

# Give Methow Nonprofit Training Notes



**Date:** July 29, 2026

**Location:** Winthrop Public Library and Zoom

**Hosted by:** Community Foundation of North Central Washington

**Presenters:** Thom Schroeder, Gaby Perky, Sarah Steele and Ashley Lodato

**Campaign dates:** October 1–31, 2026

## Welcome and Introductions

Participants introduced themselves and shared their nonprofit affiliations. Attendees joining through Zoom were asked to provide their full name, organization, and email address in the chat so they could be added to the Give Methow contact list.

The Community Foundation thanked participating organizations for the wide range of work they provide throughout the Methow Valley and emphasized that Give Methow is a collective campaign highlighting the community's generosity and connection to the valley.

## Give Methow Overview

Give Methow is an online fundraising campaign that runs throughout October.

To participate, an organization must:

- Be a 501(c)(3) nonprofit or have an eligible fiscal sponsor.
- Be in good standing with the IRS.
- Be located in and broadly serve the Methow Valley.

Organizations that do not broadly serve the Methow Valley may be a better fit for Give NCW.

Funds raised through Give Methow are unrestricted, and there is no limit to how much an organization may raise. Donations raised are for general operating expenses, but organizations may describe current programs, needs, or goals in their campaign materials.

One hundred percent of donations designated for an organization will be distributed to that organization. Donors may cover the processing fee; otherwise, the Community Foundation will cover it.

The primary campaign website is **GiveMethow.org**.

## Give Methow and the Methow Valley Fund

Give Methow and the Methow Valley Fund are separate programs.

- **Give Methow** is the October online fundraising campaign.

- **The Methow Valley Fund** is a separate annual competitive grant program.

The Methow Valley Fund will contribute funding to the Give to All pool this year.

## Give to All

Give to All allows donors to support all participating Give Methow organizations rather than selecting an individual nonprofit.

New or updated features for 2026 include:

- Give to All will appear prominently in the upper-left area of the campaign catalog.
- It will have its own unique donation page and URL.
- The page will display the amount raised.
- Give to All donations will be included in the campaign's overall total.
- **\$50,000** will be distributed through Give to All.
- The fund may be seeded throughout the month and promoted through a challenge or matching opportunity.

Give to All funds will be divided among participating organizations. To receive the full distribution, an organization must raise at least as much as its calculated Give to All share. For example, if the distribution is \$3,000 and an organization raises at least \$3,000, it will receive the full \$3,000. If it raises \$2,000, it will receive \$2,000.

## Participation and Grant Catalog Forms

There are two separate forms:

1. **Intent to Participate Form AKA *Call for Participation***  
This confirms that the organization plans to participate. The deadline is **July 31**.
2. **Grant Catalog Request**  
This places the organization in the online Give Methow catalog and provides the information used in the printed guide.

After the participation deadline, CFNCW will verify organizations' charitable status. The grant catalog request link will then be sent by email the following week.

The grant catalog request is due **September 7, 2026**.

The request will include:

- Organization description
- Logo
- Website URL
- Primary Give Methow contact name
- Contact email

- Contact phone number

The Give Methow contact listed on the form will receive campaign communications and donation reports. Additional contacts may be added by emailing [marketing@cfncw.org](mailto:marketing@cfncw.org)

## Organization Description

Only one description field will be used this year rather than separate short and long descriptions.

Organizations may include:

- A concise mission statement
- A general description of their work
- An upcoming goal or need
- Examples of how campaign support will benefit the organization

Descriptions should focus on general operating support. Organizations may mention a specific goal, such as replacing windows or purchasing equipment, but should avoid stating that all donations are restricted exclusively to that purpose.

Participants were asked to aim for approximately **200 characters**. CFNCW will determine whether a character limit can be added to the form. Longer descriptions may be edited for consistency in the printed guide.

## Logos and Website Links

Square or circular logos will generally display larger and more clearly than long, narrow logos.

Organizations should copy and paste their complete website address directly from the browser. The URL should include the full prefix, such as `https://`, so it can be used as an active link in the interactive campaign guide.

## Organization Campaign Pages

Each organization will receive a unique Give Methow page and URL.

Organizations may share their unique link through their website, emails, and social media. However, CFNCW always encourages organizations to promote the main **GiveMethow.org** address to reinforce the collective nature of the campaign.

Links from previous years will not automatically update. Organizations must replace old campaign links with their new 2026 URL. Organization's unique URL will not be available until the campaign goes live on October 1.

## Campaign Promotion

CFNCW plans to provide or coordinate:

- A campaign marketing toolkit
- Give Methow logos and templates
- A nonprofit user guide with campaign and marketing information
- A press kit announcing the campaign
- Weekly campaign emails
- Weekly Funday Monday drawings and videos
- A printed nonprofit guide
- An interactive online version of the guide
- Methow Valley News advertising
- Community banners
- Outreach to donor-advised fund holders and workplace giving partners
- Public radio promotion

CFNCW will review and update the existing nonprofit user guide before distributing it. Staff will also look for a previously created dashboard or tracking template that nonprofits may use to track campaign outreach and results.

