

Engaging Your Network: Targeted Fundraising for Colorado Gives Day

**Colorado Gives Day
Training Webinar #2, Part 1
August 15, 2024**



Hello!

Jordan Brown
Nonprofit Success Manager





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.



Our Story...

In 2024, Colorado Gives Day celebrates its **15th** giving event.

Created in 2007 - **same year the first iPhone was released** - to make it easy for donors to support nonprofits in Colorado.

In 2010 - **same year the first iPad was released** - Colorado Gives Foundation created Colorado Gives Day with a goal to raise \$1M - \$8M was raised!

In 2023, **\$54 million** was raised for Colorado Gives Day.

Since 2007, more than **\$643 million** has been raised for Colorado nonprofits on [ColoradoGives.org](https://coloradogives.org).

- ✓ Colorado Gives Day Resources
- ✓ Targeted Donor Segments
- ✓ Acquisition vs. Retention
- ✓ Activating Your Support Network
- ✓ Colorado Gives Day Tactics

What We'll Cover Today



- ✓ **DEMO:** Peer 2 Peer Fundraising
- ✓ **DEMO:** Recurring Gift Strategy
- ✓ **DEMO:** Matching Grant Set Up
- ✓ **DEMO:** Personalizing Your Tools
- ✓ **DEMO:** Forms & Widgets
- ✓ **DEMO:** Business Group Giving

What's Covered: Part 2 on Aug 29





Today's Key Takeaways



**Colorado Gives Day
has a nonprofit and
business toolkit with
the messaging
resources to engage
different audiences**



**Begin segmenting your
audience now to
determine where to
focus your energy and
begin creating your
engagement outreach.**



Don't do EVERYTHING

-

**Pick a segment or
tactic to try this year
and measure its
success to
iterate on what was
learned!**

Let's talk...

ColoradoGives.org Resources





Upcoming Resource Dates

AUG 29

SEPT 15

SEPT 18

OCT 3

OCT 10

OCT 17

OCT 31

**ENGAGING
NETWORKS
WEBINAR
PART 2**

**NONPROFIT
TOOLKIT IS
LIVE BY
TODAY**

**NONPROFIT
TOOLKIT
REVIEW
WEBINAR**

**PRIZE
STRATEGY
WEBINAR
PART 1**

**PRIZE
STRATEGY
WEBINAR
PART 2**

**CHECKLIST
FOR
SUCCESS
WEBINAR**





Colorado Gives Day Dates

NOV 1

**EARLY
GIVING &
NONPROFIT
KICKOFF**

NOV 5

**VOTE!
ELECTION
DAY IS
TODAY**

NOV 24

**LAST DAY
TO ENROLL
AS NEW
NONPROFIT**

NOV 28



DEC 3



DEC 10



EOY



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

Jordan's Quick Link Resource Guide

<https://docs.google.com/document/d/1mZ6CPuICwRYSZOMQdgtogdJ1ZbJA1cvRtbvZlpG9b0I/edit?usp=sharing>

**Full-time
customer
support for
Nonprofits &
Donors by
emailing
[support@
coloradogives.
org](mailto:support@coloradogives.org)**

FREE! CGD 2024 Webinars

RSVP for Colorado Gives Day:

[RSVP | Training Webinars](#)[RSVP | Virtual Coffee Chats](#)[Start Here | Embeddable Forms](#)

JULY 30 @ 9:00 AM

Colorado Gives Day 2024 Training | Webinar #1
Start Here: The Basic Features of ColoradoGives.org

RSVP | JULY 30

AUG 15 @ 9:00 AM

Colorado Gives Day 2024 Training | Webinar #2
Identify Digital Network: Leveraging Your Nonprofit's Supporters (Part 1)

RSVP | AUG 15

AUG 29 @ 9:00 AM

Colorado Gives Day 2024 Training | Webinar #3
Activate Digital Network: Leveraging Your Nonprofit's Supporters (Part 2)

RSVP | AUG 29

SEP 18 @ 9:00 AM

Colorado Gives Day 2024 Training | Webinar #4
Review Toolkit Materials: Exploring Nonprofit Resources

RSVP | SEP 18



FREE! NextAfter Webinars

NextAfter™ Webinar Trainings

20242025

Program Orientation | Level Up & NextAfter™ Digital Fundraising

Level Up Digital Fundraising Orientation

Level Up Digital Fundraising

Orientation

Watch later

Share

YouTube

Presentation

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

Level Up - Goals and Metrics


Level Up Digital Fundraising


Goals & Metrics

Watch later

Share

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**.

