



Level Up | Inbox Impact

Level Up Training Session | September 25, 2024



ICE BREAKER

What is your favorite fall food?

Chat it!

Housekeeping

Upcoming Sessions



Feel free to wear your costume.



Should we start with some deep breathing exercises?



What to expect from today's session

1

Understand how to use a **simple framework** for crafting **effective email appeals**.

2

Learn **tested and proven** principles of highly effective emails.

3

Have a **playbook** for your **Colorado Gives Day email strategy**.

Action Item

Fill out the **Colorado Gives Day campaign framework**.

Quick Review

What are the 4 key elements of an effective value proposition?

Appeal, Exclusivity, Clarity, Credibility

**Your donors aren't falling into a funnel,
they're climbing a _____.**

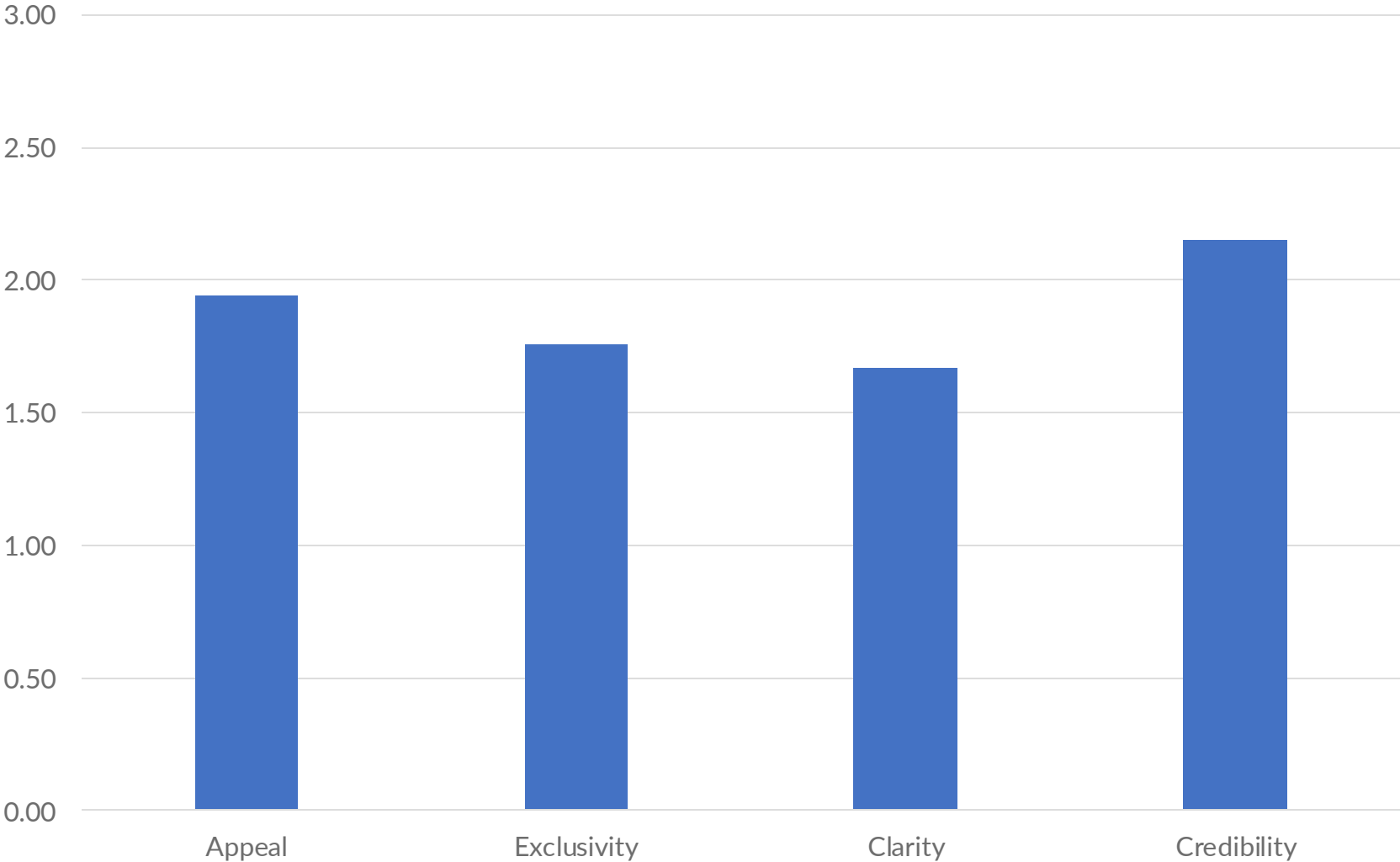
Mountain

What is the fundamental value proposition question?

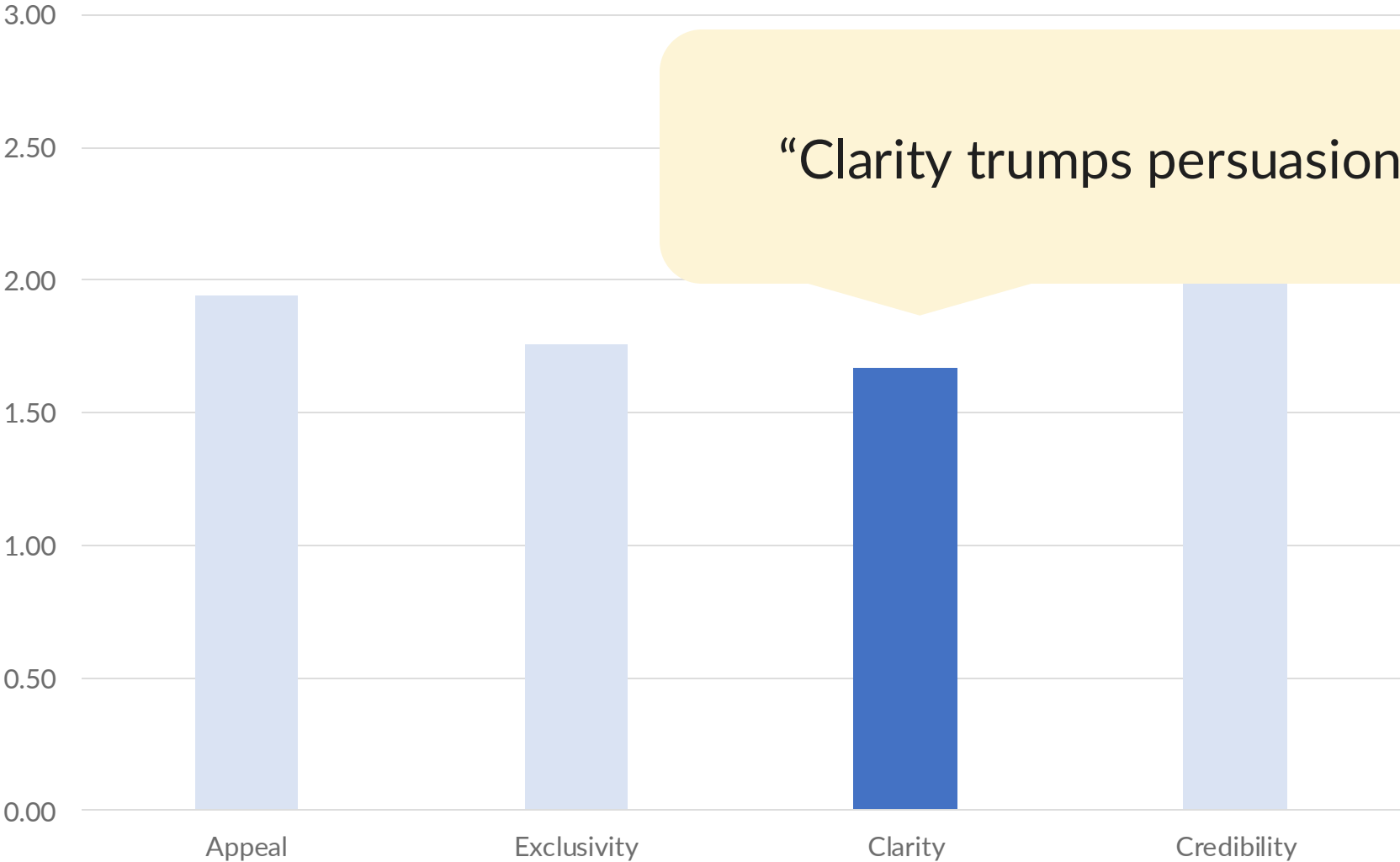
Why should I give to you rather than to some other organization, or at all?

Homework Results

Value Proposition Homework




Value Proposition Homework




Email Appeal Essentials

How to write an effective Email Appeal in 9 simple steps

A Proven Fundraising Email Template 

✪ Jane Doe An opportunity for you, [First Name] - Start with a warm greeting. It could be as simple as "Hope you're..."

- 1 Sender Name**
Send from a *real, believable, human-being* at your organization. People give to people – not to faceless organizations.
- 2 Subject Line**
The goal of the subject line is to get someone to open. Make the email feel *valuable*, and leave just enough info out to *spark curiosity*.
- 3 Preview Text**
Don't customize your preview text. Let it *pull in the first line of text* from your email – like a normal email you'd receive from a friend.
- 4 Salutation**
Say hello and call your donor by name. Start with a warm greeting. Your goal is to have a conversation – not force someone to give.
- 5 Explain the Problem**
Focus on the problem at hand. Don't be afraid to *write a few paragraphs* if need be. If there's no problem, there's no need to donate.
- 6 Propose a Solution**
The solution to the problem at hand might be large in scope. But your donor needs to *catch the vision* of why their donation is needed.
- 7 Articulate Their Impact**
Explain in tangible detail how a donation is going to be used. Who will a donation be? How will it be? How much is impactful?
- 8 Add an Incentive**
Incentives give donors a reason to *give now instead of later.* Use a deadline, free gift, match opportunity, or other reasons to give now.
- 9 Clear call-to-action**
Don't ask donors to do something vague like "stand with us" or "give more". And don't ask the impossible like "end world hunger". *Simply ask them to donate.*



An opportunity for you, [First Name]



Jane Doe <jane@myorganization.org>

Hi [FIRST NAME],

Start with a warm greeting. It could be as simple as “Hope you’re doing well today.”

Explain the problem. There’s no reason to donate if there’s not a problem to be solved. Make sure you provide enough evidence and reasons for someone to believe that the problem exists and is worth trying to solve.

You might need a couple of paragraphs to fully explain the problem and the cause you’re trying to impact. Don’t shy away from writing long copy if it’s needed to fully articulate the issue.

After you’ve helped the donor understand the problem, you’ll want to help them understand the solution (or solutions.) These will largely be big solutions to big problems.

