



Level Up | Value Proposition

Level Up Training Session | August 21, 2024



ICE BREAKER

What was the name of your favorite teacher? And what did they teach?

Chat it!

Housekeeping

What to expect from today's session

1

Understanding the **fundamental value proposition question**.

2

Mastering the 4 key elements of an effective value proposition.

3

Scoring a value proposition to generate new optimization ideas.

Action Item

Use the provided rubric to **score the value proposition on your donation page**. Share what element you need to improve the most and 1-2 messaging ideas to test.

Which will get a **greater**
response?

A Homepage Ad

Headline & Copy

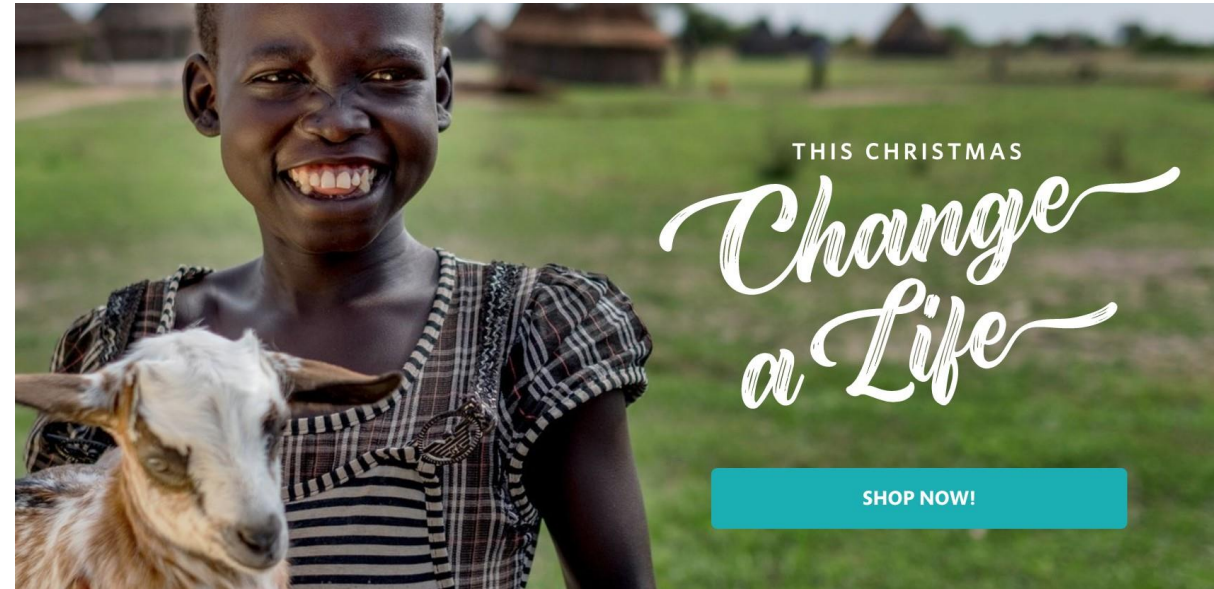


You Can Change a Life with a Gift

This Christmas, give a gift that can meet a critical need of a child or family living in poverty. When a family receives a goat, education, water, or some other tangible solution, their lives are changed for years to come.

[CHANGE A LIFE BY GIVING A GIFT](#)

Branded Campaign Tagline



THIS CHRISTMAS

Change a Life

[SHOP NOW!](#)

An Email

Succinct Email Appeal

Hi Kelly,

I'm humbled to let you know that we have another matching grant. But it's not from a foundation—it's a group of people just like you who wanted to help raise money for CaringBridge. I am just so encouraged that these incredible friends would come together to match the next \$50,000 you can give.

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[I don't want to let these donors down. Would you make a gift today, and let these donors match it?](#)

Thank you,

- Kelly

P.S. If you're not able to give this holiday season, would you [click here](#) so I know not to send you any more donation emails this month?

Kelly Espy
Fundraising Campaign Manager
www.CaringBridge.org | 2750.Blue.Water.Road.Suite.275.Eagan.MN.55121



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While Courtney worried about her future, her family stepped up to take care of the present. Courtney's family took care of her three boys, made sure the house was full of food and even accompanied Courtney to doctors' offices to take notes about her treatment.

"I knew my kids were always somewhere safe, with someone who loved them," Courtney said. "It took such a load off my mind."

Courtney made a choice about the kind of example she wanted to set for her boys. She decided to face her health journey with optimism and positivity, and she shared that attitude with everyone who read her CaringBridge Journal, which allowed Courtney's extended circle to shore up the family's new routines and share wisdom, encouragement and experiences with cancer.

Courtney said, "If I had let it weigh me down, I may not have had the same outcome. I tend to think that people who don't have support, or the ability to stay positive and remain hopeful, have a harder time making it through."

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A Donation Page

Headline & Form



Together, we're writing the next chapter of Illinois' comeback story.



Select Donation Amount

Donor Information

Payment Information

GIVE NOW

Headline, Long Text, & Form



Getting the unbiased truth

Illinoisans already have the highest overall state and local tax burden in the country, and the state is experiencing the largest exodus of residents it has ever seen. Lawmakers in Springfield are telling their constituents – people like you – that the only way to fix these problems is through more taxes. **That is simply not true.**

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But we must rely on the people we serve. We depend on the support of individuals like you.

You can keep Illinois Policy as your source of unbiased news by making a gift today.

Select Donation Amount

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Payment Information

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The Illinois Policy Institute is a 501(c)(3) charitable organization, and contributions are tax-deductible to the fullest extent allowed by law.

If you would like to donate by mail, please send checks to:

Illinois Policy Institute
190 S. LaSalle St.
Suite 1500
Chicago, IL 60603

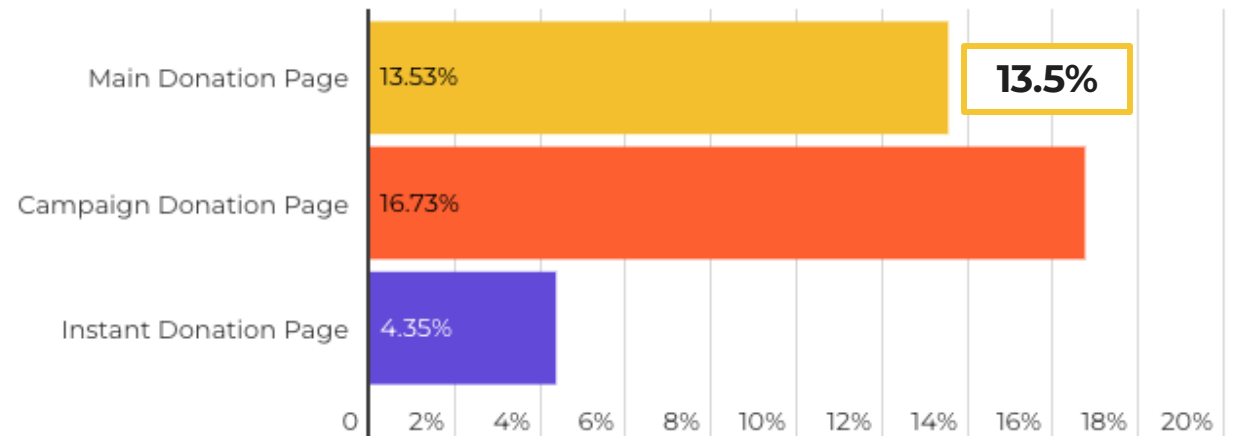
Illinois Policy Institute does not accept government funding.

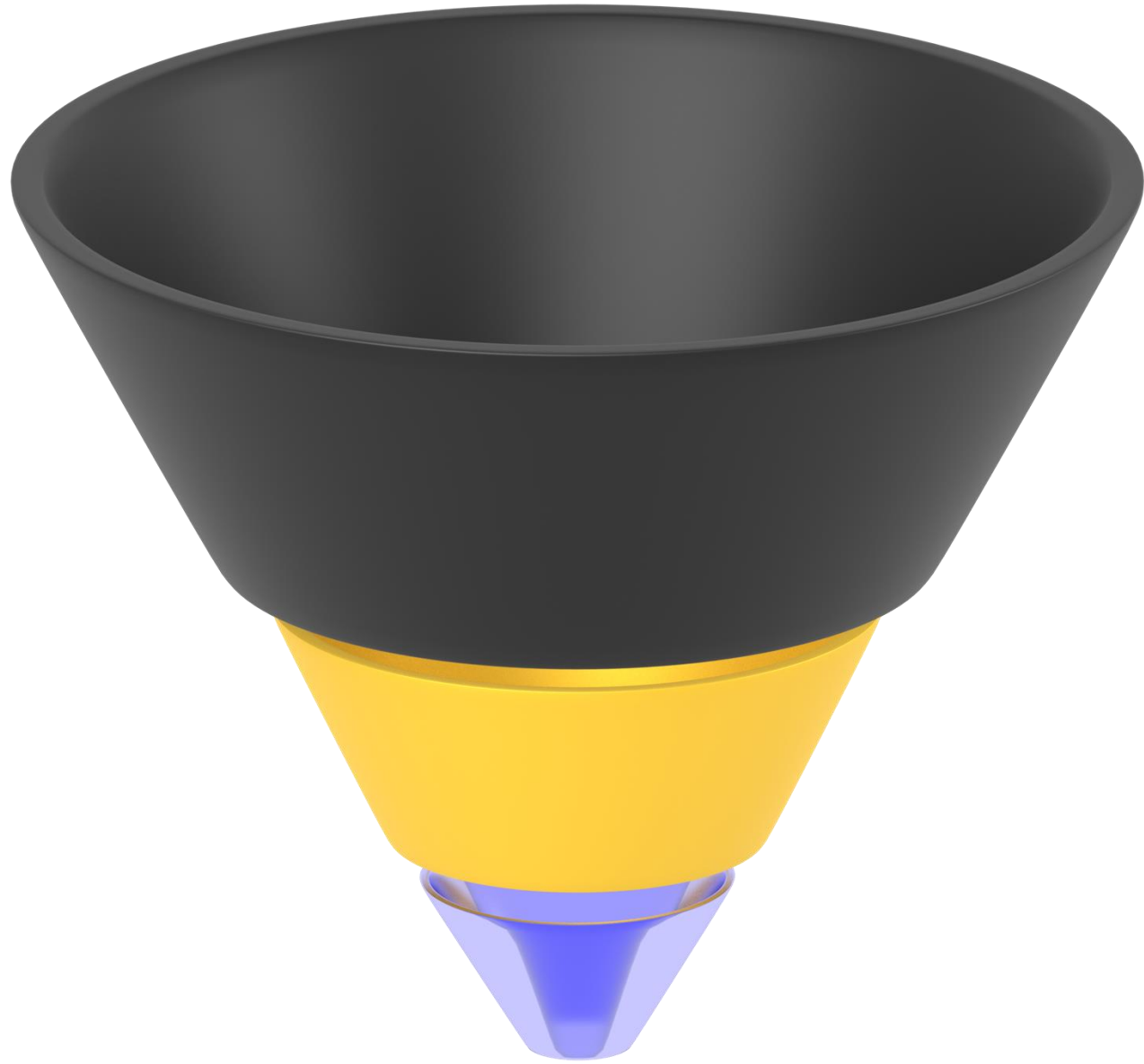
What's the difference?