## Funday Monday

\$1,000 a week will be awarded each week during the campaign through Giving Cards, whose amounts and quantity will be determined before the campaign begins.

Donors selected in the drawings may use the Giving Cards to support participating organizations. Their names and giving information will appear in the organization's final donation report when applicable.

## Receiving Donations

The minimum online donation is **\$10**.

Donors may support multiple organizations in one transaction by adding donations to an online cart before checking out.

Organizations should encourage donors to give online whenever possible. Online donations are the easiest way to ensure gifts are properly credited to the organization and included in its Give Methow fundraising total.

## Checks

To be included in the official Give Methow total, checks should be written to:

**Community Foundation of North Central Washington**

The memo line should include:

**Give Methow – [Organization Name]**

Checks written directly to a nonprofit may still be accepted and deposited by that nonprofit, but they generally will not count toward its Give Methow campaign total or its eligibility for the full Give to All distribution.

The group discussed whether a check written to the wrong organization could be corrected and initialed. CFNCW will confirm the appropriate accounting procedure.

Once an organization has already raised enough to qualify for its full Give to All distribution, it may be unnecessary to redirect checks written directly to the organization.

There is no option for organizations to manually enter outside donations into the Give Methow catalog.

## Donor-Advised Funds and Other Gifts

External donor-advised fund distributions may take several weeks to arrive. Organizations should contact known DAF donors early and encourage them to initiate gifts well before October 31.

Donors wishing to contribute through stock, qualified charitable distributions, donor-advised funds, or other methods should contact CFNCW for instructions.

All gifts must be received and processed by the end of the campaign to be included in Give Methow totals.

## Receipts and Donor Thank-Yous

CFNCW will issue official charitable tax receipts for donations processed through the campaign.

Participating nonprofits are responsible for thanking their donors.

CFNCW will provide two donation reports:

- One report around the middle of the campaign
- One final report after the campaign concludes

Reports will include donor information when the donor has not chosen to remain anonymous. Organizations should review the donor's preferred recognition name when addressing thank-you communications.

Each individual gift will appear as a separate line in the report. Organizations will be responsible for using Excel or another method to combine multiple gifts from the same donor when needed.

CFNCW will confirm the process for thanking donors who give through internal CFNCW donor-advised funds when the donor's personal mailing address is not provided. This may include sending thank-you cards to CFNCW to be forwarded.

## Giving Card Outreach at Community Events

Last year, CFNCW distributed Giving Cards at existing community events rather than hosting a separate Give Methow event.

The purpose was to:

- Introduce Give Methow to people who might not already know about it
- Reach audiences beyond current Give Methow supporters
- Collect names and email addresses for future outreach
- Encourage recipients to explore participating nonprofits

Last year, approximately 50 Giving Cards valued at \$100 each were distributed. Unredeemed cards were directed to Give to All.

Organizations hosting eligible events may receive raffle materials that collect the participant's name and email address. More detailed instructions will be sent later.

If there are more event requests than available Giving Cards, CFNCW may prioritize events that reach new audiences or communities not already heavily represented in Give Methow participation.

## Marketing Discussion

Participants discussed reaching donors who live outside the Methow Valley, particularly on the west side of the state. Approximately 30% of previous donations may have come from west-side donors.

CFNCW's public radio advertising includes coverage in the Seattle area. Additional advertising or outreach opportunities may be explored.

The printed nonprofit guide is expected to be released near the beginning of the campaign. An interactive digital version will also be available for donors who do not receive the newspaper or prefer to access information online.

## Action Items

### CFNCW

- Verify participating organizations' charitable status after July 31.
- Email grant catalog request links the week following the training.
- Send the presentation slides and training recording.
- Review and update the nonprofit user guide.

- Locate the previous campaign dashboard or tracking template.
- Determine whether a 200-character limit can be added to the organization description field.
- Confirm whether incorrectly written checks may be corrected and initialed.
- Confirm the thank-you process for donors using internal CFNCW donor-advised funds.
- Send details about Giving Card distribution and community event participation.
- Finalize the strategy for seeding and promoting Give to All.
- Provide campaign logos, templates, press materials, and other marketing assets.

## Participating Organizations

- Submit the Intent to Participate Form by **July 31**.
- Watch for the grant catalog request email the following week.
- Submit the completed grant catalog request by **September 7**.
- Prepare a concise organization description of approximately 200 characters or less.
- Upload an appropriate logo.
- Provide a complete website URL beginning with `https://`.
- Identify the primary Give Methow contact.
- Update websites and communications with the new 2026 campaign link.
- Encourage online donations through GiveMethow.org.
- Instruct check donors to make checks payable to CFNCW and identify the organization in the memo line.
- Contact external DAF donors early.
- Review donor reports and send donor thank-yous.
- Share potential community events that may be appropriate for Giving Card outreach.

## Key Dates

- **July 31:** Intent to Participate Form due
- **Early August:** Grant catalog request links sent
- **September 7:** Grant catalog request due
- **October 1:** Give Methow campaign begins
- **Mid-October:** Mid-campaign donation report
- **October 31:** Give Methow campaign ends; all campaign gifts must be received
- **After October 31:** Final donation report and distributions