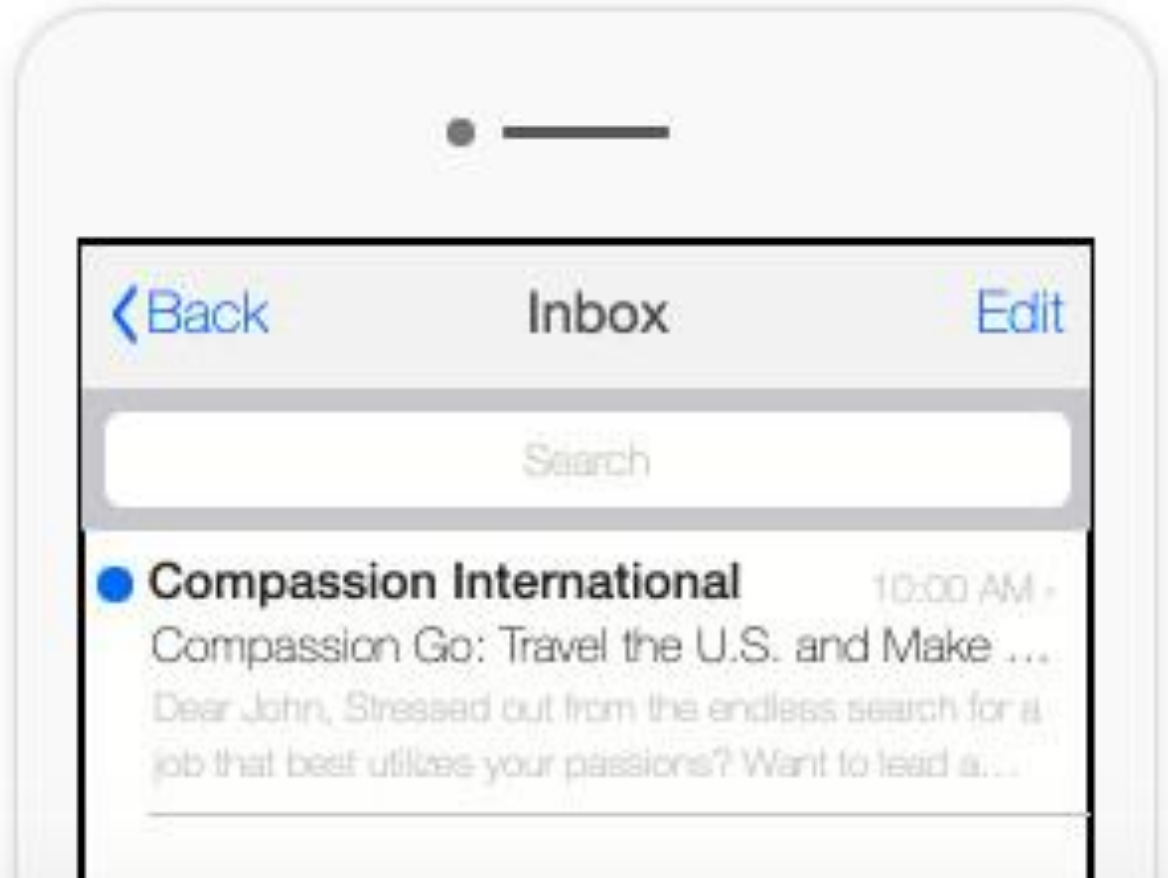
Then you’ll want to pivot towards helping the donor see the impact they can make.

1 Sender Name

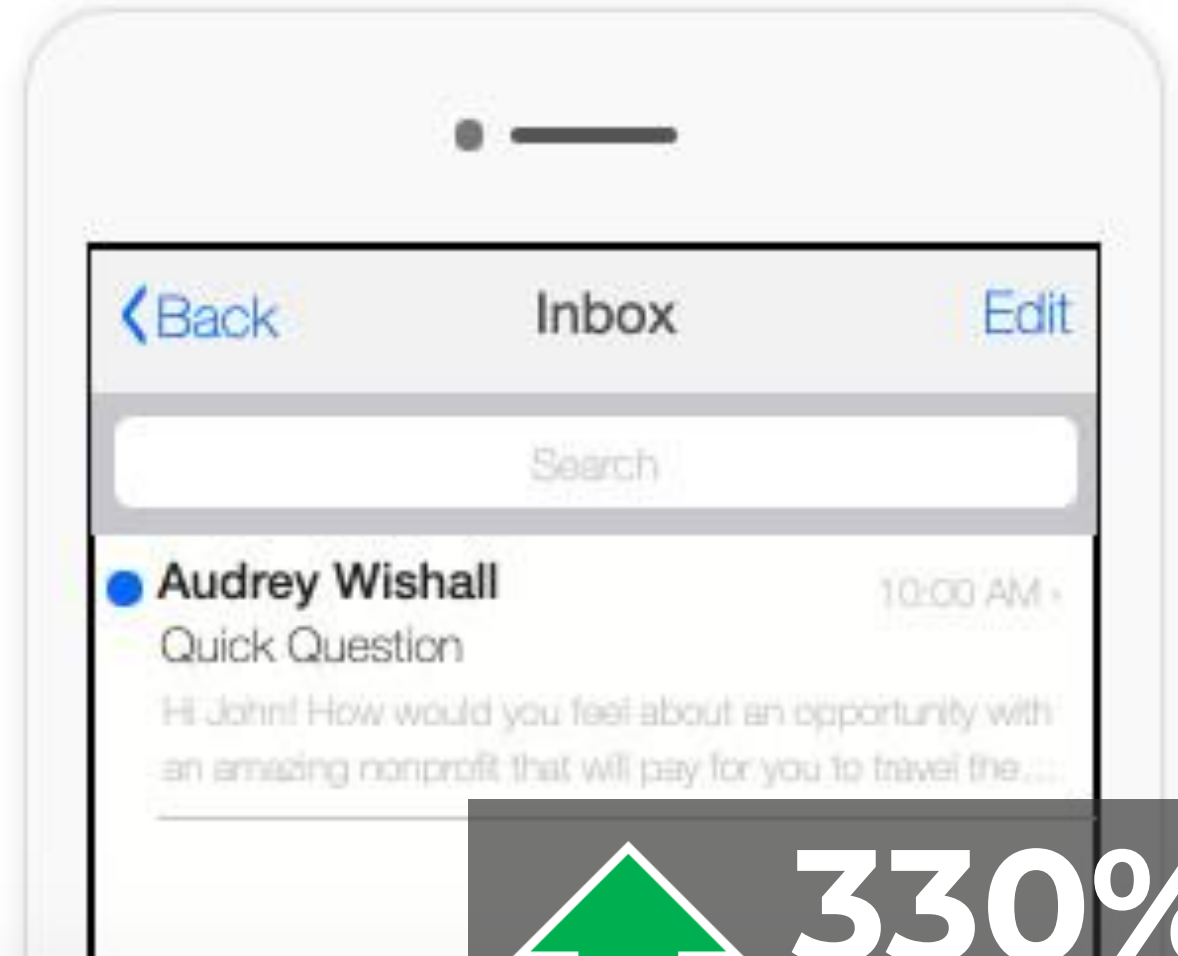
Send from a **real, believable, human-being** at your organization. People give to people – not to faceless organizations.



Control



Personal Style



330%

In Opens

Albert Reyes

Providing help

Albert Reyes albert.reyes@buckner.org Jan 22, 2019, 8:33 AM (3 days ago) ☆ ↶ ⋮
to me

Dear Kevin,

Alone. It's a feeling I'm sure you've had, but it was probably temporary because you were surrounded by loved ones who were there for you.

Imagine a girl turning 18 after spending most of her life in foster care. But her birthday present is she's "aged out" of the system – the system that has been her only home. She has no family and the only support system she's ever known tells her it's time to leave.

Where does she go? Who is there to support her now?

Actually, this is not an imaginary situation. It's very real. I am talking about a young lady who is about to turn 18 and is looking for a place to go. For her privacy, I'll call her Marcy. The good news is there is a program to help her (NextStep) but there is a catch.

NextStep is a supervised independent living program that provides former foster children the housing and support they need to meet their educational, career, and spiritual goals as they move to self-sufficiency.

If you're like me, you made plenty of mistakes when you were 18. But thankfully, I had a built-in support system to help me and teach me life lessons I still use today. Marcy doesn't have that, but she does have you. Through your support, we can help Marcy become self-sufficient.

It doesn't cost a great deal for the NextStep program. It takes the support Marcy needs to move forward.

Would you be willing to help?

And what's even more exciting is the generosity of a friend, [we](#) else will match whatever amount you contribute.

You can make your gift here.

Please prayerfully consider this for her life.

God bless,

Albert Reyes
President and CEO
Buckner International

God bless,

Albert Reyes
President and CEO
Buckner International

JoAnne Cole

Providing help

JoAnn Cole joann.cole@buckner.org ... Tue, Jan 22, 8:33 AM (3 days ago) ☆ ↶ ⋮
to me

Dear Kevin,

Alone. It's a feeling I'm sure you've had, but it was probably temporary because you were surrounded by loved ones who were there for you.

Imagine a girl turning 18 after spending most of her life in foster care. But her birthday present is she's "aged out" of the system – the system that has been her only home. She has no family and the only support system she's ever known tells her it's time to leave.

Where does she go? Who is there to support her now?

Actually, this is not an imaginary situation. It's very real. I am talking about a young lady who is about to turn 18 and is looking for a place to go. For her privacy, I'll call her Marcy. The good news is there is a program to help her (NextStep) but there is a catch.

NextStep is a supervised independent living program that provides former foster children the housing and support they need to meet their educational, career, and spiritual goals as they move to self-sufficiency.

If you're like me, you made plenty of mistakes when you were 18. But thankfully, I had a built-in support system to help me and teach me life lessons I still use today. Marcy doesn't have that, but she does have you. Through your support, we can help Marcy become self-sufficient.

God bless,

JoAnn Cole
Vice President
Buckner Children and Family Services

JoAnn Cole
Vice President
Buckner Children and Family Services

150%
In Donations

An opportunity for you, [First Name]



Jane Doe <jane@myorganization.org>

to me ▾

Hi [FIRST NAME],

Start with a warm greeting. It could be as simple as “Hope you’re doing well today.”

Explain the problem. There’s no reason to donate if there’s not a problem to be solved. Make sure you provide enough evidence and reasons for someone to believe that the problem exists and is worth trying to solve.

You might need a couple of paragraphs to fully explain the problem and the cause you’re trying to impact. Don’t shy away from writing long copy if it’s needed to fully articulate the issue.

After you’ve helped the donor understand the problem, you’ll want to help them understand the solution (or solutions.) These will largely be big solutions to big problems.

Then you’ll want to pivot towards helping the donor see the impact they can make. This is especially important if you have a very broad or far-reaching cause.



Sender Name

Send from a ***real, believable, human-being*** at your organization. People give to people – not to faceless organizations.