How many visitors are actually donating?

13.5%

Donation Page Conversion Rate
By Donation Page Type

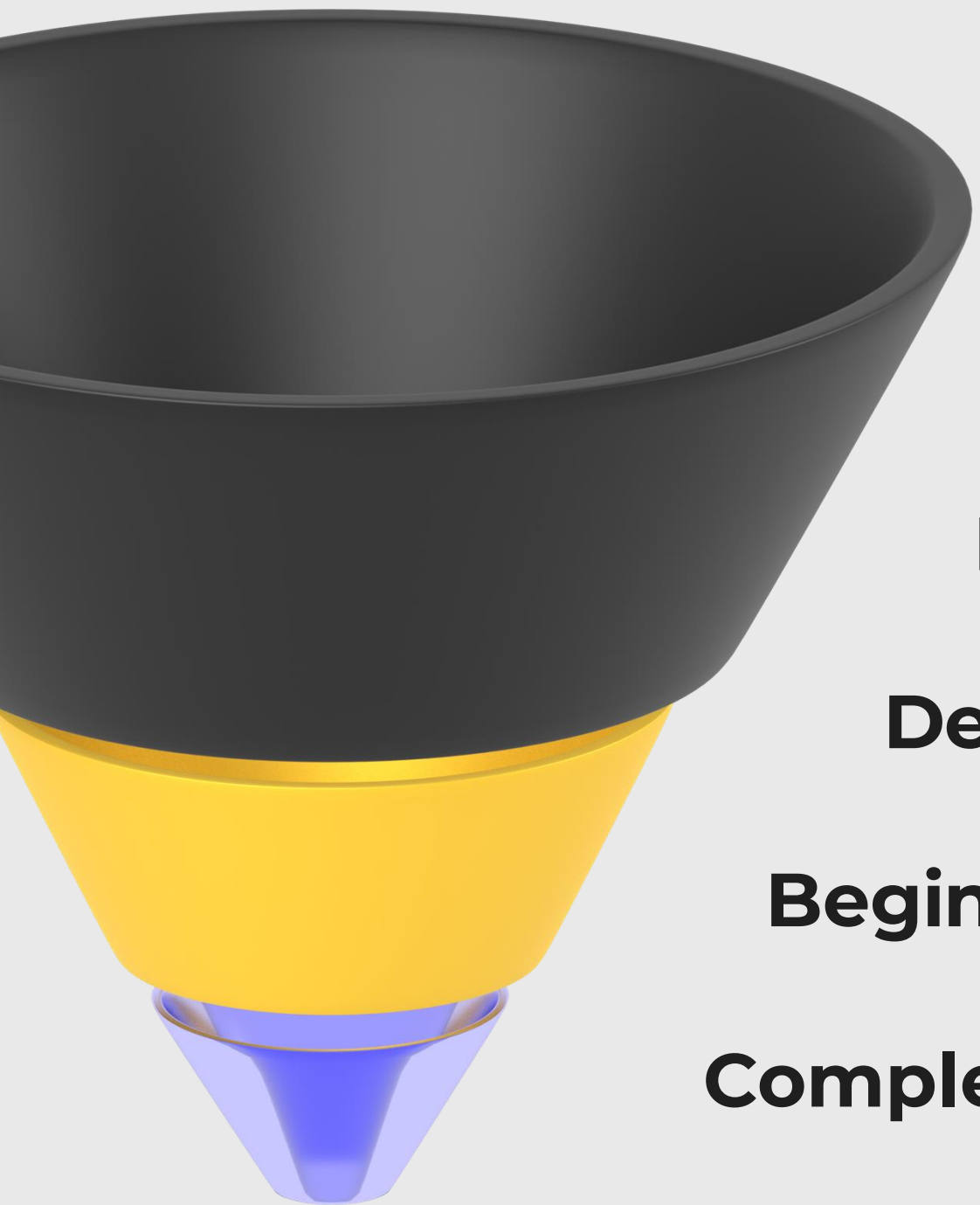




The

Donor

Funnel



Visits your homepage

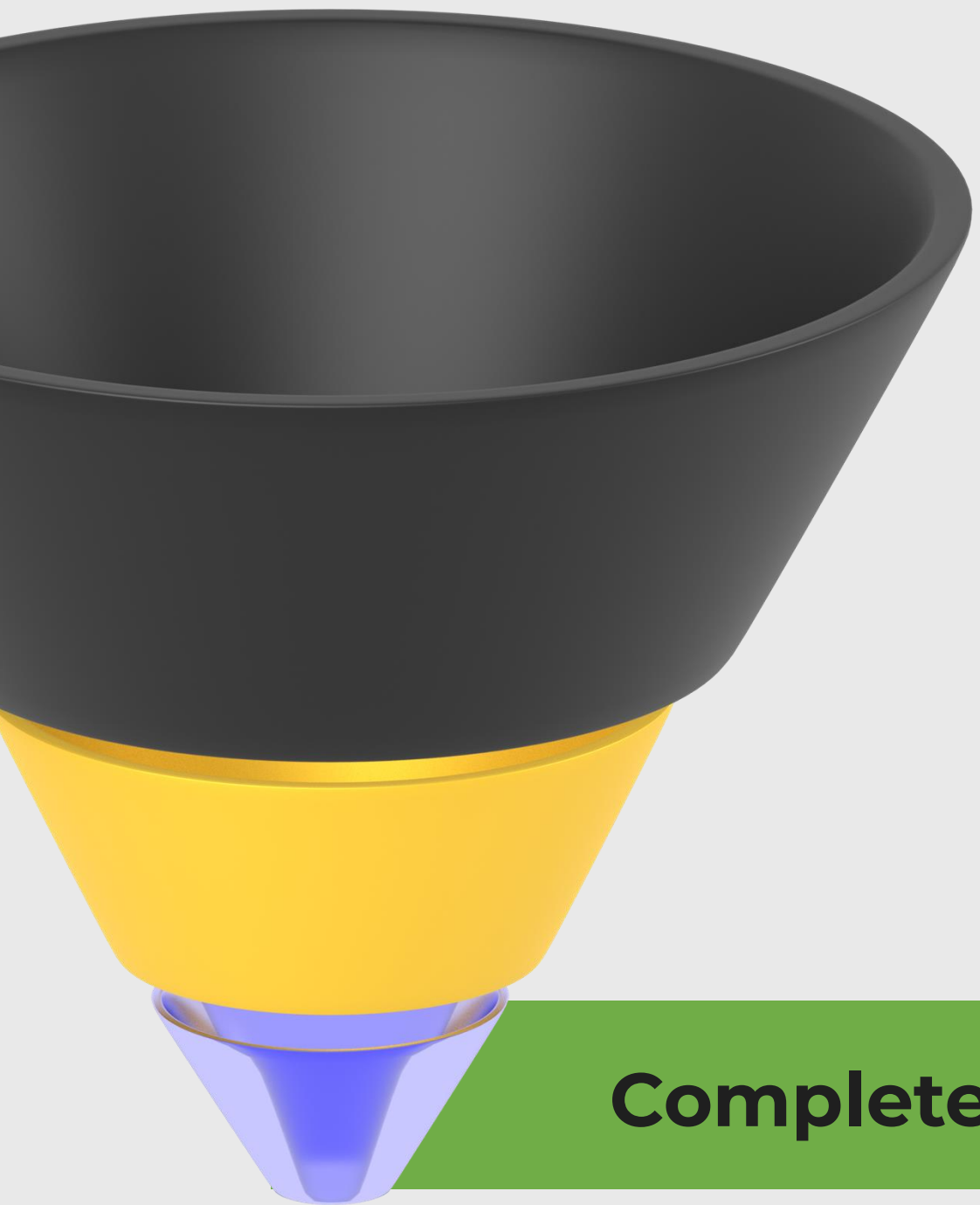
Clicks the “Donate” Button