1

Explore Project Templates

Choose from 150+ project templates and sample call questions.

2

Find Skilled Volunteers

Post your project and start reviewing volunteer applications.

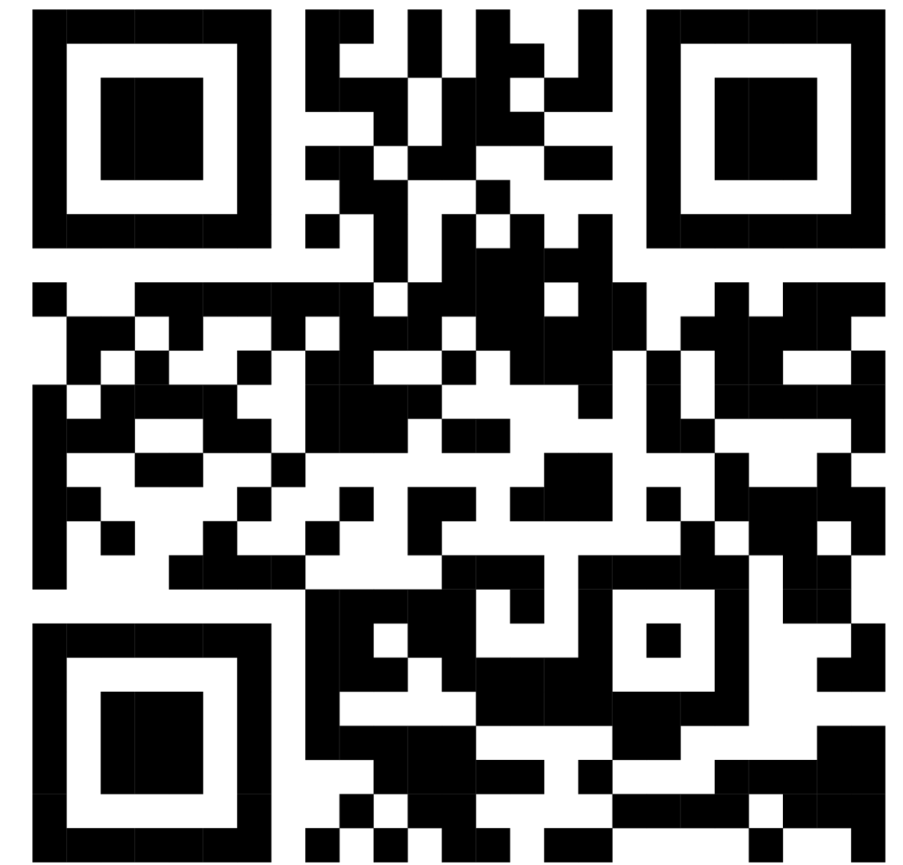
3

Get Things Done

Collaborate with volunteers to kickstart the project and meet your goals.

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

Catchafire



Chat Question!

Where do you see
untapped
opportunity for donations
in your current network?

Share in the Zoom chat.



Giving trends may indicate **4 main supporter segments** to activate this CGD.