An opportunity for you, [First Name]



Jane Doe <jane@myorganization.org>

to me ▾

Hi [FIRST NAME],

Start with a warm greeting. It could be as simple as “Hope you’re doing well today.”

Explain the problem. There’s no reason to donate if there’s not a problem to be solved. Make sure you provide enough evidence and reasons for someone to believe that the problem exists and is worth trying to solve.

You might need a couple of paragraphs to fully explain the problem and the cause you’re trying to impact. Don’t shy away from writing long copy if it’s needed to fully articulate the issue.

After you’ve helped the donor understand the problem, you’ll want to help them understand the solution (or solutions.) These will largely be big solutions to big problems.

Then you’ll want to pivot towards helping the donor see the impact they can make. This is especially important if you have a very broad or far-reaching cause.

2

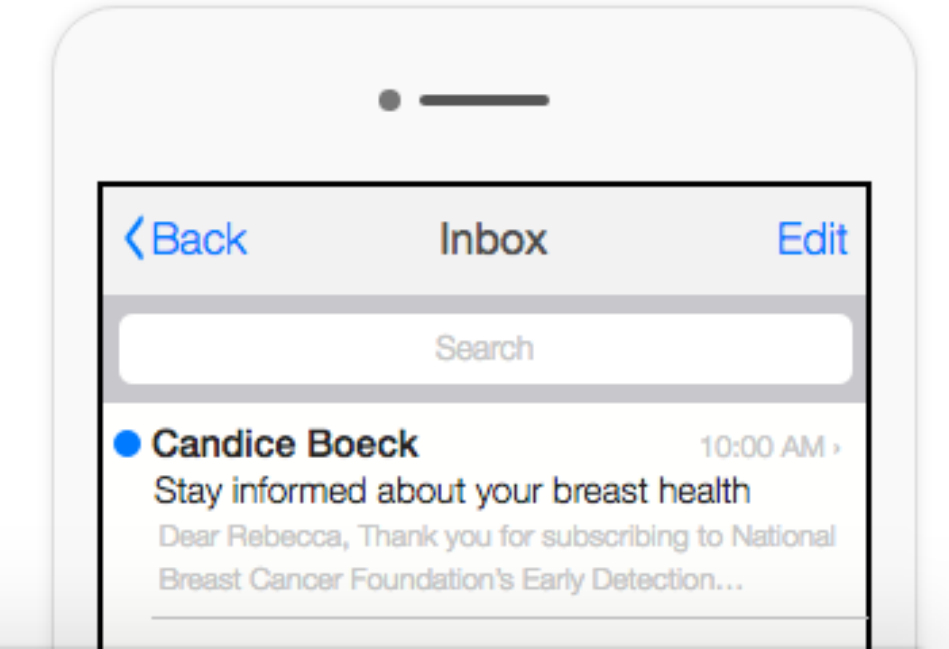
Subject Line

The goal of the subject line is to get someone to open. Make the email feel **valuable**, and leave just enough info out to **spark curiosity**.

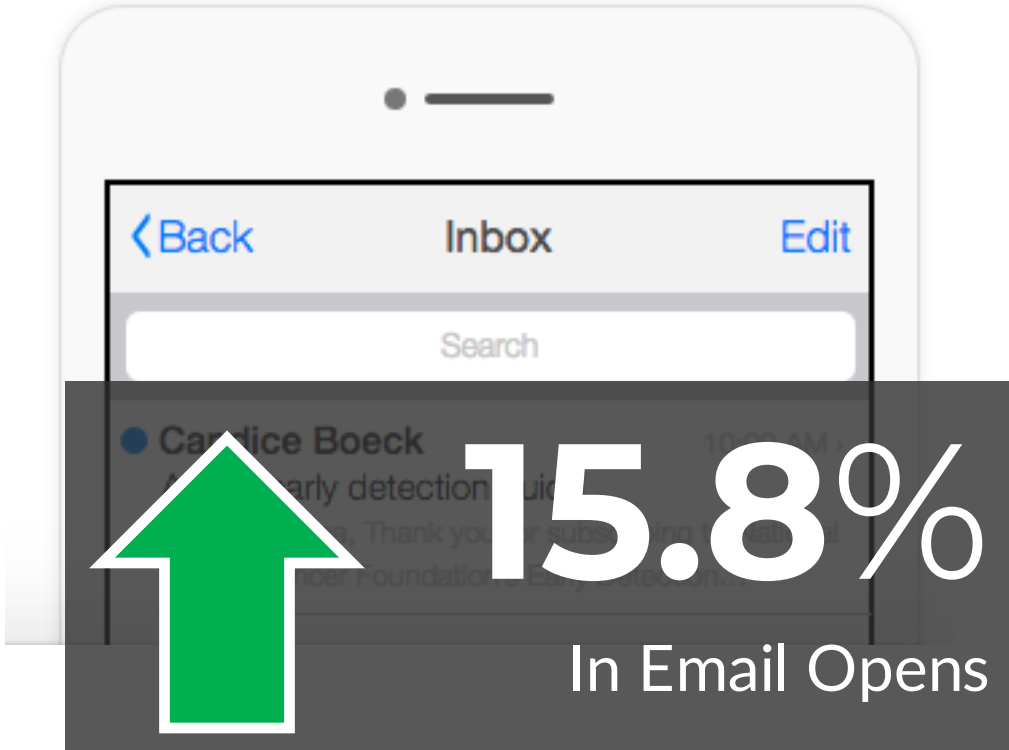


Adding Value

VERSION A



VERSION B



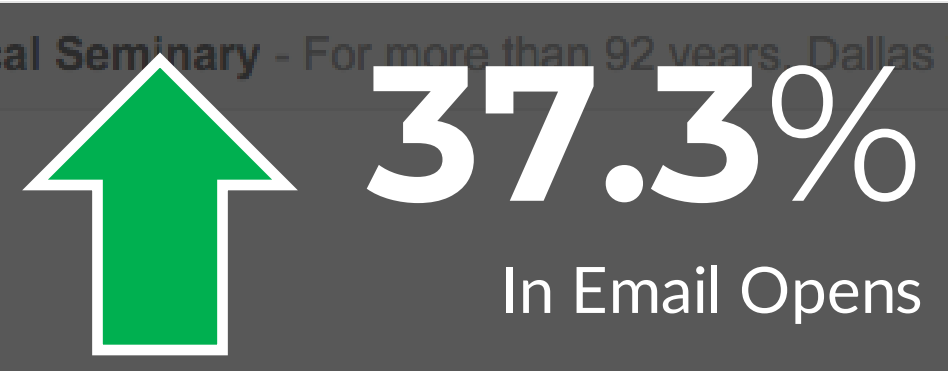
Adding Mystery

VERSION A

☆ Mark L. Bailey Study the Gospel of John with DTS - For more than 92 years, Dallas Theological Seminary

VERSION B

☆ Mark L. Bailey A Special Gift from Dallas Theological Seminary - For more than 92 years, Dallas



Get the free Subject Line Worksheet

nextafter.com/subject-line-worksheet



A tablet is shown displaying a worksheet titled "5 Mental Levers that Anyone Can Use to Get More Opens and Donations". The worksheet includes a brain illustration in the top right corner. It features four numbered sections, each with a text box for writing and a list of examples or prompts on the right side. The sections are: #1 (Utility), #2 (Mystery), #3 (Recency), and #4 (You). The lists include items like "An eBook", "A course", "Did you hear about...?", "Today", "Monday-Sunday", "You", "Yours", and "Unauthentic examples" such as "Jane Doe, Organization Name (Sender Line)". At the bottom right of the tablet screen is the "NextAfter Institute" logo.

An opportunity for you, [First Name]



Jane Doe <jane@myorganization.org>

to me ▾

Hi [FIRST NAME],

Start with a warm greeting. It could be as simple as “Hope you’re doing well today.”

Explain the problem. There’s no reason to donate if there’s not a problem to be solved. Make sure you provide enough evidence and reasons for someone to believe that the problem exists and is worth trying to solve.

You might need a couple of paragraphs to fully explain the problem and the cause you’re trying to impact. Don’t shy away from writing long copy if it’s needed to fully articulate the issue.

After you’ve helped the donor understand the problem, you’ll want to help them understand the solution (or solutions.) These will largely be big solutions to big problems.

Then you’ll want to pivot towards helping the donor see the impact they can make. This is especially important if you have a very broad or far-reaching cause.

2

Subject Line

The goal of the subject line is to get someone to open. Make the email feel **valuable**, and leave just enough info out to **spark curiosity**.



☆ **Jane Doe** **An opportunity for you, [First Name]**

- Start with a warm greeting. It could be as simple as “Hope you’re...



An opportunity for you, [First Name]



Jane Doe <jane@myorganization.org>

to me ▾

Hi [FIRST NAME],

Start with a warm greeting. It could be as simple as “Hope you’re doing well today.”

Explain the problem. There’s no reason to donate if there’s not a problem to be solved. Make sure you provide enough evidence and reasons for someone to believe that the problem exists and is worth trying to solve.

You might need a couple of paragraphs to fully explain the problem and the cause you’re trying to impact. Don’t shy away from writing long copy if it’s needed to fully articulate the issue.