Reads all the way to the form

Decides they want to give

Begins filling out donation form

Completes donation



Completes donation

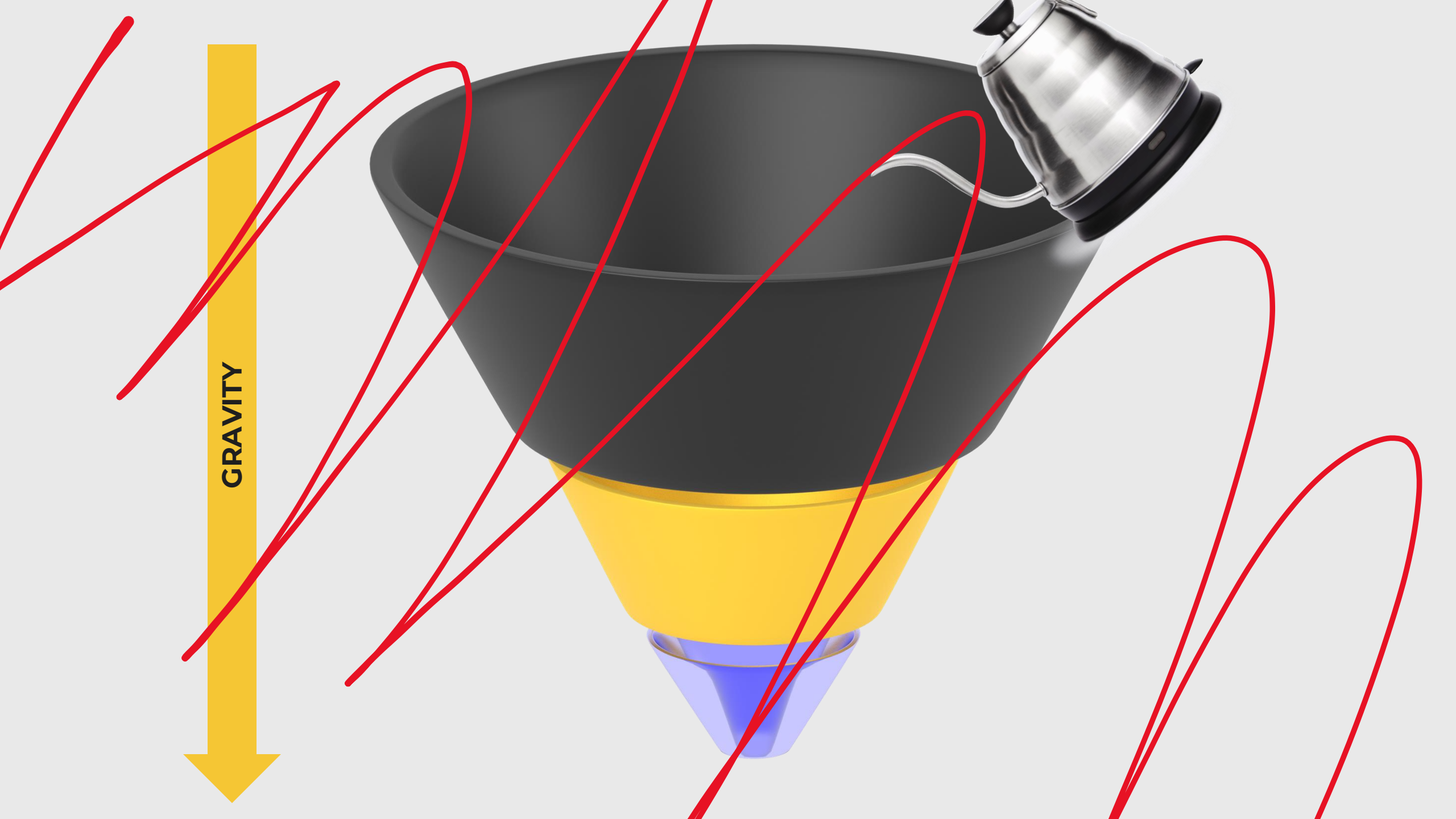
13.5%



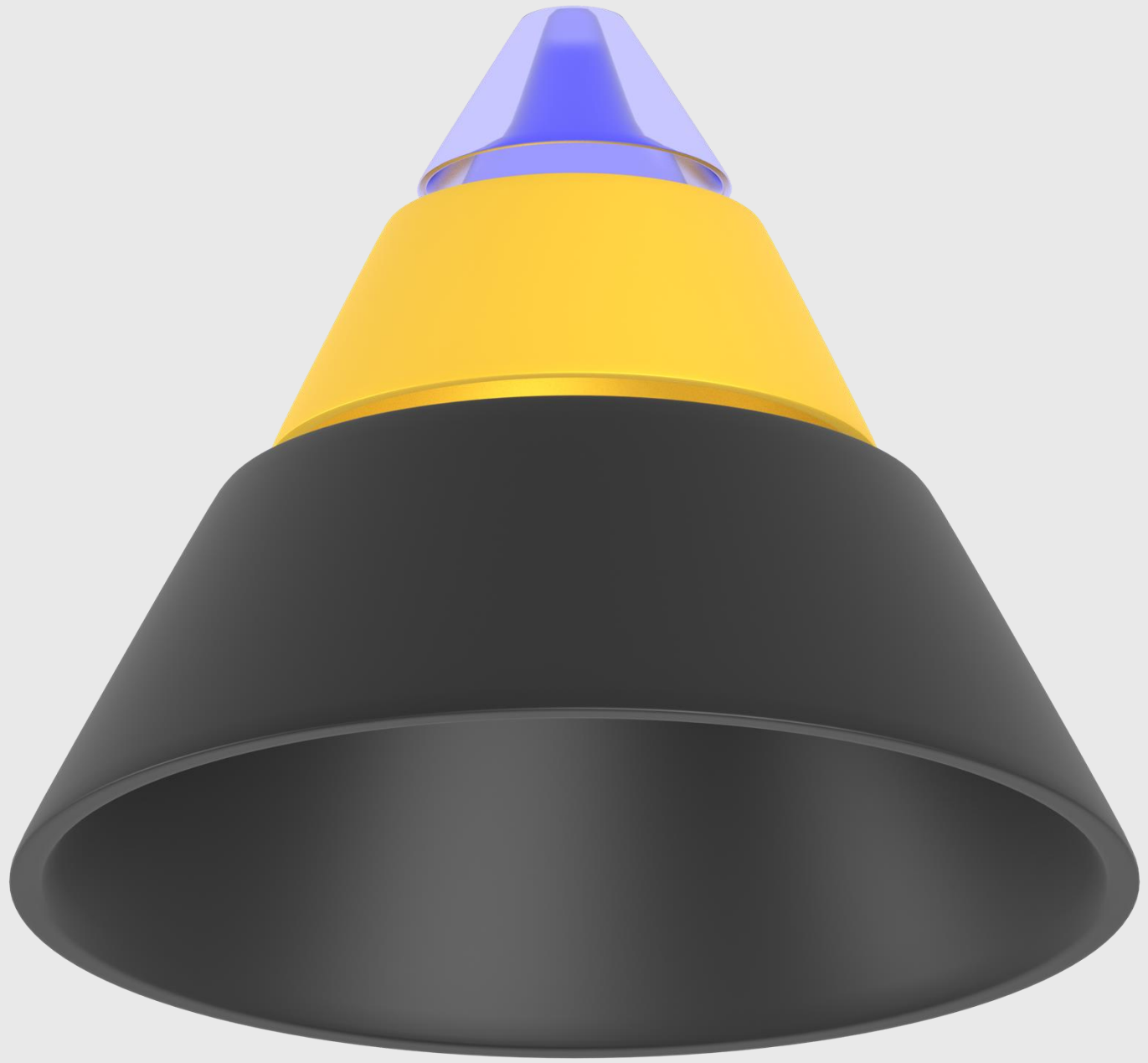
86.5% Failure!