BUSINESS & EMPLOYEE GIVING

MAJOR DONORS

RETURNING DONORS

RECURRING DONORS

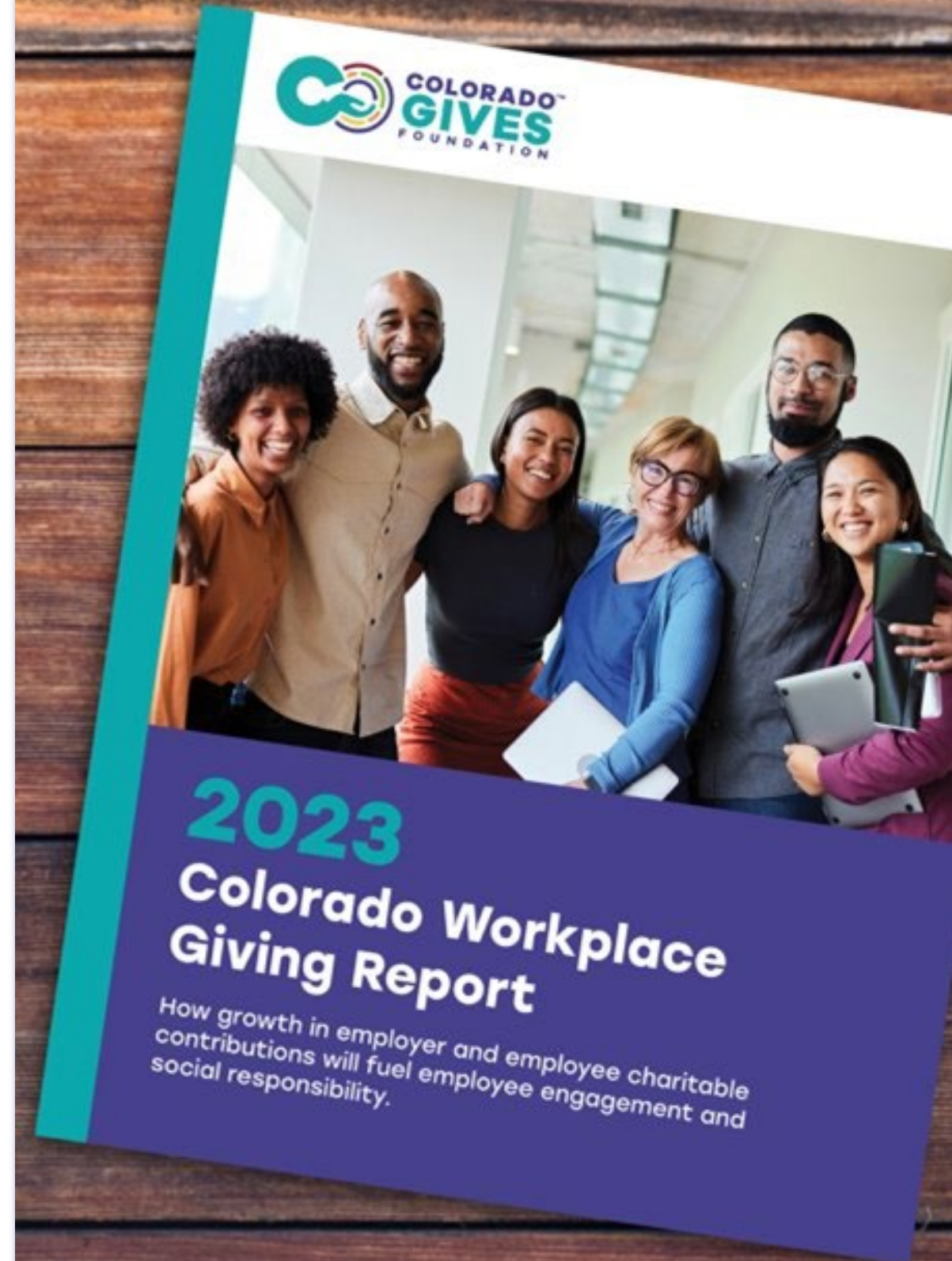


Workplace Giving Report

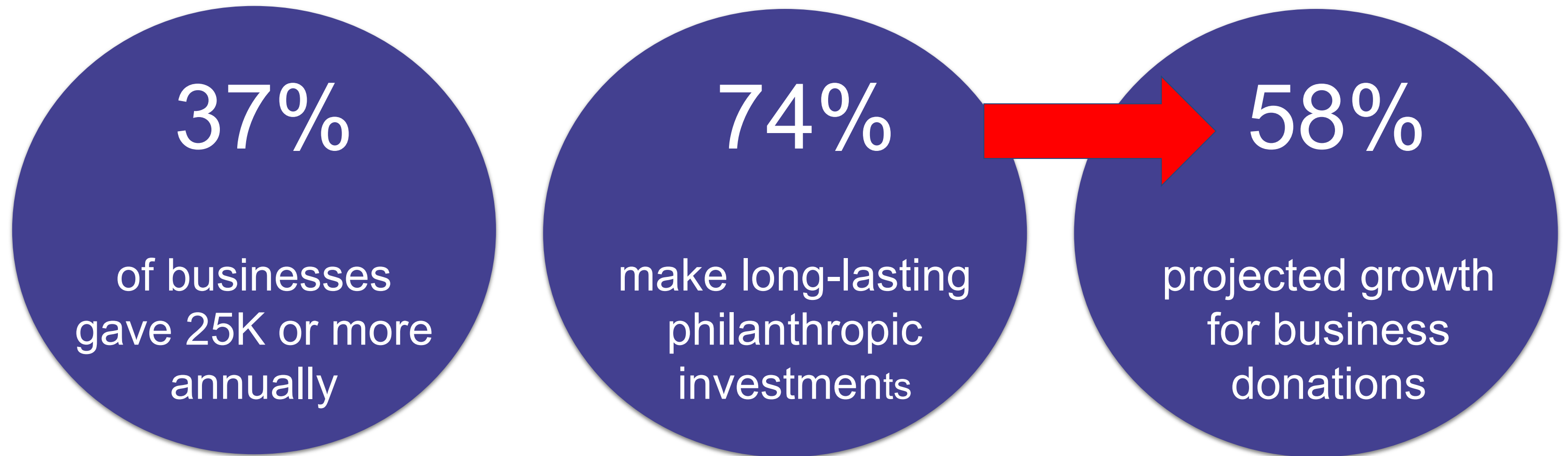
Colorado Gives Foundation partnered with a consulting firm to help us listen to business leaders in creation of the Colorado Workplace Giving Report.

The research looked at the actions, motivations and future plans of Colorado businesses with workplace giving programs.

Data consisted of interviews and surveys involving more than 150 businesses.