After you’ve helped the donor understand the problem, you’ll want to help them

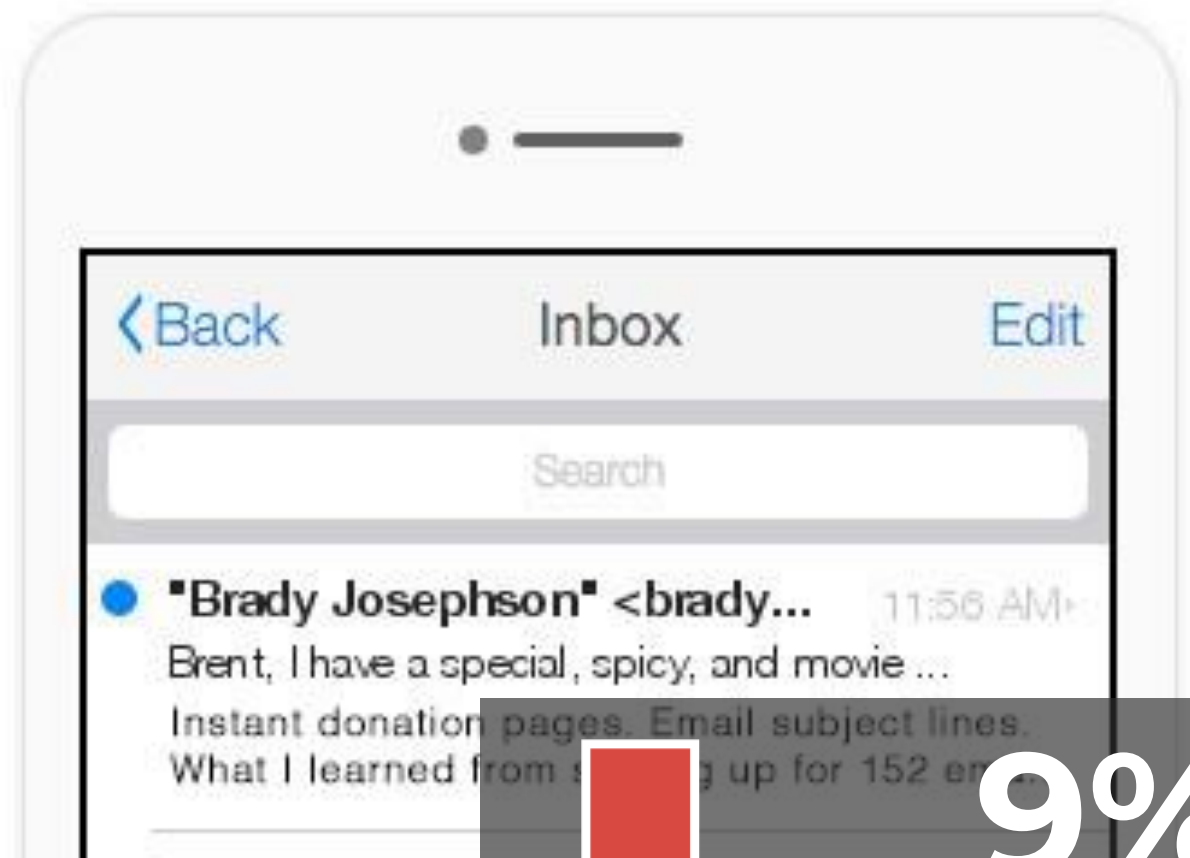
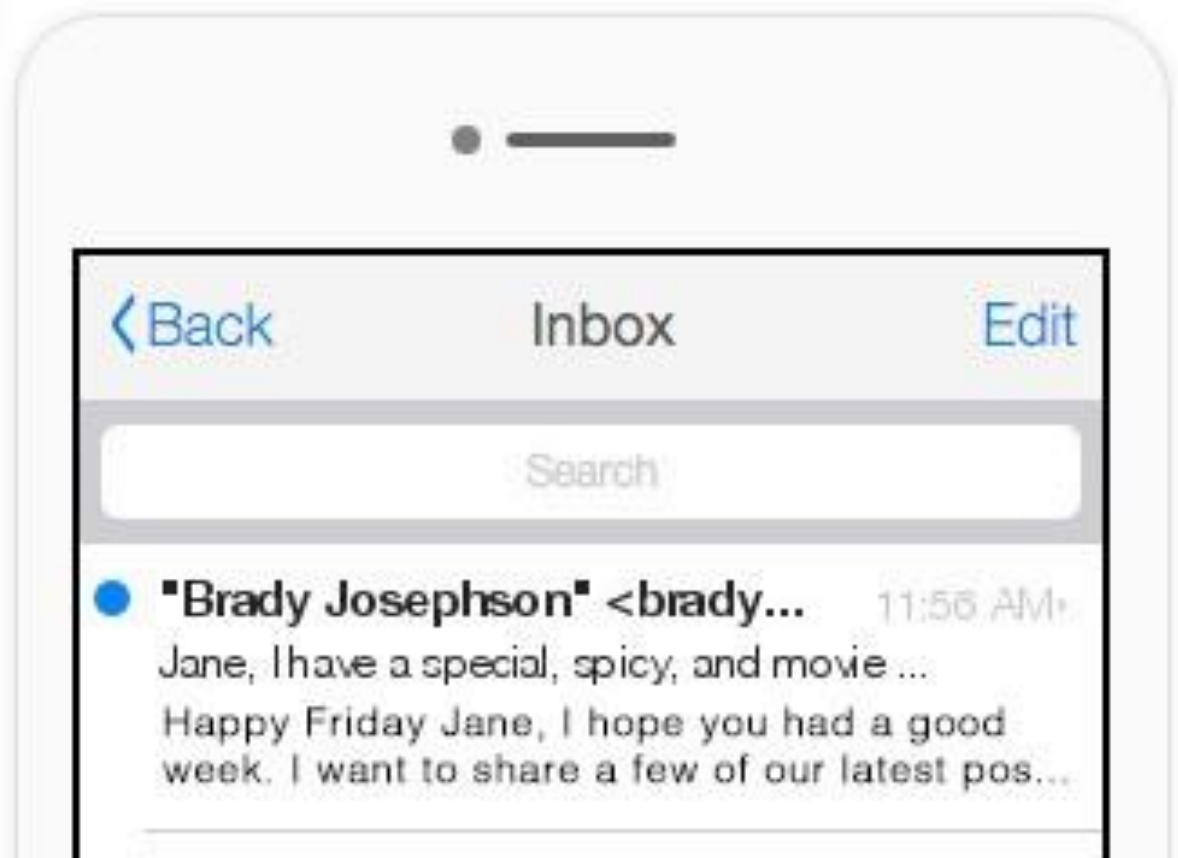
3 Preview Text


Don’t customize your preview text. Let it **pull in the first line of text** from your email – like a normal email you’d receive from a friend.



Natural Preview

Custom Preview




9%
In Opens

☆ **Jane Doe** **An opportunity for you, [First Name]**

- Start with a warm greeting. It could be as simple as “Hope you’re...



An opportunity for you, [First Name]



Jane Doe <jane@myorganization.org>

to me ▾

Hi [FIRST NAME],

Start with a warm greeting. It could be as simple as “Hope you’re doing well today.”

Explain the problem. There’s no reason to donate if there’s not a problem to be solved. Make sure you provide enough evidence and reasons for someone to believe that the problem exists and is worth trying to solve.

You might need a couple of paragraphs to fully explain the problem and the cause you’re trying to impact. Don’t shy away from writing long copy if it’s needed to fully articulate the issue.

After you’ve helped the donor understand the problem, you’ll want to help them

3 Preview Text

Don’t customize your preview text. Let it **pull in the first line of text** from your email – like a normal email you’d receive from a friend.



Fundraisers

~~SOME VIEWERS~~ MAY FIND
THESE IMAGES DISTURBING

Control - Designed

Web Version


KUOW **INDEPENDENT** [DONATE](#)

STAND WITH TRUST.

STAND WITH LOCAL REPORTING.

STAND WITH KUOW AND NPR.

ONE DAY TO RAISE \$1M



Hi there --

I'm your local host of *All Things Considered* here at KUOW, and I have just a quick note while I'm on air.

As you probably already know, we're taking just one day to come to you on air to raise \$1 million dollars for KUOW, so we can continue to provide our essential local reporting and ensure the station is healthy in the months ahead.

Our commitment to finding you the facts, providing context, and helping you see the larger picture is stronger than ever.

We're less than \$250,000 away from our goal. Can you pitch in now?


Thank you for trusting us and coming back to KUOW time and time again to get the news and information you need to keep you and your family safe. It's a responsibility we take incredibly seriously at KUOW and NPR, and we will continue to work as hard as we can to provide that service.

Today's goal is a big one, and it's something we've never tried before, but I know we can get there with you on our side.

If you can join us now, any amount goes a long way to supporting nonprofit, independent journalism.

[DONATE NOW](#)

Thank you,



Kim Malcolm (she/her)
Host, *All Things Considered*

[f](#) [t](#) [v](#) [e](#)

KUOW Puget Sound Public Radio
4518 University Way NE Suite 310, Seattle, WA, 98105 US

[Email Preferences](#) | [Privacy Policy](#)

Treatment - Plain

Web Version

Hi there --

I'm your local host of *All Things Considered* here at KUOW, and I have just a quick note while I'm on air.

As you probably already know, we're taking just one day to come to you on air to [raise \\$1 million dollars for KUOW](#), so we can continue to provide our essential local reporting and ensure the station is healthy in the months ahead.

Our commitment to finding you the facts, providing context, and helping you see the larger picture is stronger than ever.

We're less than \$250,000 away from our goal. Can you pitch in now?

Thank you for trusting us and coming back to KUOW time and time again to get the news and information you need to keep you and your family safe. It's a responsibility we take incredibly seriously at KUOW and NPR, and we will continue to work as hard as we can to provide that service.

Today's goal is a big one, and it's something we've never tried before, but I know we can get there with you on our side.

Donate Now


If you can join us today, any amount goes a long way to supporting nonprofit, independent journalism.

Thank you,

Kim Malcolm
KUOW Host, *All Things Considered*

KUOW
4518 University Way NE
Seattle, WA, 98105 US


[Email Preferences](#) | [Privacy Policy](#)



29%
In Donations

Template design

Give to CaringBridge by March 31 and I'll [double your donation](#), up to \$10,000.



Hello NAME,

I am blown away. I knew CaringBridge supporters were loyal, but when I offered up a match donation, I did not anticipate the outpouring of generosity that followed. CaringBridge is such a beloved organization.

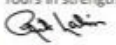
I'm so committed to CaringBridge and inspired by all the donors who stepped up to join me that I decided to offer up another match. [If you donate between now and midnight March 31, I will double your gift, up to \\$10,000.](#)

I know that kindness is contagious firsthand—I have watched CaringBridge grow from its inception, and I've had three CaringBridge websites myself. In fact, I just recently re-read my guestbook from years ago—what a loving walk down Memory Lane.

If you join me in this match, together we'll provide double the love, strength and support families need during a health journey. That means double the ability to keep CaringBridge a safe, protected and ad-free space to let families focus on what they need most: connection and healing.


Together, we are stronger. Your donation is vital to bringing hearts together.

[Yes! Double My Donation!](#)

Yours in strength,

Rik Lalim
CaringBridge Advisory Council member & donor

P.S. Join me in donating to CaringBridge during today's match opportunity. [Donate now!](#)

Personal Email



[Click to go back, hold to see history](#)

Hello First name,

I am blown away. I knew CaringBridge supporters were loyal, but when I offered up my first match donation, I did not anticipate the outpouring of generosity that followed. CaringBridge is such a beloved organization.

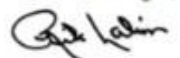
I'm so committed to CaringBridge and inspired by all the donors who stepped up to join me that I decided to offer up another match. [If you donate between now and midnight March 31, I will double your gift, up to \\$10,000.](#)

I know that kindness is contagious firsthand—I have watched CaringBridge grow from its inception, and I have had three CaringBridge websites myself. In fact, I just recently re-read my guestbook from years ago—what a loving walk down Memory Lane.

If you join me in this match, together we'll provide double the love, strength and support families need during a health journey. That means double the ability to keep CaringBridge a safe, protected and ad-free space to let families focus on what they need most: connection and healing.

Together, we are stronger. Your donation is vital to bringing hearts together.

