



Colorado Gives Day

Easily the best day
to give.



Your Presenters



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Communications*



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*Director of
Communications +
Community Outreach*



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Manager*



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Manager,
ColoradoGives.org*

Agenda

- Housekeeping
- Marketing Campaign Overview
- Nonprofit Resource Page
- Toolkit Assets
- How to Customize Assets in Canva
- Q & A

COLORADO GIVES DAY

Housekeeping

T O O L K I T



December 10



ColoradoGivesDay.org



Webinar Housekeeping

This webinar is being recorded.

The recording and slide deck will be emailed post-event.

Please remain on mute and use Zoom chat unless otherwise prompted.

Direct all questions to support@coloradogives.org

Recording Disclaimer

Any account information & data used in this demonstration are a work of fiction.

Unless otherwise indicated, all the names, characters, businesses, places, events and incidents in this presentation are not real.

Any resemblance to actual persons, living or dead, or actual events is purely coincidental.

Nonprofit Resource Links

Nonprofit Resource Page

<https://www.coloradogives.org/p/nonprofits>

ColoradoGives.org Help Center

<https://coloradogives.zendesk.com/hc/en-us>

Full-time Customer Support - support@coloradogives.org

**Full-time
customer
support for
Nonprofits &
Donors by
emailing
support@
coloradogives.
org**

FREE! CGD 2024 Webinars

RSVP for Colorado Gives Day:

[RSVP | Training Webinars](#)

[RSVP | Virtual Coffee Chats](#)

[Start Here | Embeddable Forms](#)

Colorado Gives Day 2024 Training | Webinar #1

Start Here: The Basics of ColoradoGives.org

[Watch Recording](#)

[Presentation](#)

Colorado Gives Day 2024 Training | Webinar #2

Engaging Your Network Part 1: Targeted Fundraising for Colorado Gives Day

[Watch Recording](#)

[Presentation](#)

Colorado Gives Day 2024 Training | Webinar #3

Engaging Your Network Part 2: Drive More Donations on ColoradoGives.org

[Watch Recording](#)

[Presentation](#)

SEPTEMBER 18 @ 9:00 AM

Colorado Gives Day 2024 Training | Webinar #4

Review Toolkit Materials: Exploring Nonprofit Resources

Webinars




FREE! NextAfter Webinars

NextAfter™ Webinar Trainings

2024

2025

Program Orientation | Level Up & NextAfter™ Digital Fundraising



Level Up Digital Fundraising Orientation


Watch later Share

Level Up Digital Fundraising Orientation

YouTube

Presentation

Webinar #1 | Goals & Metrics: Your Data-Driven Guide to Colorado Gives Day 2024



Level Up - Goals and Metrics

Watch later Share

Level Up Digital Fundraising Goals & Metrics

Level Up Digital Fundraising



FREE! Catchafire Subscription

BUILD YOUR NONPROFIT'S CAPACITY

As a **ColoradoGives.org** nonprofit, you have access to a free subscription to **Catchafire**.



Go to **ColoradoGivesFoundation.Catchafire.org** to claim your free subscription.

Catchafire





Why Participate in Colorado Gives Day

- Statewide movement
- One of largest giving days in the US
- \$1 Million + Incentive Fund
- \$250,000 Recurring Match
- \$100,000 in prizes
- Free Catchafire Support
- Donor Prizes
- Free Marketing and Communication Toolkit
- Campaign Calendar + Checklist
- FirstBank + CGF Investment in Statewide Paid Ad Campaign
- \$400,000+ in Media In-Kind Sponsorships
- Good for Business Challenge

COLORADO GIVES DAY

Campaign Overview

2 0 2 4

Easily the best day to give.

Imagine the
amount of good we
can do together.



Give early for Colorado Gives Day, when all of Colorado comes together to give to what we care about the most. Join us in lifting up our community with over 3,400 nonprofits to support. It's easily the best day to give.



Give today at
ColoradoGivesDay.org

December 5



All the causes you
care about in one place.

Donate today for
ColoradoGivesDay.org

December 5



Thank you for helping
raise [\$\$\$] on
Colorado Gives Day.



December 5

Easily the best day to give to arts.



2024 Campaign Objectives

- Create awareness of Colorado Gives Day by expanding our reach with paid and organic media.
- Gain new donors for nonprofits on ColoradoGives.org.
- Retain existing donors for nonprofits on ColoradoGives.org.
- Create consistency in look, feel and messaging across all touchpoints including materials available in toolkit.
- Include clear calls to action.
- Make materials flexible to support your cause.



Learnings from Nonprofit Survey

Most organizations said it would be most helpful to receive the toolkit in September.

Some overwhelmed with choice. Participants requested more training to roll this out effectively.

Most toolkit users said they used logos, social media templates, campaign guidelines, key messages and

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Nonprofit Resources

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Toolkit Assets

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COLORADO GIVES DAY

Customizing Assets

T O O L K I T

Colorado Gives Day | December 10, 2024

Assets and resources to help you raise awareness during this statewide movement.

Visit our [Nonprofit Resource Page](#) for valuable Colorado Gives Day insights, engaging webinars, and tools for year-round giving. Have you [completed your enrollment](#)? There's still time! Make sure to sign up by November 24 to participate in Colorado Gives Day 2024.

Quick Links: [Colorado Gives Day](#) | [GivingTuesday](#) | [Good for Business Challenge](#) | [\\$250K Recurring Match](#) | [Donor + Nonprofit Prizes](#)

Colorado Gives Day Campaign Guidelines

Colors



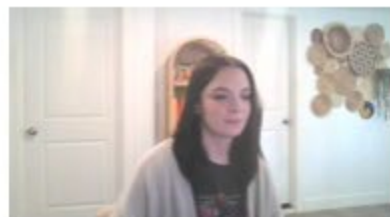
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RGB 255 196 41
CMYK 0 24 94 0
PMS 123 C



Hex #F89728
RGB 248 151 40
CMYK 0 48 95 0
PMS 715 C



Hex #434090
RGB 67 64 144
CMYK 85 85 0 10
PMS 7672 C



Tagline

Easily the best day to give.

app.clipchamp.com is sharing your screen.

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English



Search



12:44 PM
9/13/2024

COLORADO GIVES DAY

KICKOFF

2 0 2 4

Save the Date!
Friday, November 1
9 - 10 AM via Zoom



Are you planning events for CGD?

- Share that information with us so we can also provide to our press contacts.
 - Email hello@coloradogivesfoundation.org
- Facebook Live or record and share on your social channels:
 - Ensure you are sharing your ColoradoGives.org URL for donations in the post copy.
 - Tag us:
 - Instagram: [@ColoradoGivesFoundation](https://www.instagram.com/ColoradoGivesFoundation)
 - Facebook: [@ColoradoGivesFoundation](https://www.facebook.com/ColoradoGivesFoundation)
 - X: [@ColoradoGives](https://twitter.com/ColoradoGives)
 - Add the following hashtags: [#ColoradoGivesDay](#) [#BestDayToGive](#) [#MakeGoodHappen](#)

COLORADO GIVES DAY

Q & A

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