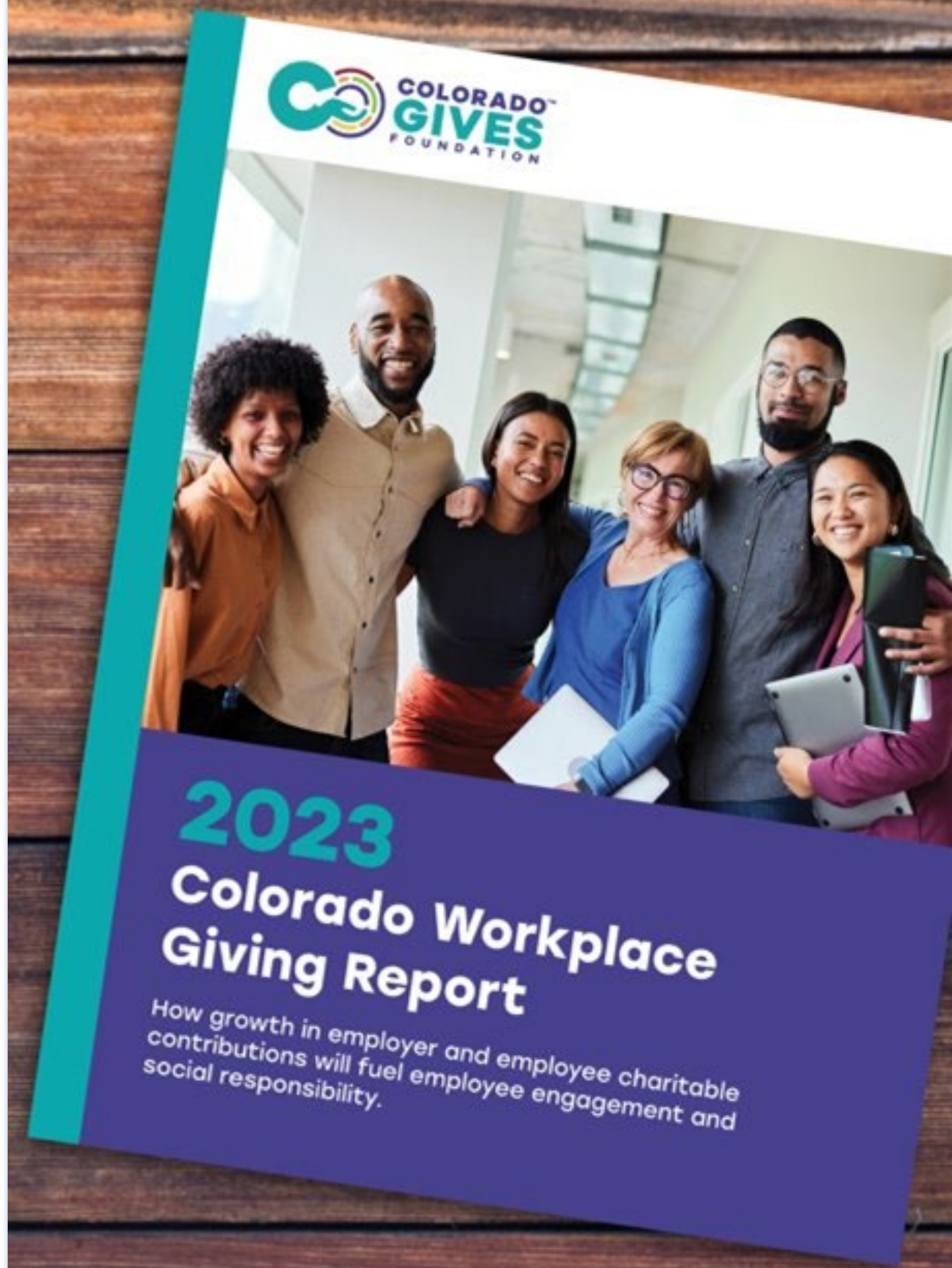


Colorado Businesses are Generous!



Download the Report

<https://hubs.ly/Q02DcfkW0>



We listened
to you and
heard
3 other
supporter
segments
to consider
activating
this CGD.

BOARD MEMBERS

VOLUNTEERS

EVENT ATTENDEES



Other
supporter
segments in
your
network
that should
be nurtured
all year
long.

NEW & CURRENT DONORS

SUBSCRIBERS & PARTNERS

PROGRAM PARTICIPANTS & ALUMNI



Chat Question!



Why do you think the focus is on retention and not new donor acquisition?

Share in the Zoom chat.



New Donor Acquisition is costly.

Data: Your nonprofit already has current contact info and fundraising data to leverage.

Connections: Your communications can build on previous knowledge to deepen relationships to increase giving.

Cost: Acquiring new donors can be **50-100% more expensive** than the dollars given and several years before nonprofits break even.



Higher Retention = More Raised

Building long-term relationships with donors leads individuals to give larger donations down the line.

Most major gifts are made after **5 years** of an individual giving.



Let's talk...

Activating Your Current Supporter Network



Let's take a closer look at the supporter segments you might engage for Colorado Gives Day!

Donor Segments

Major Donors
Returning Donors
Recurring Donors

Group Segments

Business Giving
Board Members
Volunteers
Event Attendees

Program Segments

Program Participants
Program Alumni
Program Partners



ENGAGING DONORS

MAJOR

Returning

Recurring

- Generate list of all donors and donations in the past year.
- Average the largest gifts you've received.
- The average of these gift amounts gives you a major gift threshold to apply fundraising strategy!

TACTICS TO PARTICIPATE

- Matching Funds Boost Donations
- Awareness through Network
- Donate with IRA/DAF/Stock/Wire
- Engage Business/Employer



WAYS TO ENGAGE

- Highly Personalized Comms
- Create a Major Donor Society
- Events & In-Person Meetings