Completes donation

13.5%



GRAVITY



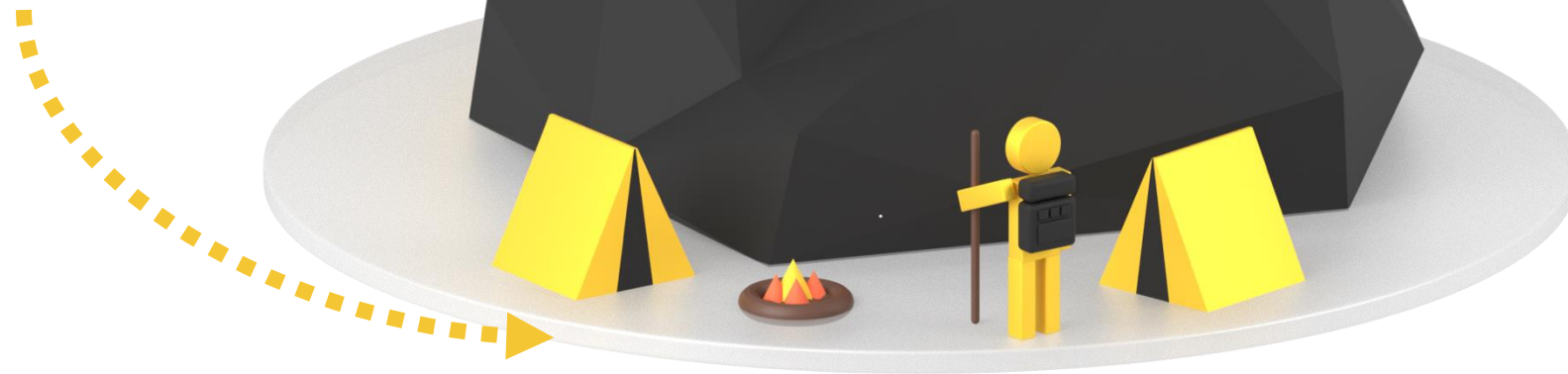


The

Donor

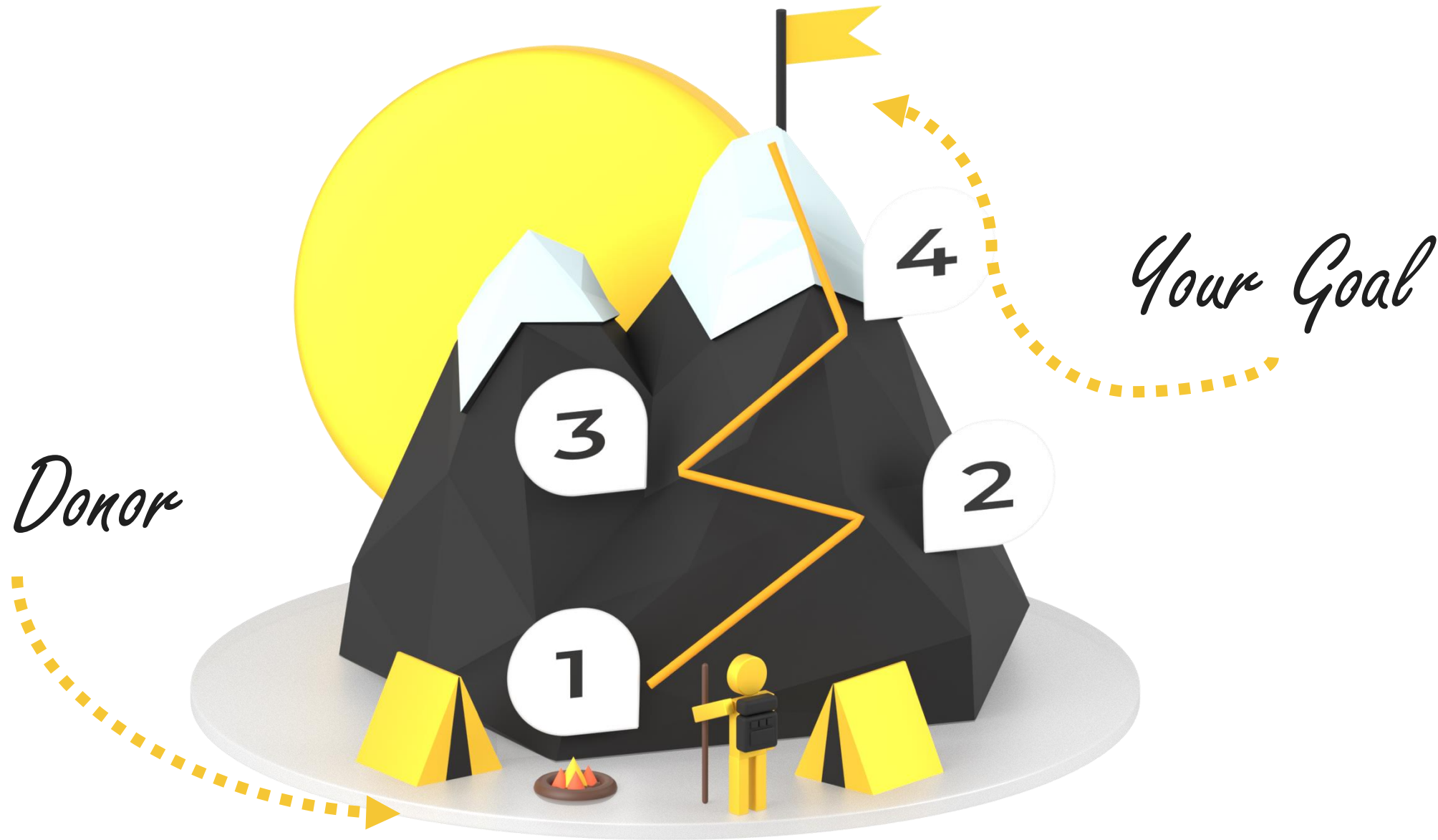
Mountain

Your Donor



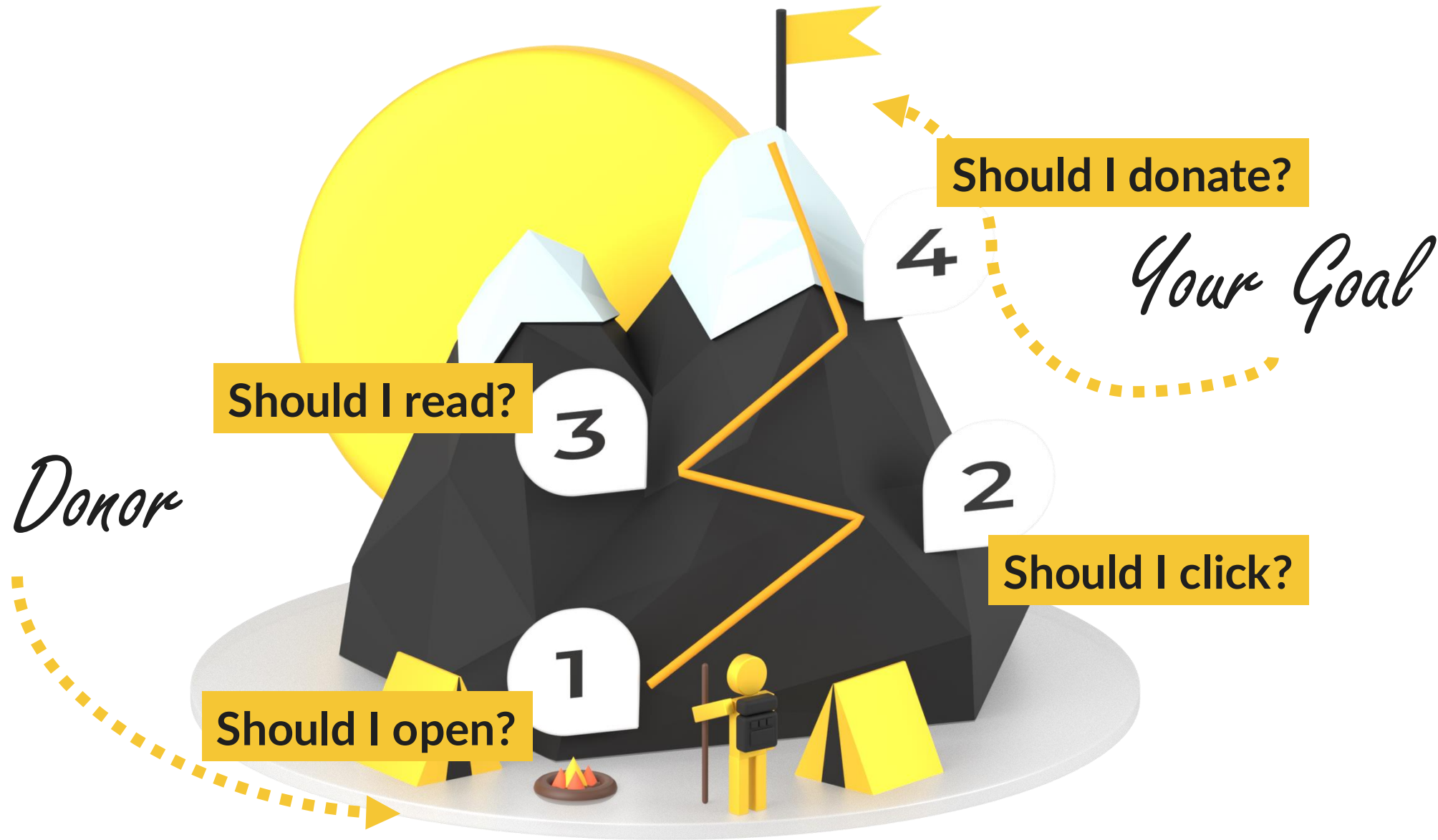
Your Goal

Your Donor

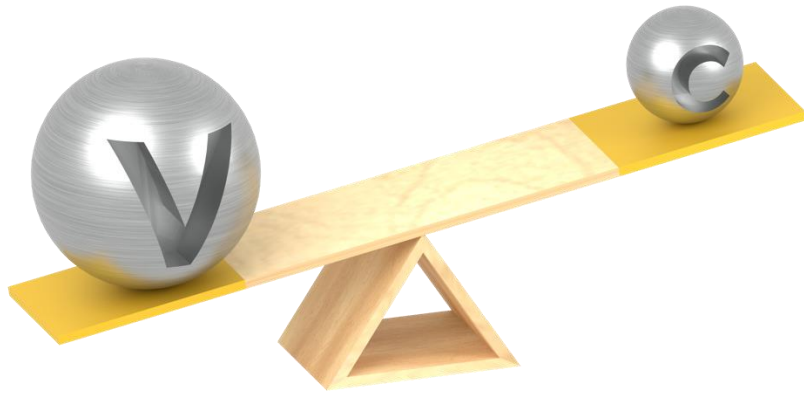


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Your Donor

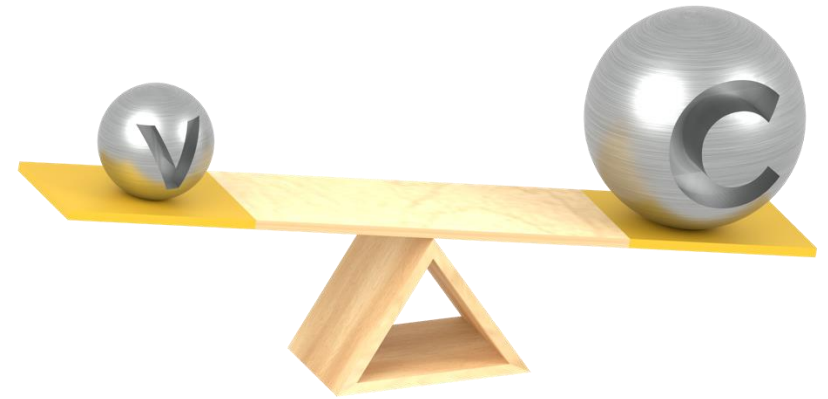


YES



*The perceived value of saying “yes” is
greater than the perceived cost.*

NO



*The perceived value of saying “yes” is
less than the perceived cost.*

Ready to see the **winning**
a/b tests?

Headline & Copy



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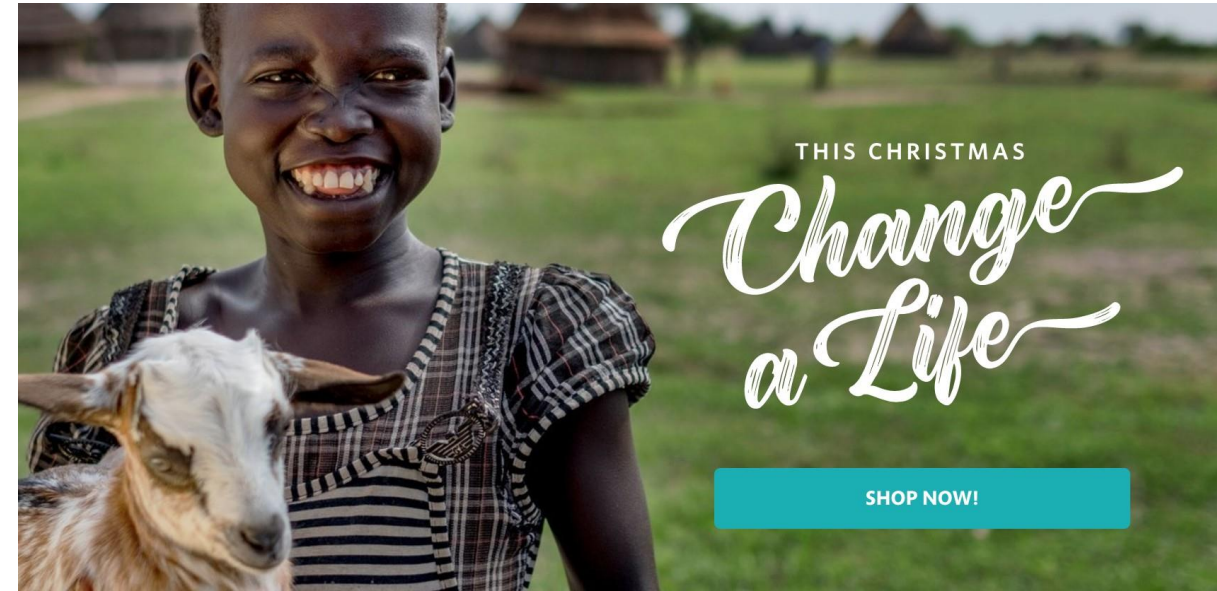
35%

In Donations

CHANGE A LIFE BY LIVING A LIFE

A large green arrow points upwards from the bottom left towards the 35% text.

Branded Campaign Tagline



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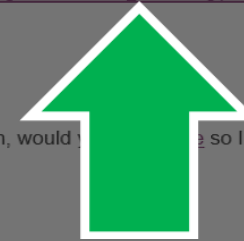
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42%
In Donations

Headline & Form



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Select Donation Amount

Donor Information

Payment Information

GIVE NOW

Headline, Long Text, & Form



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Select Donation Amount

Donor Information

Payment Information



150%
In Donor Conversion

GIVE NOW

What is a **value**
proposition?

not
What is ^va value
proposition?

A value proposition is not...



Your mission statement

Sierra Club

To explore, enjoy and protect the planet. To practice and promote the responsible use of the earth's ecosystems and resources; to educate and enlist humanity to protect and restore the quality of the natural and human environment; and to use all lawful means to carry out those objectives.