[Yes! Double My Donation!](#)

Yours in strength,

Rik Lalim
CaringBridge Advisory Council member & donor

P.S. Join me in donating to CaringBridge during today's match opportunity. [Donate now!](#)



80%
In Clicks



**NOW BACK TO OUR
REGULARLY SCHEDULED
PROGRAMMING**

An opportunity for you, [First Name]



Jane Doe <jane@myorganization.org>

to me ▾

Hi [FIRST NAME],

Start with a warm greeting. It could be as simple as “Hope you’re doing well today.”

Explain the problem. There’s no reason to donate if there’s not a problem to be solved. Make sure you provide enough evidence and reasons for someone to believe that the problem exists and is worth trying to solve.

You might need a couple of paragraphs to fully explain the problem and the cause you’re trying to impact. Don’t shy away from writing long copy if it’s needed to fully articulate the issue.

After you’ve helped the donor understand the problem, you’ll want to help them understand the solution (or solutions.) These will largely be big solutions to big problems.

Then you’ll want to pivot towards helping the donor see the impact they can make. This is especially important if you have a very broad or far-reaching cause.

4

Salutation

Say hello and call your donor by name. Start with a warm greeting. Your goal is to have a conversation – not force someone to give.



No Personalization

At the beginning of October, our goal was to reach as many women as possible with our new eBook, *What Every Woman Needs to Know*.

Now that Breast Cancer Awareness Month has come to an end, we just wanted to let you know that we exceeded our expectations.

Thanks to the generosity of donors around the country, the campaign was a massive success!

But that doesn't mean we can stop working hard to educate and empower women to take control of their own breast health.

You can help us do this at any time—[every dollar you give](#) means that more women can be proactive about their health.

We'd also love it if you shared *What Every Woman Needs to Know* on Facebook...just [click here](#) and share it with your friends!

Thanks for joining us!

Candice Boeck
Donor Relations Manager
National Breast Cancer Foundation

With Personalization

Hi Jeff,

At the beginning of October, our goal was to reach as many women as possible with our new eBook, *What Every Woman Needs to Know*.

Now that Breast Cancer Awareness Month has come to an end, we just wanted to let you know that we exceeded our expectations.

Thanks to the generosity of donors around the country, the campaign was a massive success!

But that doesn't mean we can stop working hard to educate and empower women to take control of their own breast health.

You can help us do this at any time—[every dollar you give](#) means that more women can be proactive about their health.

We'd also love it if you shared *What Every Woman Needs to Know* on Facebook...just [click here](#) and share it with your friends!

Thanks for joining us!

Candice Boeck
Donor Relations Manager
National Breast Cancer Foundation



270%

In Clicks

Control

Hi Friend,

If I had to describe the purpose of Dallas Theological Seminary in one phrase, it would be this:

Teach Truth. Love Well.

This phrase is the motto of DTS and is rooted in 1 Timothy 1:5: "But the goal of our instruction is love from a pure heart and a good conscience and a sincere faith." It's our motto because we believe it is what the world needs—to be taught truth and loved well.

If we are to be Christ's ambassadors to this world, then we must teach God's truth to every part of our culture. And we must love well by engaging with our culture in all types of venues—not only in churches but in businesses, art studios, and government offices, as well as homeless shelters, thrift stores, and community schools.

At DTS, we are engaging with our culture and teaching our students to do the same. Through programs such as *The Table* podcast, our Faith and Work initiative, and our free online courses, we engage the world outside of our campus.

It is because of the support of friends like you that DTS is able to equip men and women for ministry and then send these faithful witnesses into the culture where they will be an influence for renewal, restoration, and reconciliation to God.

Will you invest in the next generation of godly servant-leaders who will *teach truth* and *love well*? [Click here to make your secure online donation before December 31.](#)

With gratitude,



Mark L. Bailey



Warm Tone

Hi Friend,

My office affords me a fantastic view of the DTS campus, where I can see students engaged in study, theological conversations, and walking (sometimes quickly) to and from class.

But when I leave the office, I'm only driving through our campus for a few hundred feet before I make a left turn to drive through the city of Dallas. I pass many tall buildings full of people working non-ministry careers—lawyers, marketers, financial professionals, and many others.

I'm constantly reminded that our main campus exists inside of a larger city. And most people in this city *don't work in formal ministry*. That's why our motto "Teach Truth. Love Well." doesn't just extend to the students who respond to the call for formal ministry. If DTS is truly going to have an impact, we have to train people who work in these professions to be "saltier" than ever before (to reference Matthew 5:13).

That's why we've launched three strategic initiatives to help believers grow strong in their knowledge of the Bible and learn to boldly share truth with their friends, coworkers, and peers.

- First, we offer **The Table podcast**, which breaks down complex issues of our world through a biblical worldview. We don't back away from the toughest issues; we press into them from a biblical perspective: sexuality, politics, culture, theology, and much more.
- Second, our **Faith and Work Initiative** helps people understand how to proclaim their faith and use their God-given gifts at work for His glory.
- Finally, we now offer seven (and soon to be eight) absolutely **free online courses** for anyone to take at their own pace, on their own time. More than 150,000 students have enrolled to study Genesis, the Gospel of John, and other biblical books and theological topics—and I'm overjoyed to see them take the initiative.

Imagine what could happen if every believer who woke up tomorrow was equipped to boldly proclaim Christ (1 Corinthians 10:31) "for the glory of God"? It's a tremendous opportunity for the Kingdom.

Will you invest in these initiatives to help people who aren't in formal ministry learn to *teach truth* and *love well*?

Your financial support could give an accountant, teacher, or a doctor the training they need to proclaim Christ to their workplace.

[Click here to invest in these initiatives before December 31.](#)

With gratitude,



277%

In Clicks

An opportunity for you, [First Name]



Jane Doe <jane@myorganization.org>

to me ▾

Hi [FIRST NAME],

Start with a warm greeting. It could be as simple as “Hope you’re doing well today.”

Explain the problem. There’s no reason to donate if there’s not a problem to be solved. Make sure you provide enough evidence and reasons for someone to believe that the problem exists and is worth trying to solve.

You might need a couple of paragraphs to fully explain the problem and the cause you’re trying to impact. Don’t shy away from writing long copy if it’s needed to fully articulate the issue.

After you’ve helped the donor understand the problem, you’ll want to help them understand the solution (or solutions.) These will largely be big solutions to big problems.

Then you’ll want to pivot towards helping the donor see the impact they can make. This is especially important if you have a very broad or far-reaching cause.

4

Salutation

Say hello and call your donor by name. Start with a warm greeting. Your goal is to have a conversation – not force someone to give.



An opportunity for you, [First Name]



Jane Doe <jane@myorganization.org>

to me ▾

Hi [FIRST NAME],

Start with a warm greeting. It could be as simple as “Hope you’re doing well today.”

Explain the problem. There’s no reason to donate if there’s not a problem to be solved. Make sure you provide enough evidence and reasons for someone to believe that the problem exists and is worth trying to solve.

You might need a couple of paragraphs to fully explain the problem and the cause you’re trying to impact. Don’t shy away from writing long copy if it’s needed to fully articulate the issue.

After you’ve helped the donor understand the problem, you’ll want to help them understand the solution (or solutions.) These will largely be big solutions to big problems.

Then you’ll want to pivot towards helping the donor see the impact they can make. This is especially important if you have a very broad or far-reaching cause.

5

Explain the Problem



solved. Make sure you provide enough evidence and reasons for someone to believe that the problem exists and is worth trying to solve.

You might need a couple of paragraphs to fully explain the problem and the cause you're trying to impact. Don't shy away from writing long copy if it's needed to fully articulate the issue.

After you've helped the donor understand the problem, you'll want to help them understand the solution (or solutions.) These will largely be big solutions to big problems.

Then you'll want to pivot towards helping the donor see the impact they can make. This is especially important if you have a very broad or far-reaching cause.

- Who will their gift help?
- What kinds of services will their gift provide?
- How quickly will their donation be put to use?

Don't focus on how awesome your organization is, focus on the tangible impact that the donor will have through their generosity. You need to be abundantly clear about the impact the donor can have.

This is also an opportunity to differentiate your organization from others. Transparency and clarity about the impact of a donation often begets exclusivity.

You can also add a testimonial as an extra layer of credibility:

"This organization is impacting this cause in such an amazing way. I know that when I give, my donation makes a meaningful impact." – Generous Donor

Finally, you'll want to give a clear opportunity for someone to give. You may even

6

Propose a Solution



After you've helped the donor understand the problem, you'll want to help them understand the solution (or solutions.) These will largely be big solutions to big problems.

Then you'll want to pivot towards helping the donor see the impact they can make. This is especially important if you have a very broad or far-reaching cause.

- Who will their gift help?
- What kinds of services will their gift provide?
- How quickly will their donation be put to use?

Don't focus on how awesome your organization is, focus on the tangible impact that the donor will have through their generosity. You need to be abundantly clear about the impact the donor can have.

This is also an opportunity to differentiate your organization from others. Transparency and clarity about the impact of a donation often begets exclusivity.

You can also add a testimonial as an extra layer of credibility:

"This organization is impacting this cause in such an amazing way. I know that when I give, my donation makes a meaningful impact." – Generous Donor

Finally, you'll want to give a clear opportunity for someone to give. You may even add an incentive: a free gift, a matching challenge, a clear deadline and goal.

Would you consider supporting this important cause with a donation today? You can make your donation here: www.myorganization.org/donate/



Articulate their Impact



Building a Case for Support

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?

5

6

7

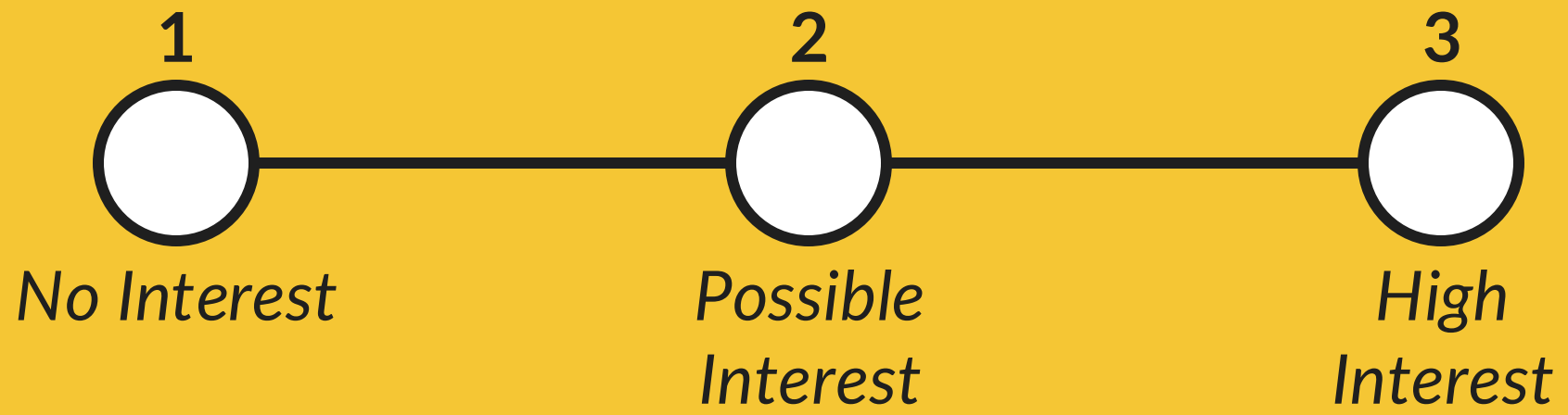
The Core Value Proposition

Why should I give to you rather than to some other organization, or at all?