ENGAGING DONORS

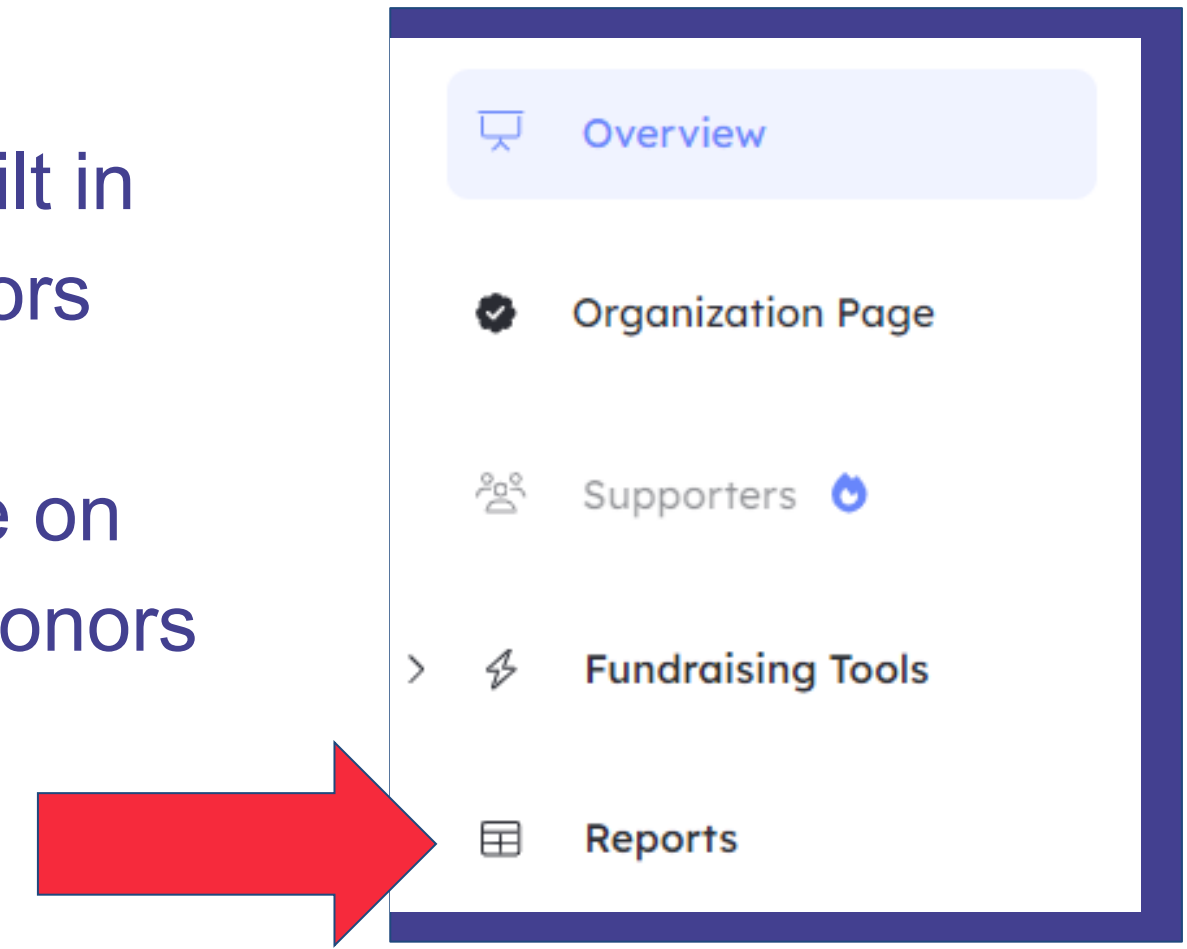
Major

RETURNING

Recurring

→ Use the ColoradoGives.org built in retention report to identify donors

→ Returning donors give 3x more on ColoradoGives.org than new donors



TACTICS TO PARTICIPATE

- Early Giving Excitement
- Upgrade Appeal
- Monthly Recurring Gift
- Peer 2 Peer Fundraising

WAYS TO ENGAGE

- 2023 Impact Achieved Together
- Share Goals & Need for 2025
- 250K Matching Incentive
- “You” Focused Language