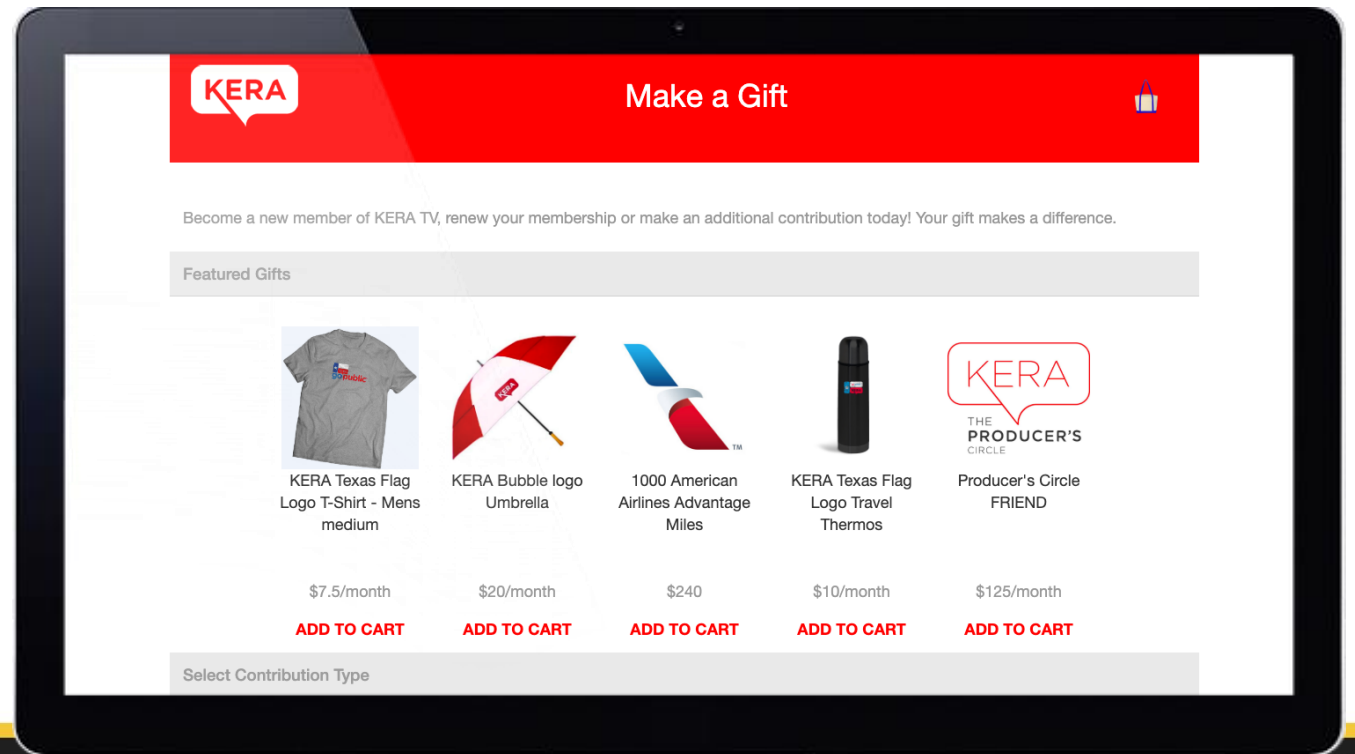
A value proposition is not...



Your mission statement



An incentive



VALUE PROPOSITION:

An answer to one critical question:

“If I am your ideal donor, why should I give to you rather than some other organization (or at all)?”

Activity

Write out the answer to this question:

“If I am your ideal supporter, why should I donate to you rather than another organization (or at all)?”

Breaking down the question

If I am your ideal supporter, why should I donate to you rather than another organization (or at all)?

1

*You need to be able to answer the question **in the mind of the donor**. Everything must be framed in the mind of the person you are trying to reach.*

Breaking down the question

If I am your ideal supporter, **why should I** donate to you rather than another organization (or at all)?

2 *A value proposition is **the conclusion** to the question in a donor's mind. It's the answer to a why question – not a what, when, or how question.*

Breaking down the question

If I am your ideal supporter, why should I donate to you rather than another organization (or at all)?

3 *Even though we are not trying to compete, **donors will use comparison to come to their own conclusion.** This requires you to differentiate and assist them in the process.*

Breaking down the question

If I am your ideal supporter, why should I donate to you rather than another organization (or at all)?

4

*Just as people come online to get, not to give, our reason/conclusion must be strong enough to **inspire action against the distraction of life** as a whole.*

Adding to the question

If I am your ideal supporter, why should I [desired action] rather than [alternative action]?

5 *The value proposition question **doesn't just occur at the time of donation**, it occurs every step up the mountain.*


4 Elements of an **Effective** Value Proposition

#1

Appeal

How badly do I want it?

Control

 Honor Kade and Kallan with a donation to CaringBridge.
You make Kade and Kallan's website possible.

[Donate](#)


Treatment 1

 Kade's CaringBridge site is supported by generous donors like you.
Make a donation to CaringBridge in honor of Kade

[Donate](#)

Reverse Order

Treatment 2

 Help Kade stay connected to family and friends.
Make a donation to CaringBridge to keep Kade's site up and running.

[Donate](#)

Impact of the site


Treatment 3

 Show your love and support for Kade.
Make a donation to CaringBridge to keep Kade's site up and running.

[Donate](#)

Emotional appeal

Control

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 **6%**
In Donations*

Reverse Order

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 **1%**
In Donations*

Impact of the site

Treatment 3

 Show your love and support for Kade.
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 **67%**
In Donations

Emotional appeal

Control



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Donate

Treatment 1



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6%

In Donations

Reverse Order

No Difference in Clicks

Treatment 2



Help Kade stay connected to family and friends.
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1%

In Donations

Impact of the site

Treatment 3



Show your love and support for Kade.
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67%

In Donations

Emotional appeal

#2


Exclusivity

Can I get this somewhere (or anywhere) else?

General Ask

Make a WonderFull Tribute Donation

Honor Deborah with a Tribute donation and help CaringBridge connect people with love and support when they need it most.



Add a message to your Tribute donation


255 characters remaining

I'll Help Now

Personalized Ask

Honor Deborah with Your Tribute Donation

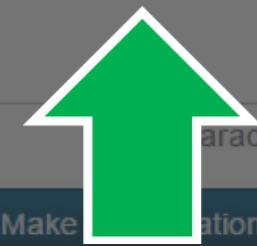
Make a gift to CaringBridge in honor of Deborah to make sure that the website that brings them joy on a daily basis stays up and running this holiday season.



Add a message to your Tribute donation

255 characters remaining

I'll Help Now



86%


In Donor Conversion

#3

Clarity


How quickly and easily do I understand it?

Control

Sign In  Menu

Share, Connect and Rally Support
Personal, Protected Websites for Every Health Journey

Visit a Friend's Website


Person's Name 

START YOUR FREE WEBSITE

[Start a Site](#)


Save Time with One Update

No more repeating the story over and over. Connect with all of your family and friends at once, giving you time to focus on what matters.



Dedicated to Your Health Journey

Short Text - Card


Sign In  Menu

Personal Protected Sites for Every Health Journey

Free personal site to share health updates and rally support


[Create a Site](#)

OR

Find someone's Site 

31%
In Sites Created

Long Text - Card

Sign In  Menu

Start your free, personal CaringBridge site today

Stay connected to friends and loved ones through any health journey

- Share health updates with one click
- Private, protected, and ad-free
- Easily coordinate support, meals, and care

[Create a Site](#)

Find a friend on CaringBridge

Do you know someone using CaringBridge? Find their site by entering their name below.

10%
In Sites Created*

#4

Credibility

Do I believe what you're claiming is true?

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Succinct Email Appeal

- Let me tell you what your gift will do...
- Courtney was diagnosed with breast cancer...
- Her family stepped up to take of the present...
- “I knew my kids were always somewhere safe...”
- She decided to face her health journey with optimism...she shared that attitude with everyone reading her CaringBridge journal.
- “People who don’t have support...have a harder time making it through.”

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That's why we're so excited to offer you [another opportunity to double your gift](#).

I'm so grateful for this group of donors who has stepped up. [I hope this matching grant encourages you to be generous with a gift today](#). This matching grant won't be around for long, and our team could use your help as soon as you can provide it!

[I don't want to let these donors down. Would you make a gift today, and let these donors match it?](#)

Thank you,

- Kelly

P.S. If you're not able to give this holiday season, would you [click here](#) so I know not to send you any more donation emails this month?

Kelly Espy
Fundraising Campaign Manager
www.CaringBridge.org | 2750.Blue.Water.Road.Suite.275.Eagan.MN.55121



Long-form Email Appeal

Hi Kelly,

I'm humbled to let you know that we have another matching grant. But it's not from a foundation—it's a group of people just like you who wanted to help raise money for CaringBridge. I am just so encouraged that these incredible friends would come together to match the next \$50,000 you can give.

CaringBridge is free to use, but it's not free to run. We have a team of developers and coordinators who make sure anyone in need can create new, free sites while maintaining the hundreds of thousands of existing sites for as long as they're needed. The need for connection and coordination through these sites has only grown over the last few years.

That's why we're so excited to offer you [another opportunity to double your gift](#).

Let me tell you what your gift will do. One Journal I read this year, Courtney Lamb's, really stuck with me, and I'd love to share her story with you.

Courtney was a nurse when she was diagnosed with breast cancer at 37. She went through chemo, radiation and multiple surgeries right before the pandemic began, and then she ended up with long COVID. And that was all before she was furloughed from her job, thanks to the pandemic.

While Courtney worried about her future, her family stepped up to take care of the present. Courtney's family took care of her three boys, made sure the house was full of food and even accompanied Courtney to doctors' offices to take notes about her treatment.

"I knew my kids were always somewhere safe, with someone who loved them," Courtney said. "It took such a load off my mind."

Courtney made a choice about the kind of example she wanted to set for her boys. She decided to face her health journey with optimism and positivity, and she shared that attitude with everyone who read her CaringBridge Journal, which allowed Courtney's extended circle to shore up the family's new routines and share wisdom, encouragement and experiences with cancer.

Courtney said, "If I had let it weigh me down, I may not have had the same outcome. I tend to think that people who don't have support, or the ability to stay positive and remain hopeful, have a harder time making it through."

Just like Courtney's friends were an encouragement to her pursuit of positivity, [I hope this matching grant encourages you to be generous with a gift today](#). This matching grant won't be around for long, and our team could use your help as soon as you can provide it!

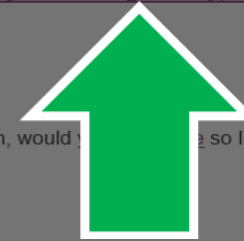
[I don't want to let these donors down. Would you make a gift today, and let these donors match it?](#)

Thank you,

- Kelly

P.S. If you're not able to give this holiday season, would you [click here](#) so I know not to send you any more donation emails this month?

