

SPREAD THE WORD ABOUT THE ABOVE-THE-LINE CHARITABLE TAX DEDUCTION

CMF is sharing a new Charitable Giving Incentive Toolkit featuring the above-the-line charitable tax deduction that's being implemented as a result of the Coronavirus Aid, Relief and Economic Security (CARES) Act to incentivize charitable giving for all Americans.

The toolkit is available for CMF members to download and deploy on their social media channels, websites as well as share with their nonprofit partners to highlight on their own platforms.

Our team has compiled sample messaging for social media that CMF members can customize to their own marketing needs. In addition, we are sharing an infographic with versions for website use, Facebook and Twitter and Instagram.

We hope you find this toolkit useful to promote and share the new above-the-line charitable deduction to your community members, donors, and/or nonprofit partners. We have also included additional guidance we recommend members who are marketing this benefit to donors consider.

SAMPLE SOCIAL POSTS FOR COMMUNITY FOUNDATIONS

FACEBOOK AND/OR INSTAGRAM POST

The (Community Foundation Name Here) and our donor partners are working to collectively support the recovery of individuals, nonprofits and small businesses (adjust accordingly if you are not making supporting all of these sectors) affected by the COVID-19 pandemic. Your gift will positively impact our community and may be eligible for an above-the-line tax deduction when you file your 2020 returns. Contact us to learn more. (include link to contact information) #giveback

FACEBOOK POST

The Coronavirus Aid, Relief and Economic Security (CARES) Act makes cash gifts to public charities eligible for an above-the-line deduction for individuals who do not already itemize them on their tax returns. This means a charitable gift given in 2020 will reduce your liability when you file your 2020 return. If you are looking to support your community in this time of unprecedented need, contact us to learn how to make a qualified gift today. (include link to web page or contact information) #giveback

TWEET

The X Community Foundation launched the #COVID19 Response Fund to respond to the short- and long-term needs in our community. If you can make a charitable contribution to this fund, you may be eligible for an above-the-line tax deduction on your 2020 return. *(include link to contact information)* #giveback

ADDITIONAL GUIDANCE

In addition to the language provided above, CMF recommends that members who are marketing this benefit to donors should consider the following:

- Please review [this information](#) provided by the Council on Foundations. **Please ensure you are communicating this information to your donors when they make a qualifying gift.**
- If you update your gift acknowledgement letters, **note that donors may be eligible to receive this deduction.**
- **Always advise your donors to consult their accounts or tax advisors.**

If you would like additional guidance or assistance, please feel free to connect with Andrea Judd-Shurmur, director of Learning Services at CMF: ajudd@michiganfoundations.org.