#1

Appeal

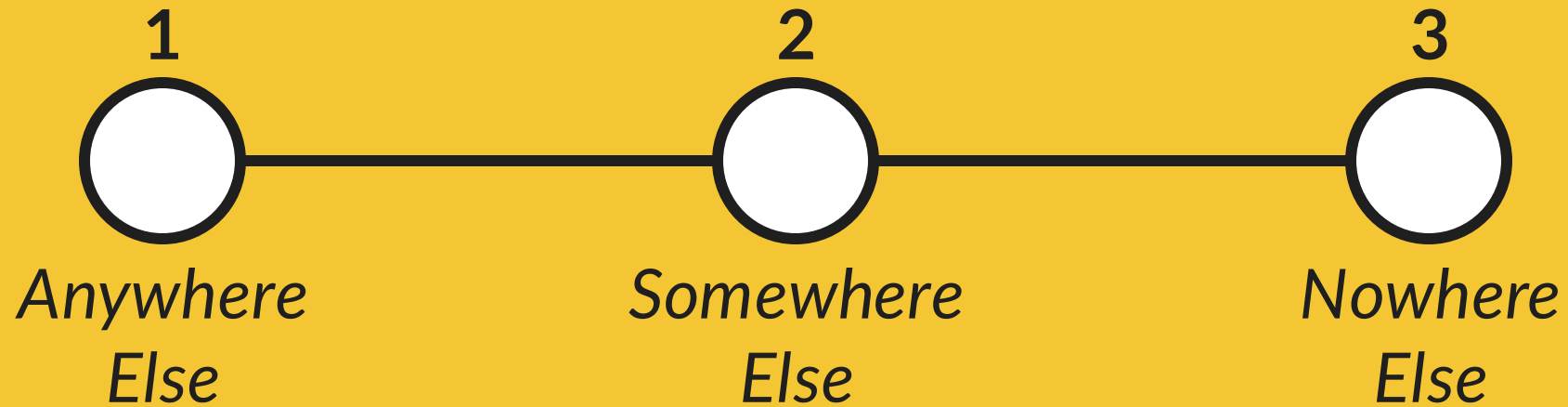
How badly do I want it?



#2

Exclusivity

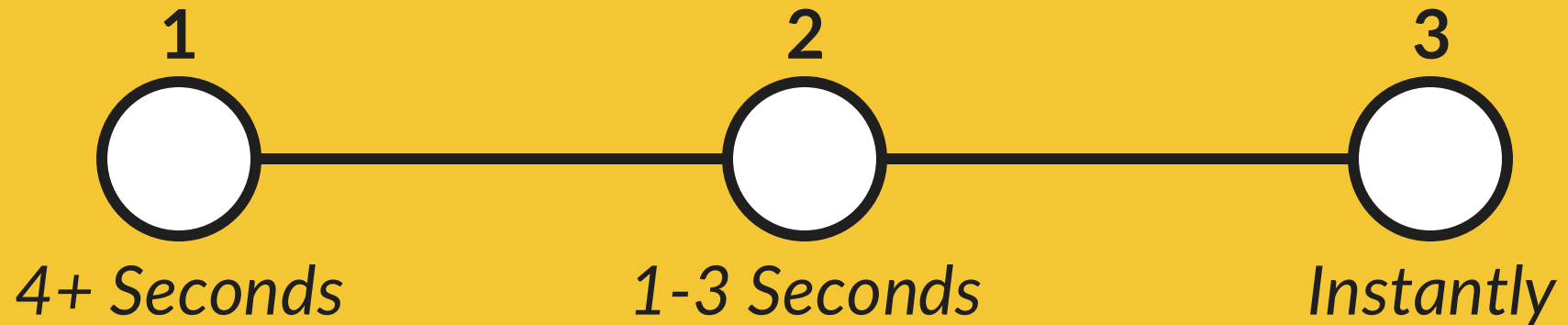
Can I get this somewhere (or anywhere) else?



#3

Clarity

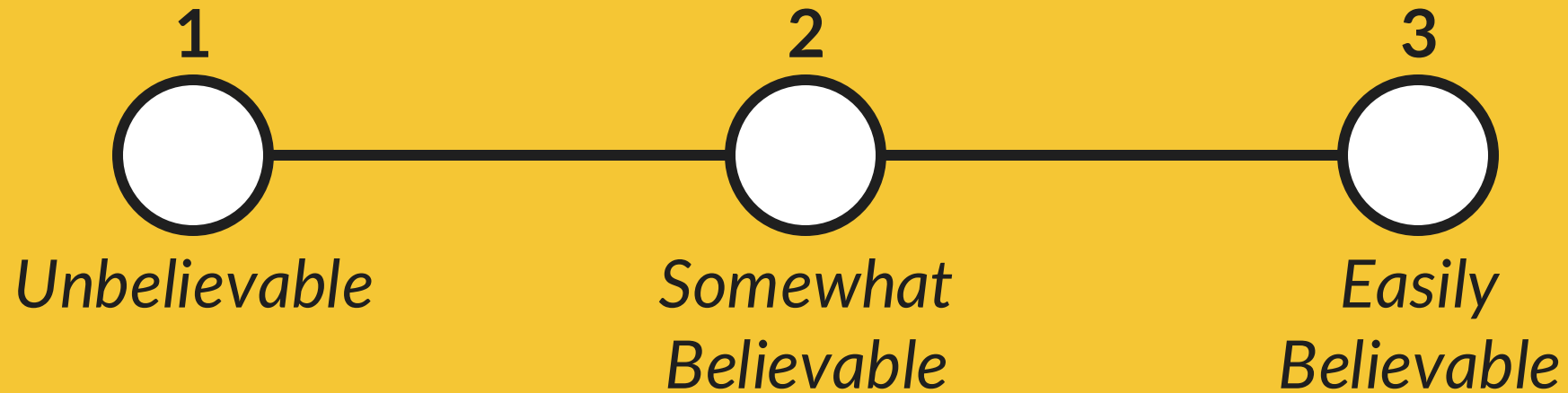
How quickly and easily do I understand it?



#4

Credibility

Do I believe what you're claiming is true?



An opportunity for you, [First Name]



Jane Doe <jane@myorganization.org>

to me ▾

Hi [FIRST NAME],

Start with a warm greeting. It could be as simple as “Hope you’re doing well today.”

Explain the problem. There’s no reason to donate if there’s not a problem to be solved. Make sure you provide enough evidence and reasons for someone to believe that the problem exists and is worth trying to solve.

You might need a couple of paragraphs to fully explain the problem and the cause you’re trying to impact. Don’t shy away from writing long copy if it’s needed to fully articulate the issue.

After you’ve helped the donor understand the problem, you’ll want to help them understand the solution (or solutions.) These will largely be big solutions to big problems.

Then you’ll want to pivot towards helping the donor see the impact they can make. This is especially important if you have a very broad or far-reaching cause.

5

Explain the Problem

Explain the problem at hand. Don’t be afraid to **write a few paragraphs** if need be. If there’s no problem, there’s no need to donate.



solved. Make sure you provide enough evidence and reasons for someone to believe that the problem exists and is worth trying to solve.

You might need a couple of paragraphs to fully explain the problem and the cause you're trying to impact. Don't shy away from writing long copy if it's needed to fully articulate the issue.

After you've helped the donor understand the problem, you'll want to help them understand the solution (or solutions.) These will largely be big solutions to big problems.

Then you'll want to pivot towards helping the donor see the impact they can make. This is especially important if you have a very broad or far-reaching cause.

- Who will their gift help?
- What kinds of services will their gift provide?
- How quickly will their donation be put to use?

Don't focus on how awesome your organization is, focus on the tangible impact that the donor will have through their generosity. You need to be abundantly clear about the impact the donor can have.

This is also an opportunity to differentiate your organization from others. Transparency and clarity about the impact of a donation often begets exclusivity.

You can also add a testimonial as an extra layer of credibility:

"This organization is impacting this cause in such an amazing way. I know that when I give, my donation makes a meaningful impact." – Generous Donor

Finally, you'll want to give a clear opportunity for someone to give. You may even

6

Propose a Solution

The solution to the problem at hand might be large in scope. But your donor needs to **catch the vision of why their donation is needed.**



After you've helped the donor understand the problem, you'll want to help them understand the solution (or solutions.) These will largely be big solutions to big problems.

Then you'll want to pivot towards helping the donor see the impact they can make. This is especially important if you have a very broad or far-reaching cause.

- Who will their gift help?
- What kinds of services will their gift provide?
- How quickly will their donation be put to use?

Don't focus on how awesome your organization is, focus on the tangible impact that the donor will have through their generosity. You need to be abundantly clear about the impact the donor can have.

This is also an opportunity to differentiate your organization from others. Transparency and clarity about the impact of a donation often begets exclusivity.

You can also add a testimonial as an extra layer of credibility:

"This organization is impacting this cause in such an amazing way. I know that when I give, my donation makes a meaningful impact." – Generous Donor

Finally, you'll want to give a clear opportunity for someone to give. You may even add an incentive: a free gift, a matching challenge, a clear deadline and goal.

Would you consider supporting this important cause with a donation today? You can make your donation here: www.myorganization.org/donate/

7

Articulate their Impact

Explain in tangible detail how a donation is going to be used. **Who** will a donation help? **How** will it help? **How much** is impactful?



Don't focus on how awesome your organization is, focus on the tangible impact that the donor will have through their generosity. You need to be abundantly clear about the impact the donor can have.

This is also an opportunity to differentiate your organization from others. Transparency and clarity about the impact of a donation often begets exclusivity.

You can also add a testimonial as an extra layer of credibility:

“This organization is impacting this cause in such an amazing way. I know that when I give, my donation makes a meaningful impact.” – Generous Donor

Finally, you'll want to give a clear opportunity for someone to give. You may even add an incentive: a free gift, a matching challenge, a clear deadline and goal.

Would you consider supporting this important cause with a donation today? You can make your donation here: www.myorganization.org/donate/

Close your email with a warm ending that restates the impact the donor can have.