Kelly Espy
Fundraising Campaign Manager
www.CaringBridge.org | 2750.Blue.Water.Road.Suite.275.Eagan.MN.55121



42%
In Donations

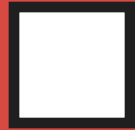
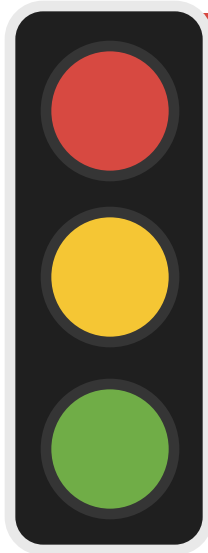
Scoring your own value proposition.

APPEAL

Your ideal donor



How badly do I want this?



No Interest



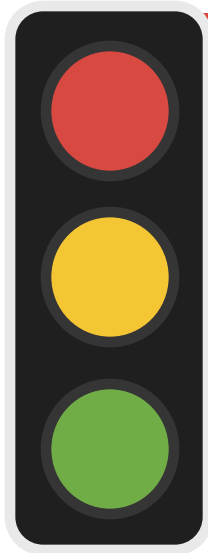
Possible Interest



High Interest

EXCLUSIVITY

Where else can I get this?



Anywhere Else



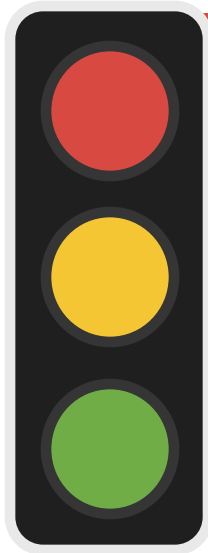
Somewhere Else



Nowhere Else

CLARITY

How well do I understand it?



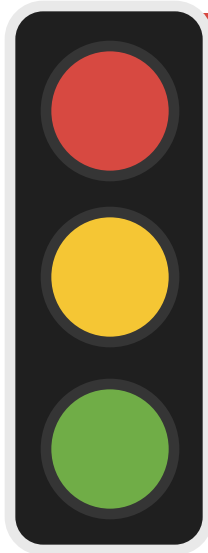
Not at All

“I think I get it”

Crystal Clear

CREDIBILITY

How much do I believe & trust you?



Unbelievable

Somewhat Believable

Easy to Believe

Value Proposition Example

**PSA: This organization is actively running testing and experimentation.*

DONATE TODAY: SAVE A LIFE

Vulnerable children need you more than ever.

Right now, children are growing up against the backdrop of hunger, conflict and natural disasters. Your gift today can help make change that protects the lives of children, families and their communities.

- \$50 - can provide enough food to keep 3 children from going hungry for a month
- \$150 - can wrap 30 warm, cozy blankets around children affected by conflict
- \$300 - can provide a month's worth of water to 20 children

[To give in memory or honor of someone special, click here.](#)

1. CHOOSE YOUR GIFT TYPE

MONTHLY

ONE-TIME

2. CHOOSE YOUR GIFT AMOUNT

\$15

\$25

\$35

\$50

\$75

\$100

OTHER

3. ENTER YOUR BILLING INFORMATION

*EMAIL ADDRESS



APPEAL

How badly do I want this?

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EXCLUSIVITY
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\$35

\$50

\$75

\$100

OTHER

3. ENTER YOUR BILLING INFORMATION

*EMAIL ADDRESS



CREDIBILITY
How much do I believe & trust you?

A repeatable framework

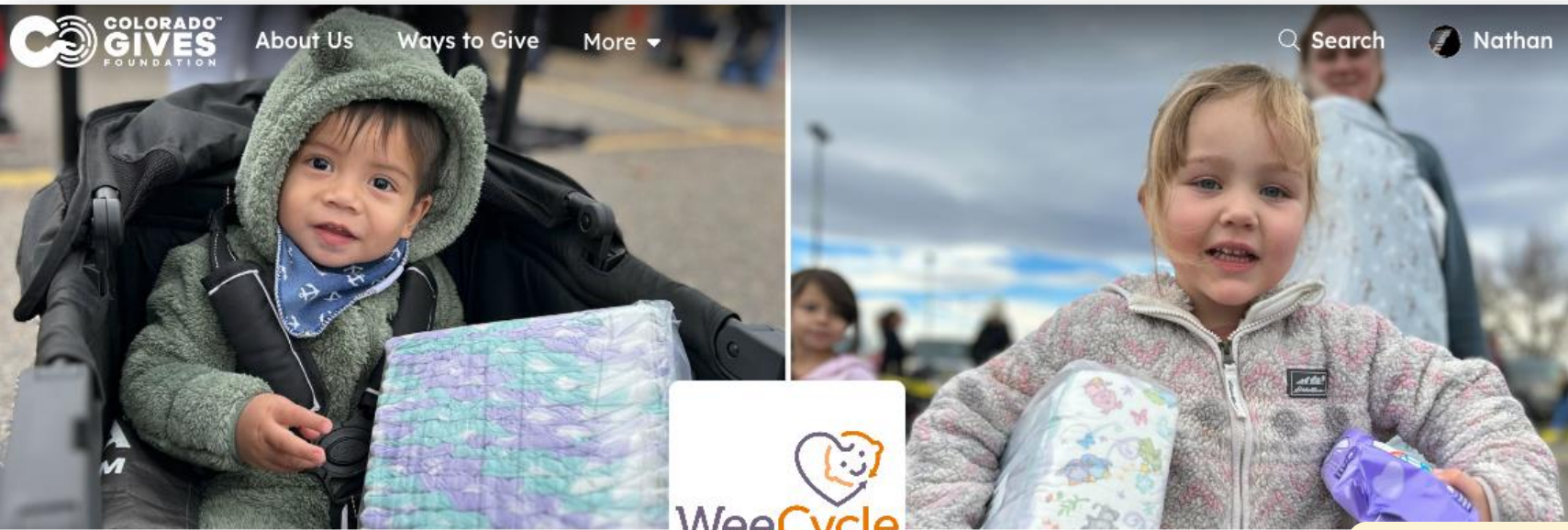
Building a Case for Support

We'll discuss this more in our next session!

Define the Problem(s)	What does your organization exist to do? What problem are you solving? How do you want to see the world changed?
Propose the Solution(s)	How is the problem going to get solved? What does the world look like once it's solved?
Impact of a Donation	Why does my gift matter? What tangible impact will it make on the problem?
Incentive to Give	Are there any extra reason to give now rather than later? To give more rather than less?
Call-to-Action	What is my next step?



ColoradoGives.org Tools



CO Gives Organization Page

WeeCycle

A nonprofit organization

Donate

Fundraise

[Share this organization](#)

The gentle snores and sighs of a baby sleeping in their crib. The giggles of a toddler as they ride in their stroller down a sidewalk. The sweet coo's of a newborn finishing a bottle with a full tummy.



The gentle snores and sighs of a baby sleeping in their crib. The giggles of a toddler as they ride in their stroller down a sidewalk. The sweet coo's of a newborn finishing a bottle with a full tummy.

All of these sounds are possible because you love and care for kids who aren't your own.

You create a Colorado where every mom, dad and caregiver feels like they have everything they need to raise thriving children. And where perfectly good baby gear is saved from landfills and given new life in loving homes.

What your gift will do:

- Provide relief to a mother that doesn't know how she will buy formula this week
- Give a newborn baby a warm, cozy and safe place to sleep
- Keep a toddler healthy, clean and dry with diapers
- Provide a seasonal wardrobe for a child to make sure they are dressed warmly during the Colorado winter
- Give a grandmother a way to safely transport her grandchild

CO Gives Organization Page

The difference YOU make:





Mission

WeeCycle's mission is to recycle essential baby gear and match it to Colorado families in need. We envision a time when all of Colorado's infants and toddlers have their basic needs met and are able to thrive.

By "weecycling" baby gear, we help keep children clean and safe and contribute to a healthier environment for their future. WeeCycle is working to narrow (and ideally eliminate) the gaps that exist and negatively impact infant and toddler development.

Background Statement

WeeCycle is a nonprofit organization serving Colorado families since 2008. WeeCycle partners with more than 100 local organizations to provide essential items to families with children who are struggling with any number of challenges including poverty, homelessness, domestic violence, teen pregnancy, under-employment and emergent situations. WeeCycle collects donated and gently used baby gear, new diapers, wipes, baby food, formula, and other necessities to support families most in need across Colorado. Through partnership and collaboration, WeeCycle is able to provide necessary resources to communities across the entire state. It is also important to note that WeeCycle provides mobile distribution sites to ensure families with limited access/transportation are provided with basic necessities including baby food, formula, diapers and wipes. Having a mobile distribution program has set WeeCycle apart in their response to families in need especially during emergent and unexpected situations. WeeCycle's strategy has proven to be very successful to date as WeeCycle has grown from serving 45 families in 2008 to serving 77,327 children in 2022.

The impact of WeeCycle services supports the community in numerous ways. By providing baby gear and essential items to families, WeeCycle not only meets the needs of families experiencing hardship but also increases safety for infants, toddlers and children through distribution of safe car seats, cribs and nutritious meals that families may not otherwise have access to. Additionally, WeeCycle's approach of reusing baby gear, prolongs the use of the items to reduce the environmental impact of items normally used for short periods of time before ultimately ending up in a landfill unnecessarily.

Media gallery



Instagram gallery



Organization Data

Summary	Summary		
Programs	ORGANIZATION NAME WeeCycle	ADDRESS 20 S. Havana Street #210 Aurora, CO 80012	PHONE 720-519-7792
Financials	YEAR ESTABLISHED 2008	SERVICE AREAS CO, US	EMAIL info@weecycle.org
Documents	TAX ID (EIN) 82-3096264	WEBSITE https://www.weecycle.org	SOCIAL MEDIA f @
Tax Credits	CATEGORY Human Services	ORGANIZATION SIZE Large Organization	

[Manage this organization](#)

CO Gives Organization Page

CO Gives Campaign Pages

The screenshot shows a dashboard for 'Colorado Gives Advanced Sample Nonprofit' under the 'Fundraising' section. The main heading is 'Fundraising Tools' with a subtitle 'Features and addons that expand your fundraising potential.' There are eight tool cards arranged in a 2x4 grid:

- Campaigns**: Manage all fundraisers, teams, and events associated with your organization.
- Embedded Donation Form**: Embed a full-size, customizable donation form on any website. (Advanced)
- Widgets**: Embed donate buttons, mini donation forms, and more on your own website.
- Matching Grants**: Match donations to your fundraising campaigns to boost interest and urgency.
- Automated emails**: Manage different automated emails.
- Text-to-give**: Create SMS campaigns which allow donors to initiate donations via text. (Advanced)
- Opportunities**: Create listings for calendar events and volunteering opportunities. (Advanced)
- Fundraiser Templates**: Use fundraiser templates to give your supporters a head start when creating a new fundraiser page for your organization. (This card is circled in yellow)

The left sidebar contains navigation links: Overview, Organization Page, Supporters, Fundraising Tools (highlighted), Reports, Checkout, Integrations, and Settings. The top navigation includes 'DASHBOARD', 'To-Do', and 'Fundraising'.

