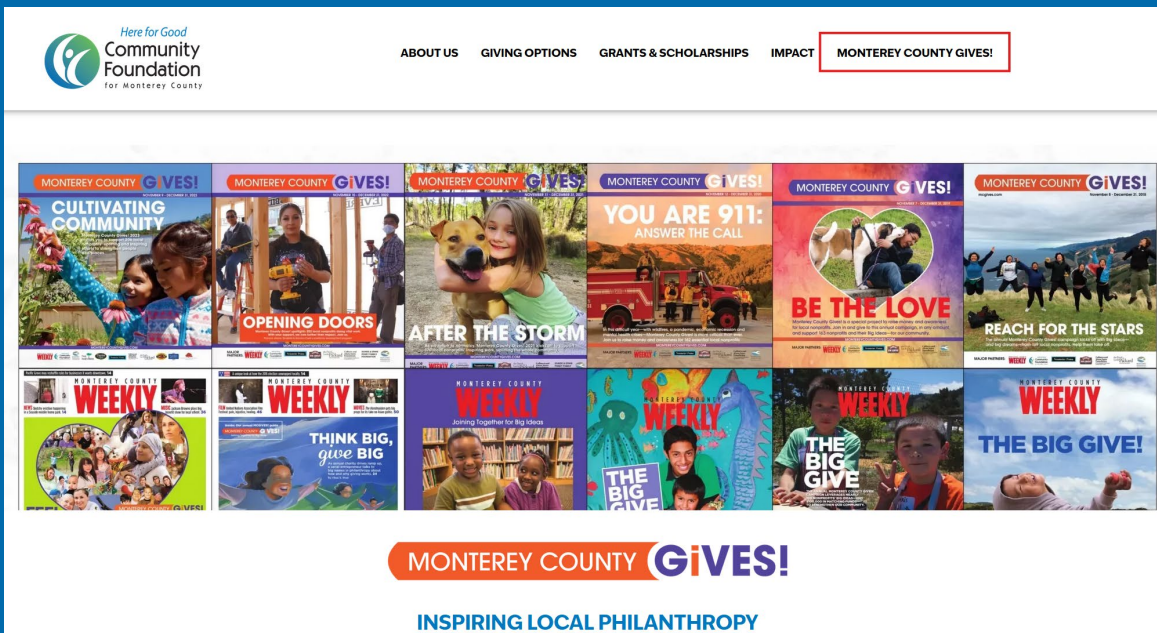
MONTEREY COUNTY **GiVES!** **COMMUNICATIONS**

Through the 2025 MC Gives! Campaign,
over 200 local nonprofits raised more than
\$17.1 million from over 8,000 donors —
a \$3 million increase from 2024.
Let's aim even higher in 2026!



CFMCO.ORG/MCGIVES

AGENCY RESOURCES



+ Background

+ Program Details

+ Additional Award Opportunities

– Agency Resources

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COMMUNICATIONS APPROACH: 3 PHASES OF THE CAMPAIGN



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

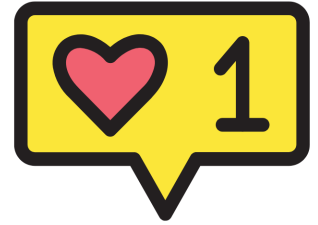
PHASE 1: BEFORE **ANNOUNCE THE START OF GIVES! (NOV. 12, 2026)** **AND YOUR GOAL**

- 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
- **Be Sure to Note:** 
"Starting Nov. 12 through Dec. 31 all gifts through Monterey County Gives! receive a partial match."

Gifts that are not received through MC Gives!
during this time do not receive the partial match.



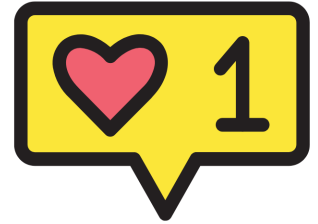
SOCIAL MEDIA BEST PRACTICES



- 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 12, 2026)

- ☐ Announce your participation and fundraising goal
- ☐ Prepare social posts (schedule them if possible)
- ☐ Collect photos, videos and stories of impact
- ☐ Line up a challenge gift(s) 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!**

**United
Way**

Monterey County
PRESCHOOL SERVICE CORPS

**United Way
Monterey County**

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.

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 12.1.26 & 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





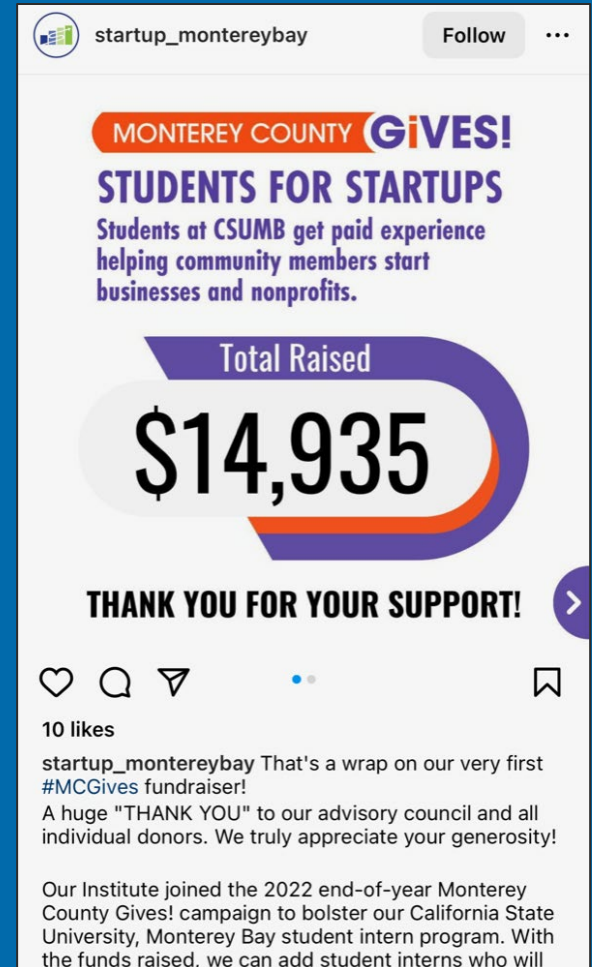
MC GIVES! CAMPAIGN CHECKLIST

PHASE 2: DURING CAMPAIGN (NOV 12 – DEC 31, 2026)

- ☐ Add MC Gives! logo, link and branding to your website, e-signature, newsletters...
- ☐ 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 1, 2026) 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 authentic, on brand and consistent
- Start and Finish the Campaign Strong

Visualize the donor journey from:

“awareness” → “engagement” → “donation” → “thank you”





Center for Nonprofit Excellence

COMMUNITY FOUNDATION FOR MONTEREY COUNTY

Visit cfmco.org/CNE and explore:

- Programs and Resources
- Office Hours and Consulting
- LEAD Institute
- Workshops
- Artificial Intelligence (AI) Tools prepared for MC Gives! participants by DigitalNEST
- Much more!

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



MC GIVES! CONTACT INFORMATION

831.375.9712 – MCGIVES@CFMCO.ORG



Brian Thayer
Director of Donor Services
briant@cfmco.org



Max Gomez
Philanthropic Services Officer
maxg@cfmco.org



Gina Delli-Gatti
Communications Officer
ginadg@cfmco.org

CFMCO.ORG/MCGIVES



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INSPIRING LOCAL PHILANTHROPY

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