Jane Doe
Director of Development
My Organization

8 Add an Incentive

Incentives give donors a reason to **give now instead of later**. Use a deadline, free gift, match opportunity, or other reasons to give now.

Thermometer

Power Hour

Today's Goal



CaringBridge has received a \$100,000 challenge gift from the Richard M. Schulze Family Foundation—but only if we raise \$100,000 before midnight. Would you help?

[Donate now »](#)

It's CaringBridge Power Hour! Your donations keep CaringBridge going strong, and we only need two more donations this hour to reach our goal.




Will you make your donation now?

[Donate now »](#)



25%
In Donations

No Match



You make Kelly's Website Possible

When you give to CaringBridge, you ensure that Kelly's safe, protected place to share health updates will always be here. Nearly 90 percent of our funding comes from people like you who have experienced the power of CaringBridge firsthand.

Donation Amount


(minimum \$10.00)

Your Tribute in Honor of Kelly

What would you like your tribute message to say?

"Your donation" Matched

Reminder: The family of Cathy Bluey will match your donation today, up to \$25,000.



You make Kelly's Website Possible

When you give to CaringBridge, you ensure that Kelly's safe, protected place to share health updates will always be here. Nearly 90 percent of our funding comes from people like you who have experienced the power of CaringBridge firsthand.

Donation Amount

(minimum \$10.00)

Your Tribute in Honor of Kelly

What would you like your tribute message to say?



24%
In Donations

Control



HELP & INFORMATION

Congratulations!

You will start receiving your weekly Bible reading plan in your inbox shortly.

Before you get started, you must know...

- Those who memorize and read Scripture are more likely to face life's challenges with a sense of hope and strength and are more likely to share their faith with others because of the power and promises in His Word.
- We are so encouraged you have chosen to get the Bible reading plan so that you can have spiritual life transformation and live out your faith as God calls you to.
- We are completely donor-funded. Because of generous donors, Back to the Bible is able to provide helpful and life-changing tools like this Bible reading plan. We are committed to meet people, like you, at their own spiritual level and walk with you daily into a living, growing, and passionate relationship with Jesus Christ. We do this by equipping and motivating you to engage Scripture daily.
- But the reality is there are thousands of other people who need resources like this, but haven't heard about it, or don't have access to it.

So what does all of this mean?

It means that you play a vital role in helping others to get into God's Word through Back to the Bible's Bible Reading Plans.

The Bible is essential for knowing God and His will for our lives. With a world that is in such desperation for hope and answers, biblical truth is needed now more than ever.

Would you consider making a gift to Back to the Bible today to help us reach more people with practical resources like the one you are receiving? Your gift will allow others to get into God's Word and form a deeper relationship with Him.

Use the secure form below to make your gift.

YOUR DONATION

\$35
 \$75
 \$150
 \$300
 Other Amount

Make this a monthly donation.

PAYMENT DETAILS

Card Number *

Expiration * / Security Code

YOUR INFORMATION

Name * First Name Last Name

Email *

Phone

Country *

I have a military address

Address *

City *

State * Zip Code *

Back to the Bible
<http://www.backtothebible.org>
info@backtothebible.org
 400 West 70th
 4000 Cornerstone Plaza
 Lincoln, Nebraska 68507
 USA

Powered by Stripe

Premium



HELP & INFORMATION

Congratulations!

You will start receiving your weekly Bible reading plan in your inbox shortly.

Before you get started, you must know...

- Those who memorize and read Scripture are more likely to face life's challenges with a sense of hope and strength and are more likely to share their faith with others because of the power and promises in His Word.
- We are so encouraged you have chosen to get the Bible reading plan so that you can have spiritual life transformation and live out your faith as God calls you to.
- We are completely donor-funded. Because of generous donors, Back to the Bible is able to provide helpful and life-changing tools like this Bible reading plan. We are committed to meet people, like you, at their own spiritual level and walk with you daily into a living, growing, and passionate relationship with Jesus Christ. We do this by equipping and motivating you to engage Scripture daily.
- But the reality is there are thousands of other people who need resources like this, but haven't heard about it, or don't have access to it.

So what does all of this mean?

It means that you play a vital role in helping others to get into God's Word through Back to the Bible's Bible Reading Plans.

The Bible is essential for knowing God and His will for our lives. With a world that is in such desperation for hope and answers, biblical truth is needed now more than ever.

Would you consider making a gift to Back to the Bible today to help us reach more people with practical resources like the one you are receiving? Your gift will allow others to get into God's Word and form a deeper relationship with Him.

When you give a gift today, we'll also like to send you the book, *Growing in Christ*. This book is our thank you to you for your investment in Back to the Bible. Through 40 story-driven devotions, the sights, sounds, and drama of our Savior's story come alive before your eyes in this book, and you will experience the radical, thriving faith God wants for you.

Don't delay. Use the secure form below to make your gift.

YOUR DONATION

\$35
 \$75
 \$150
 \$300
 Other Amount

Make this a monthly donation.

PAYMENT DETAILS

Card Number *

Expiration * / Security Code

YOUR INFORMATION

Name * First Name Last Name

Email *

Phone

Country *

I have a military address

Address *

City *

State * Zip Code *

Ship to a different address

Back to the Bible
<http://www.backtothebible.org>
info@backtothebible.org
 400 West 70th
 4000 Cornerstone Plaza
 Lincoln, Nebraska 68507
 USA



92%

In Donations

Powered by Stripe

Don't focus on how awesome your organization is, focus on the tangible impact that the donor will have through their generosity. You need to be abundantly clear about the impact the donor can have.

This is also an opportunity to differentiate your organization from others. Transparency and clarity about the impact of a donation often begets exclusivity.

You can also add a testimonial as an extra layer of credibility:

"This organization is impacting this cause in such an amazing way. I know that when I give, my donation makes a meaningful impact." – Generous Donor

Finally, you'll want to give a clear opportunity for someone to give. You may even add an incentive: a free gift, a matching challenge, a clear deadline and goal.

Would you consider supporting this important cause with a donation today? You can make your donation here: www.myorganization.org/donate/

Close your email with a warm ending that restates the impact the donor can have.

Jane Doe
Director of Development
My Organization



Give a clear call-to-action

Don't ask donors to do something vague like "Stand with us" or "Give hope". And don't ask the impossible like "End world hunger". **Simply ask them to donate.**

Experiment #583

Make Your Gift

[Please, make your year-end gift to \[redacted\] today.](#)

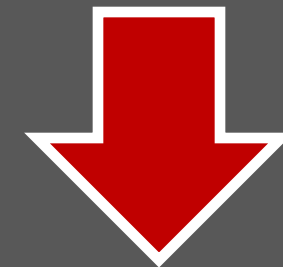
Stand With Us

[Please, stand with \[redacted\] today.](#)



91%

In Clicks



50%

In Donations

Colorado Gives Day

Email Timeline

NOV 2024



SUN	MON	TUE	WED	THU	FRI	SAT
				Early Giving Begins (Includes Incentive Fund and \$250k Recurring Match) Good for Business Challenge Begins	Nonprofit Kickoff 9-10 AM on Zoom Send 'Early Giving' Email to Your Donors	2
3	4	5	6		8	9
10	11	12	13			
17	18		20			
Colorado Gives Day Enrollment Deadline	25		27	Happy Thanksgiving! Office Closed		

Checklist

- Update social channels with Colorado Gives Day posts
- Announce your participation in Colorado Gives Day
- Use these hashtags:
#ColoradoGivesDay
#BestDaytoGive
#MakeGoodHappen
- Ensure your volunteers are lined up and ready to assist you with 'Thank Yous'
- Plan an employee or volunteer event to celebrate Colorado

DEC 2024



SUN	MON	TUE	WED	THU	FRI	SAT
1		GIVING TUESDAY Send 'Giving Tuesday' Email to Your Donors	4		6	7
8	Send 'Day Before' Email to Your Donors	COLORADO GIVES DAY Power Hours + Southwest Airlines Donor Prizes 	CGF AM 'Thank You' Email Colorado Gives Foundation Distributes News Release Send 'Thank You' Email to Your Donors	12		14
15	16	17	18	19	20 Donations made in November will be disbursed	21
22	23	Happy Holidays! Office Closed	Office Closed	26	27	28
29	30	31	Donations made in December related to Colorado Gives Day (i.e., donations made between Dec. 1 - 10) plus any Colorado Gives Day Prizes and your organization's proportionate share of the Incentive Fund will be disbursed by December 31.			

Checklist

- Post on social regularly to keep donors engaged
- Create a sense of urgency and build excitement with followers
- Reply, comment and tag on social media
- Highlight any matching donors you have or the Incentive Fund and how your nonprofit gets a percentage
- Thank your donors with a phone call and email
- Share your results and thank your donors on social media
- Thank your staff, volunteers and board
- Steward your new donors








Reminder!

Donations made in December not related to Colorado Gives Day (i.e., donations between Dec. 11 - 31) will be disbursed by January 22, 2025.

CO Gives Day Timeline

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
NOVEMBER	24	25	26	27	28 Thanksgiving Day	29 Black Friday	30
DECEMBER	1	2 Cyber Monday	3 Giving Tuesday	4	5	6	7
	8	9	10 Colorado Gives Day	11	12	13	14

CO Gives Day Timeline

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
NOVEMBER	24	25	26	27	28 Thanksgiving 	29 Black Friday	30
DECEMBER	1 	2 Cyber Monday	3 	4	5	6 	7
	8	9 	10  Gives	11 	12	13	14

CO Gives Day Timeline









CO Gives Day Timeline

Email	Send Date	Summary	Call-to-Action
Thanksgiving Cultivation	11/28	Thank the donor / subscriber for how they have supported you this year. Share a story, video, or article to illustrate the impact their support has made possible.	Read / Watch
CO Gives Day Launch	12/1	Educate donors / subscribers about Colorado Gives Day. Thoroughly unpack your case for support. Articulate your goal, the deadline, and any incentives.	Give
GT Content Offer	12/3	Start Giving Tuesday by giving something to your donors: an ebook, a video series, a course, or some other resource with perceived value. Send them to a landing page to get the offer. Make an appeal on the confirmation page.	Get the Offer
GT Direct Appeal	12/3	Send a direct appeal on Giving Tuesday afternoon with a clear value proposition and a direct donation ask in support of your CO Gives Day goal.	Give
Testimonial	12/6	Share a testimonial or story directly in your email to cultivate and help readers understand the impact of giving. You can include a soft donation ask.	Give
“Tomorrow”	12/9	Remind donors / subscribers that tomorrow is Colorado Gives Day. Remind them of the goal, the deadline, and the incentive. Provide a short summary your value proposition. Ask for a donation now.	Give
Today is CO Gives Day	12/10	Send a short email summarizing why someone should give. Ask directly for a Colorado Gives Day donation while emphasizing the deadline and goal.	Give
Only Hours Remain	12/10	Send a “Forward-Style” email—including your previous email at the bottom and adding a short, personal reminder on top.	Give
Thank You	12/11	Thank everyone the next day recapping how much was given and explaining the impact that will be made from their generosity.	-

“We’ve never sent anywhere close to this many emails before!”