Create a new template

The form below allows you to create a template which supporters can use to quickly fill out their fundraisers page when they create a page to support your organization. The information you provide will be pre-populated on new fundraisers supporting your organization.

DASHBOARD

Colorado Gives Advanced
Sample Nonprofit

Overview

Organization Page

Supporters

Fundraising Tools

Reports

Checkout

Integrations

Settings

Admin Note

Describe the template to members of your team, so you can easily identify its purpose. (Internal, not a part of the fundraiser).

Admin Note

0 / 50

Fundraiser Title

Suggest a title suitable for fundraisers supporting your organization. No need to put your organization's name here - that will be displayed on the fundraiser page.

Fundraiser Title

0 / 50

Funding Goal

How much do you hope to raise? Set a funding amount for fundraisers to aim for.

\$ Funding Goal

Fundraiser Image

Provide an image or video that will be the face of your member's fundraiser pages. We recommend using an image that is 1280x720 pixels or larger.

Add image or video

Short Story

A quick takeaway of the goals of this fundraiser.

Short Story

0 / 100

Story

Compose a description for your members' fundraisers. This is a good place to include a write-up about the goals of your event, which your members can form their own stories around.

B i U A: ¶ F ¶ ¶ ¶ ¶ ¶ ¶ ¶ ¶ ¶

Cancel Save

Click here to begin composing!

Characters : 0/5000

Create template

CO Gives Campaign Pages

Widgets

Embed donate buttons, mini donation forms, and more on your own website.

Matching Grants

Match donations to your fundraising campaigns to boost interest and urgency.

Opportunities

Create listings for calendar events and volunteering opportunities.

Fundraiser Templates

Use fundraiser templates to give your supporters a head start when creating a new fundraiser page for your organization.

Advanced

Because of your generous donations, all disaster survivors receive free services. When you have lost everything in a matter of minutes, **help should be free.**



Set up a \$20/month donation or more now through August 16th and receive this blanket as our gift to you!

Embedded Donation Form Pages

One-time donation Monthly donation

\$10 /month provides a package of new undies	\$25 /month covers free case management meeting
\$50 /month pays for attendance to monthly group therapy	\$100 /month pays for one-on-one therapy session

\$ Donation amount /month

Hide amount from public

Hide name from public

[Privacy info](#)

Add a dedication to your donation



Homework



Value Proposition Scoring Rubric *Donation Page*

Key Element	0 (No Copy)	1	2	3
Appeal	-	Copy only discusses the transaction OR Copy vaguely mentions the cause	Some copy talks about the cause, problem, solution, donor impact, initiatives, etc. (1-2 sentences)	4+ sentences that articulate a clear problem, solution, donor impact, etc.
Exclusivity	-	Invisible Language (i.e. Give hope, change lives, make lasting impact, etc.)	Copy is u does organiz sim	
Clarity	-	Jargon & Insider Language, Vague Language, Confusing copy or CTAs	Clear lang but still le clearly u	
Credibility	-	Nothing on the page is intentionally building trust (quotes, reviews, testimonials, data points, credibility seals, etc)	quotes • r data po	



Instructions

1. Get the rubric!
2. Evaluate your Colorado Gives organization page.
3. Submit your results.
4. Share a takeaway in Slack!

Level Up Homework | Month 2, Value Proposition

Use the [Value Proposition Scoring Rubric](#) to evaluate the strength of the copy on your donation page. When finished, answer the question below.

nathan@nextafter.com [Switch account](#)

* Indicates required question

Email *

Record nathan@nextafter.com as the email to be included with my response

What is the URL of the donation page you evaluated? *

Your answer

How did you score your donation page for Appeal? *

0 1 2 3

How did you score your donation page for Exclusivity? *

0 1 2 3



Instructions

1. Get the rubric!
2. Evaluate your Colorado Gives organization page.
3. Submit your results.
4. Share a takeaway in Slack!

Other Resources

Why Should I Give to You?

Claim	Appeal (1-5)	Exclusivity (1-5)	Combo Score
We are global leaders in child health, education and protection.	2	4	6
We have a proven track record of using donations efficiently and effectively to change children's lives.	4	3	7
We're transforming the way emergency care is delivered, putting world-class health professionals to work for children in crisis anywhere in the world within 72 hours.	5	5	10

Activity

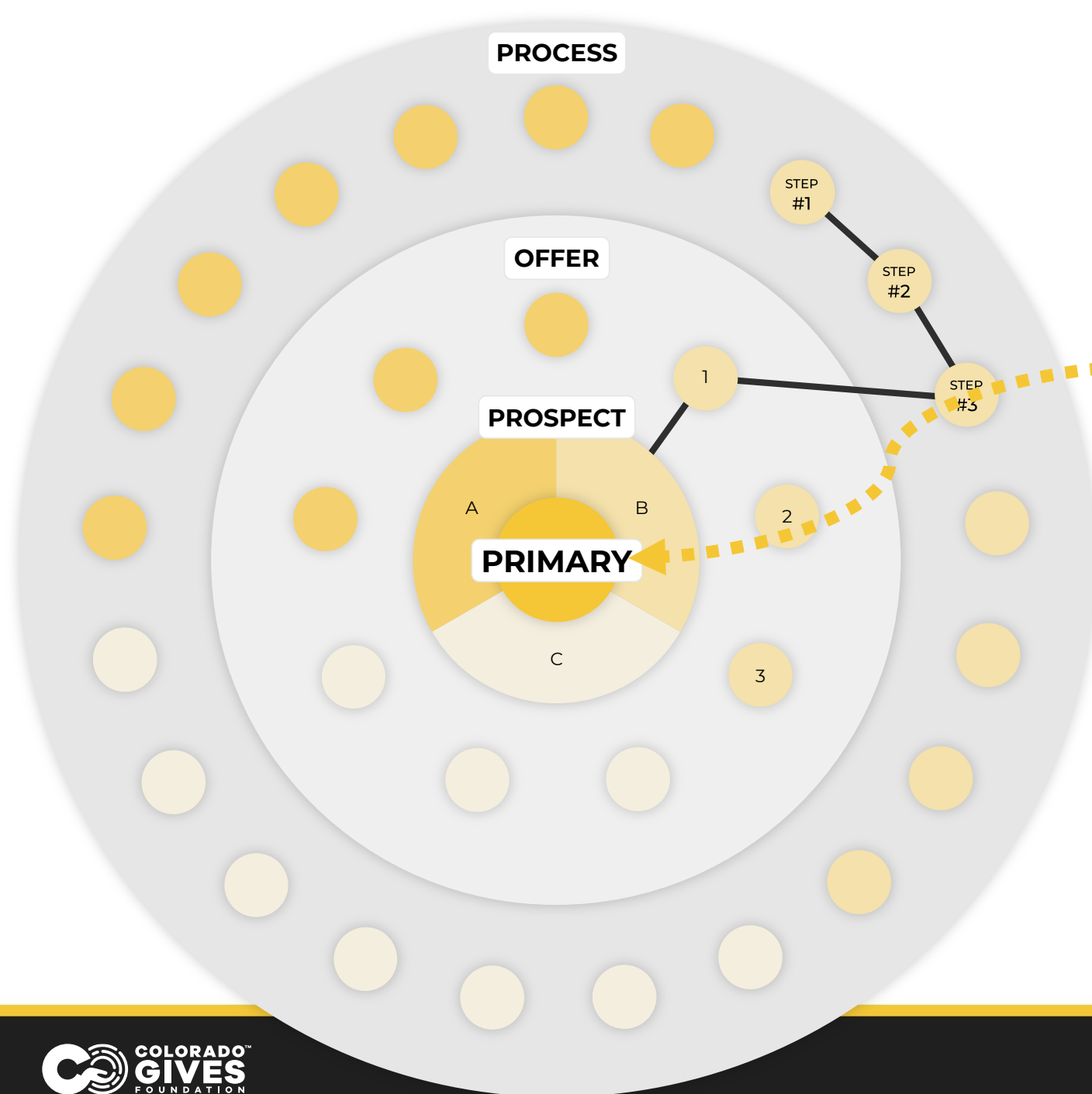
- 1 - Make a claim.
- 2 - Head to the "Claims of Value" tab.
- 3 - Take 5-10 minutes and write down up to 30 claims of value.

Succinct Email Appeal

Long-form Email Appeal

42%

Dive deeper on Value Proposition in the “Why Should I Give to You?” course.



Primary

Focused on your organization as a whole.

“If I am your ideal donor, why should I give to you...?”

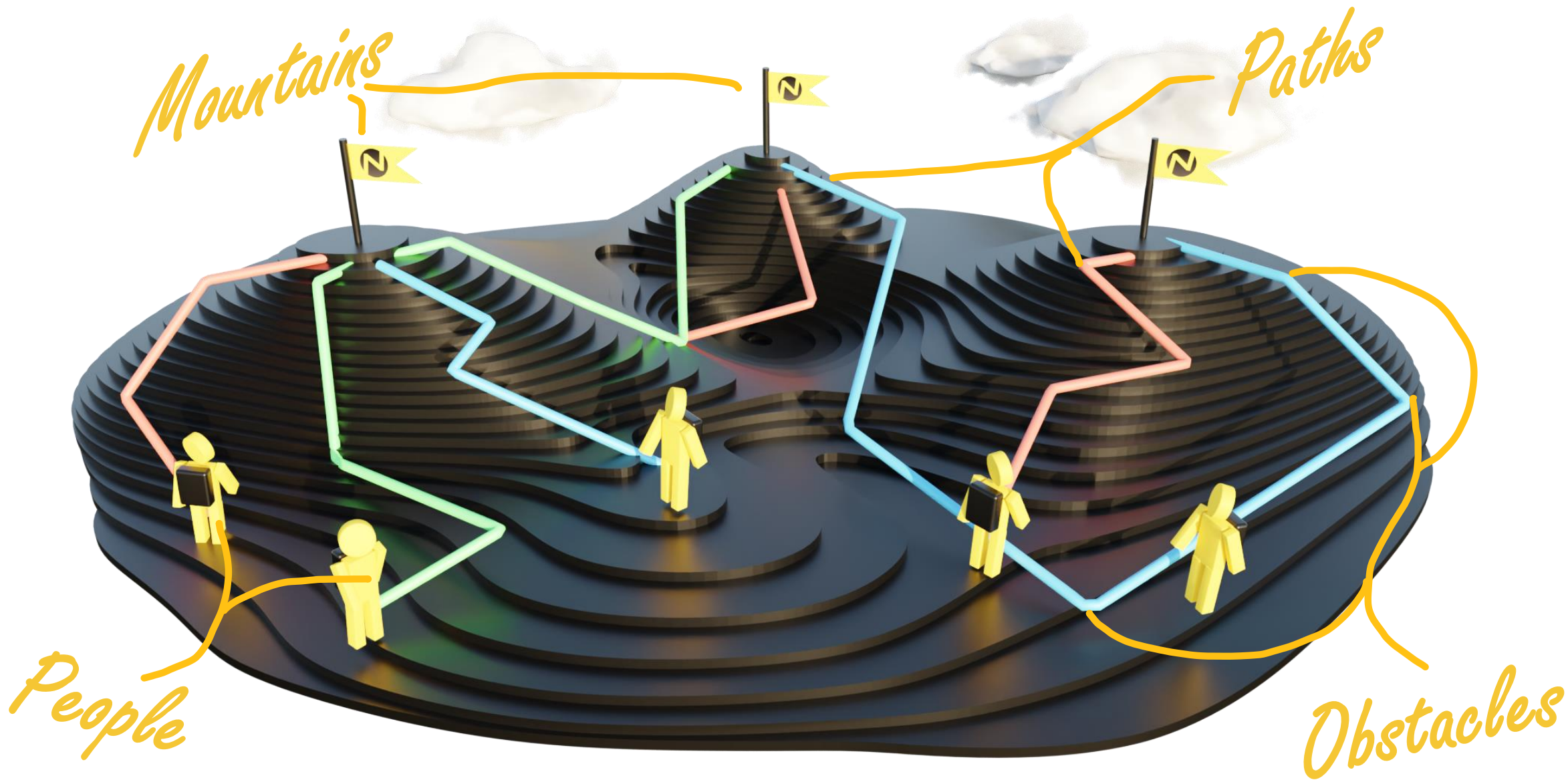


Scoring Your Claims of Value

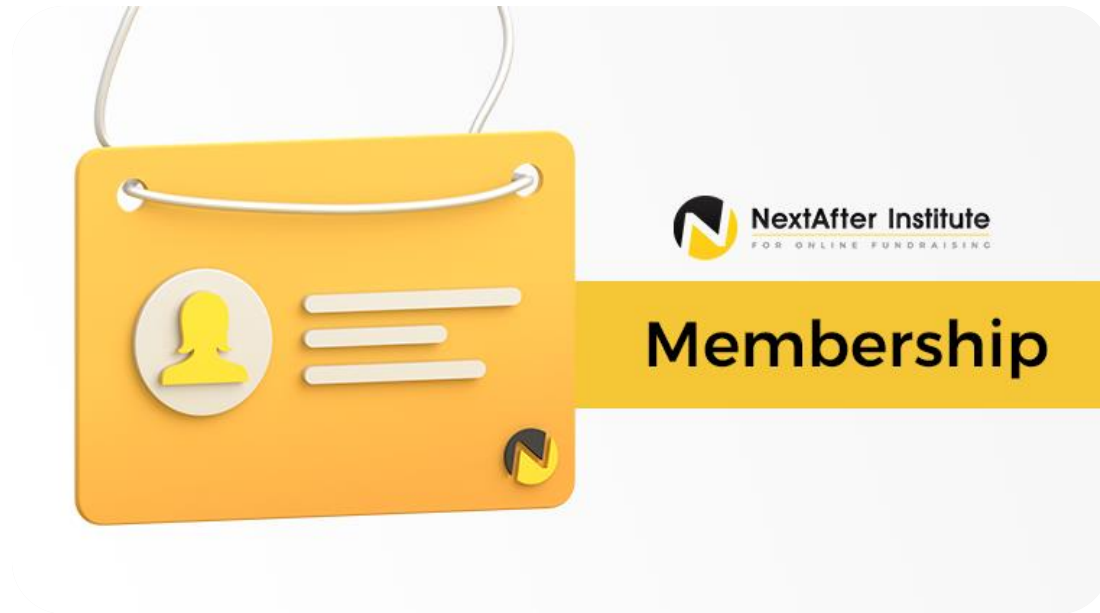
Instructions
Below you should see all of your claims of value that you entered on the first sheet. Use this sheet to score each claim it's appeal and exclusivity on a scale of 1 to 5. A "1" is a low score. A "5" is a high score.

#	Claim of Value	Appeal Score (1-5)	Exclusivity Score (1-5)	Combined Score
1	[INSERT CLAIM OF VALUE HERE]			
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
21				





Questions?



<https://nextafter.com/level-up-membership>

Dive Deeper with Digital Fundraising Courses

from the NextAfter Institute





LEVEL UP | NextAft... ☰ ✎

Home

Threads

Drafts & sent

DMs

Channels

general

homework

introductions

random

resources

+ Add channels

Direct messages

Brianna K

Emily Barker

Joel Newton

Jordan Brown

Nick Scheidies

Nathan Hill you

+ Add coworkers

Apps

Slackbot

+ Add apps

general 94 🔒 ↺ Canvas

2 Pinned 🔗 Level Up Program Reso... +

<https://outlook.office365.com/book/ConnectwithJordanBrown@coloradogives.org/> Thursday, July 18th 11:30 AM (edited)

1 reply 4 days ago

Pinned by Jordan Brown

Jordan Brown 4:03 PM

Please note the updates to the Level UP Copywriting Course schedule to provide participating nonprofits more details: <https://www.coloradogives.org/p/nonprofits/LevelUpYR2-Resources>

image.png

Copywriting Course

Presented by Institute for Sustainable Philanthropy™

Copywriting 1.0 (First-Year) Participants: At the end of this course, each staff member will receive a Certificate in Fundraising Copywriting. This will allow us to apply Philanthropic Psychology to your staff copywriting campaign content. You will have the opportunity to significantly enhance both immediate contributions and donor lifetime value.	Copywriting 2.0 (Returning) Participants: This advanced Copywriting 2.0 Course is tailored for organizations that have completed the Copywriting 1.0 Course. It serves as a capacity-building workshop aimed at embedding philanthropic psychology principles throughout your entire organization.
Copywriting Course 1.0 Program Details: This course is a four-module, four-week boot camp, delivered entirely online. You will have 2 main staff participant completion and become certified through the course. Please plan to commit to 5 hours per week to complete readings, listen to brief lectures, and complete assignments. This virtual, learn at your own pace course, begins on: ✓ Invited to Canvas Mid-August 2024 ✓ Course Access Begins September 2, 2024 ✓ Final Assignment Submitted Mid-October ✓ Colorado Gives Day is Nov 4 - Dec 30, 2024	Copywriting 2.0 Program Details: This course offers 3 x half-day virtual training sessions with breakfast for Sustainable Philanthropy. This virtual, multi-team member workshop begins on: ✓ September 13, 2024 @ 9:00 AM - 12:30 PM ✓ September 27, 2024 @ 9:00 AM - 12:30 PM ✓ October 4, 2024 @ 9:00 AM - 12:30 PM Zoom invites will be sent directly to participating nonprofits in August 2024. Please attempt to include at least a staff to members per participating nonprofit. Staff members attend for workshops to read the material upon the recordings. • Consider inviting from your team: CEO, C-suite director of communications, C-suite director of programs and the Copywriting 1.0 graduates. • Please send 25 communication messages per participating nonprofit to Support@coloradogives.org by July 15, 2024.

ColoradoGives.org

Level Up Your Digital Fundraising

LEVEL UP will help organizations that use Colorado Gives fundraising tool make the most out of the Colorado Gives features like CRM, application integration, text-to-give and more.

B I 🔗 📌 📌 📌 </> 🗑️

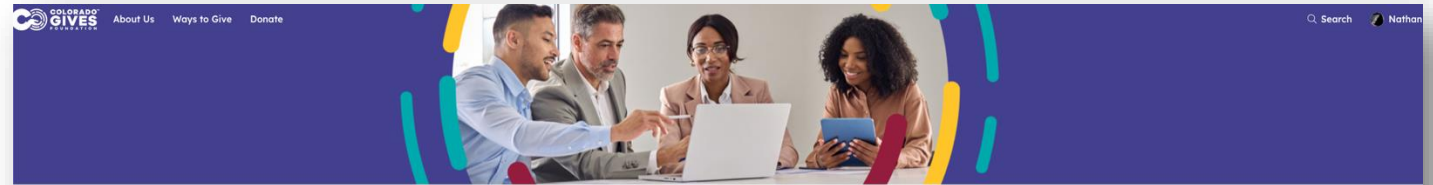
Message #general

+ Aa 😊 @ 📎 🎤 🔗





Level Up Resources



Level Up Digital Fundraising Resources

Made possible by Schlessman Family Foundation

Onboarding Resources

As part of the Level Up program, we encourage your team to watch these instructional videos for utilizing this giving platform year-round. Explore the complete ColoradoGives.org digital fundraising webinar library for comprehensive guidance.

Still have questions? Explore our [support FAQs](#) for additional information.

ColoradoGives.org |
The Basics



ColoradoGives.org |
Beyond The Basics



ColoradoGives.org |
Embedable Donation Forms 101



Fundraising Strategy Courses

NextAfter Institute™

Participants at NextAfter Institute™ will facilitate monthly one-hour webinars designed to elevate your nonprofit's digital fundraising strategy. Through these courses, you will learn practical takeaways and actionable insights that you can apply right away to enhance your fundraising efforts.

NextAfter™ Training Webinars

If Level Up, all organizational admins will be automatically enrolled via Zoom for these webinars. No further action is needed for registration.

Level Up & NextAfter™ Orientation



September 11 | WEBINAR 1 | Goals & Metrics: Your Data-Driven Guide to Colorado Gives Day 2024

September 18 | WEBINAR 2 | Crafting Compelling Appeals: Mastering the Art of Value Propositions

September 25 | MILESTONE | Copywriting Courses 1.0 & 2.0 Begin

September 25 | WEBINAR 3 | Inbox Impact: Defining Your Colorado Gives Day Email Strategy

October 23 | WEBINAR 4 | Strategic Countdown: Mapping Your Year-End Campaign Strategy

November 1 | MILESTONE | Early Giving Begins for Colorado Gives Day 2024!

November 27 | WEBINAR 5 | Click to Give: Optimizing Your Donation Page for Colorado Gives Day



Next Month's Topic

Inbox Impact

*Defining Your Colorado Gives Day
Email Strategy*