Simplified CO Gives Day Timeline

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
24	25	26	27	28	29	30
					Black Friday	
						
1	2	3	4	5	6	7
	Cyber Monday					
8	9	10	11	12	13	14
						

NOVEMBER

DECEMBER

CO Gives Day Launch

Cultivation

Direct Appeal

Thank You

"Today is CO Gives Day"

Simplified CO Gives Day Timeline

Email	Send Date	Summary	Call-to-Action
Thank You / Cultivation	11/28	Thank the donor / subscriber for how they have supported you this year. Share a story, video, or article to illustrate the impact their support has made possible.	Read / Watch
CO Gives Day Launch	12/1	Educate donors / subscribers about Colorado Gives Day. Thoroughly unpack your case for support. Articulate your goal, the deadline, and any incentives.	Give
GT Content Offer	12/3	Start Giving Tuesday by giving something to your donors: an ebook, a video series, a course, or some other resource with perceived value. Send them to a landing page to get the offer. Make an appeal on the confirmation page.	Get the Offer
GT Direct Appeal	12/3	Send a direct appeal on Giving Tuesday afternoon with a clear value proposition and a direct donation ask in support of your CO Gives Day goal.	Give
Testimonial	12/6	Share a testimonial or story directly in your email to cultivate and help readers understand the impact of giving. You can include a soft donation ask.	Give
"Tomorrow"	12/9	Remind donors / subscribers that tomorrow is Colorado Gives Day. Remind them of the goal, the deadline, and the incentive. Provide a short summary your value proposition. Ask for a donation now.	Give
Today is CO Gives Day	12/10	Send a short email summarizing why someone should give. Ask directly for a Colorado Gives Day donation while emphasizing the deadline and goal.	Give
Only Hours Remain	12/10	Send a "Forward Style" email including your previous email at the bottom and adding a short, personal reminder on top.	Give
Thank You	12/11	Thank everyone the next day recapping how much was given and explaining the impact that will be made from their generosity.	-



ColoradoGives.org Tools

And Common Audience Segments

DASHBOARD | To-Do | Reports > Donations | Nathan

Colorado Gives Advanced Sample Nonprofit

Overview | Organization Page | Supporters | Fundraising Tools | Reports

Donations

Download | Import offline donation | Add offline donation

Time period: Custom Date Range | Donation type: All | Campaign type: All | Payment processor: All

7/1/2024 | 7/23/2024

\$ Min. donation | \$ Max. donation

Search report | Clear all filters

\$1,446.86 Net Online	27 Number of donations	\$1,448.00 Online	\$0.00 Offline	\$0.00 Matching grants
---------------------------------	----------------------------------	-----------------------------	--------------------------	----------------------------------

New One-Time Donors

Send a dedicated new donor welcome email.

New Recurring Donors

Send a dedicated new recurring donor welcome email.

Campaign Donors

Suppress from future appeals.



HubSpot

Integrations

Connect your Mightycause data to the other applications that keep your organization running.

- Salesforce** (Advanced): Connect Mightycause to your Salesforce account to sync donor and donation data.
- Zapier** (Advanced): Utilize Zapier to complement your Mightycause experience with third-party tools.
- Mailchimp** (Advanced): Integrate your Mightycause organization with Mailchimp to automatically sync your contacts, and more.
- Slack** (Advanced): Integrate your Mightycause organization with Slack to automatically send messages for donation alerts and more.
- Google Analytics and Facebook Pixel** (Essential): Link your Google Analytics account and Facebook Pixel for page views and event tracking.
- HubSpot** (Essential): Link your HubSpot account to sync donor and donation data automatically.

Push your audiences using advanced integrations to segment communications & suppress campaign donors.

Make life easier with a Zapier Integration



- Push donor data into another email tool.
- Fill a Google Sheet with new donor data for manual list refreshes.
- Get a Slack when new donations come in (as a check to know if your forms are working).
- Trigger follow-up campaigns as soon as new donors come in.

Homework



Colorado Gives Day - High Urgency Campaign Framework

Campaign Purpose	
Why are we raising money right now? <i>(Think beyond the revenue goal. What's the ultimate impact you're hoping to make with the funds generated from the campaign?)</i>	
Define the Problem	
What problem is your organization trying to solve?	
Who or what is causing this problem to exist or persist?	
Define the Solution	
What solution(s) to this problem does your organization offer?	1. Program 1 a. Evid 2. Program 2 a. Evid 3. Program 3 a. Evid
How do we know the solution(s) is effective? <i>Do you have data, quotes, testimonials, or any 3rd party verification to increase your credibility?</i>	
What happens if this problem is not solved? <i>Who or what is impacted? What are the negative outcomes? How bad will the problem get?</i>	
Define the Reasons to Give	
How will the donor's gift be used? <i>Think in more specifics. What types of things do donations practically get used for?</i>	
What outcomes will occur because of the donor's gift? <i>Avoid generic language like "give hope." Provide a clear picture of what specific outcomes will occur as a result of donations.</i>	



Instructions

1. Get the template.
2. Fill out the campaign framework.
3. Submit your plan.
4. Share a takeaway in Slack!

Level Up Homework | Month 3, CO Gives Day Framework

Complete the Colorado Gives Day Campaign Framework. This will serve as an outline for the emails and assets you'll need to create for your campaign.

When finished, save a copy of your outline and submit it using the form below.

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

The name and photo associated with your Google account will be recorded when you upload files and submit this form. Only the email you enter is part of your response.

* Indicates required question

Email *

Your email

Upload a copy of your Colorado Gives Day campaign framework

Upload 1 supported file: PDF or document. Max 10 MB.

[Add file](#)

What is one new email, tactic, or strategy you'll be implementing this year's Colorado Gives Day campaign?

Your answer

Submit



Instructions

1. Get the template.
2. Fill out the campaign framework.
3. Submit your plan.
4. Share a takeaway in Slack!

Dive Deeper



\$299.00

Year-End Fundraising for Online Fundraisers

In this 4-session year-end fundraising course, you'll discover new ideas to craft a successful year-end fundraising campaign for your organization based on research and

28
Lessons



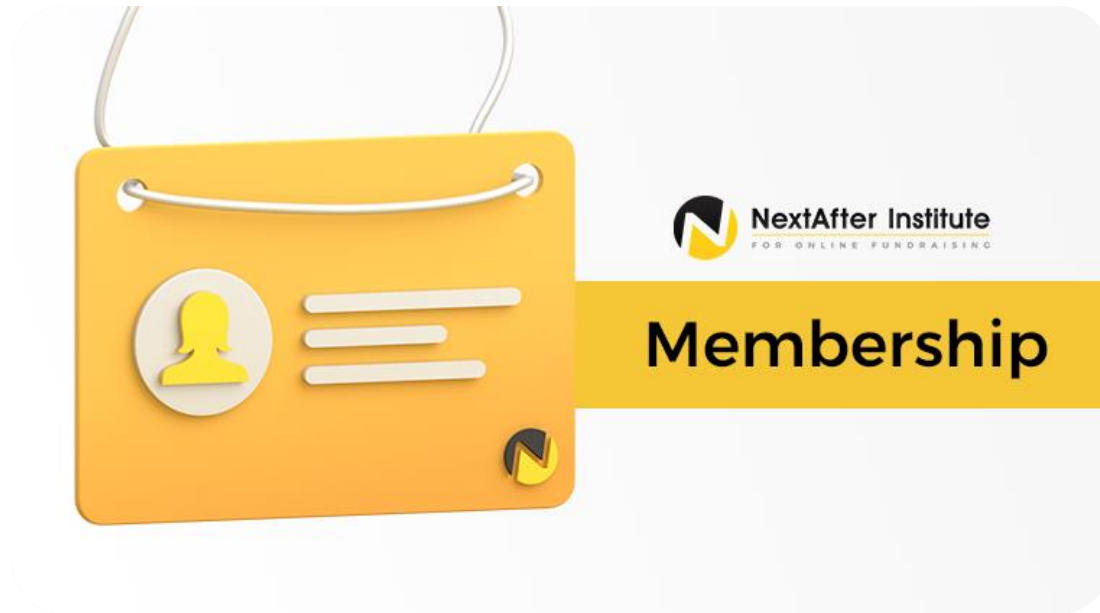
\$299.00

Email Fundraising Optimization

In this 7-session course, you will learn tested and proven strategies to write, design, launch, and optimize email fundraising campaigns that lead to more donations and revenue for your organization. Time: 5 hours

51
Lessons

Both courses are included in your NextAfter Institute membership.



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

Dive Deeper with **Digital Fundraising Courses**
from the NextAfter Institute



Questions?



LEVEL UP | NextAft... ▾

Home

Threads

Drafts & sent

DMs

Activity

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 ▾

2 Pinned Level Up Program Reso... +

<https://outlook.office365.com/book/ConnectwithJordanBrown@coloradogives.org/> Thursday, July 18th 10:04 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 3, 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 member per participating nonprofit. Staff members attend for workshops to read and analyze sample copywriting. • Consider inviting from your team: CEO, C-suite director of communications, C-suite director of programs and the Copywriting 1.0 graduate. • Please send all communication messages per participating nonprofit to: Support@coloradogives.org by July 31, 2024.

ColoradoGives.org

Level Up Your Digital Fundraising

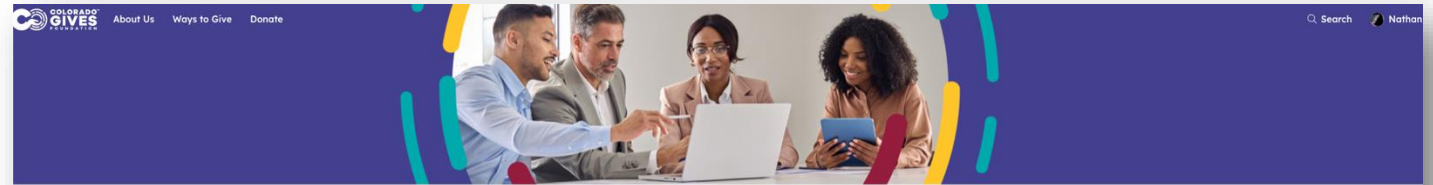
LEVEL UP will help organizations that use Colorado Gives fundraising tool make the most out of the Colorado Gives features like CRM, application integration, text-to-give and more.

Message #general





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™

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 Cash: Optimizing Your Donation Page for Colorado Gives Day



Next Month's Topic

Strategic Countdown

Mapping Your Year-End Campaign