ENGAGING DONORS

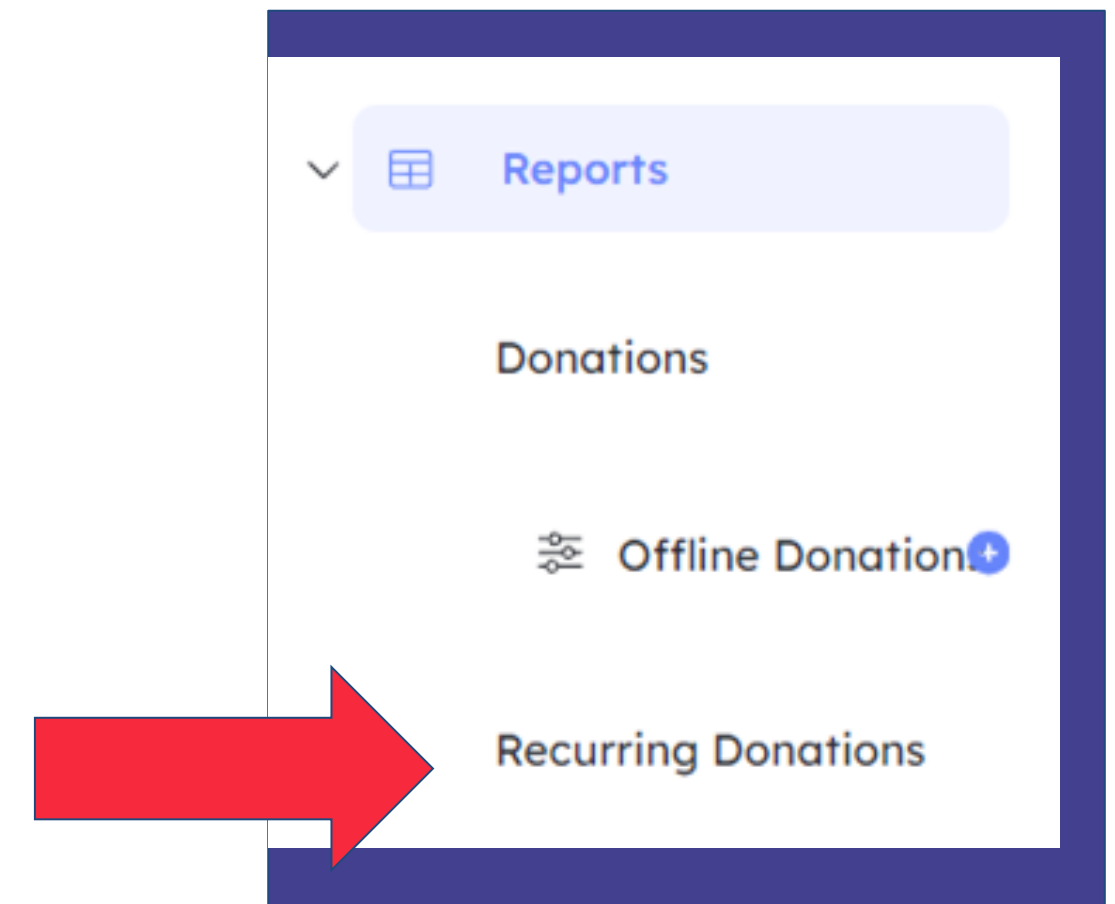
Major

Returning

RECURRING

→ 250K Recurring Match Begins
Nov 1 2024 for All Nonprofits

→ Any donor with a NEW recurring
gift gets their FIRST gift matched
up to \$100 this year.



TACTICS TO PARTICIPATE

- Set Up New Recurring Gift
- End Current & Upgrade Amount
- Ask for One Time Gift Also

WAYS TO ENGAGE

- Celebrate Past Donations
- Explain Year-Round Need
- Provide Defaulted Form
- Refer a Friend Campaign



**Help Your
Business
Partners
Spread
Philanthropy
on Colorado
Gives Day
with the
Business
Toolkit!**

Join the Good for Business Challenge Sponsored by Delta Dental of Colorado

You're invited to participate in Colorado Gives Day 2024.

Matches are available for the first 50 businesses to raise \$1,000 from November 1 through Colorado Gives Day on December 10.

Joining the challenge is easy. Create a business group giving page, share it with your team, and let the friendly competition begin. It's a fantastic way to boost employee engagement and see who comes out on top!

TACTICS TO PARTICIPATE

- Send the to Business Giving Page
- Business Creates Group Giving Page
- CGF Helps Set Up Business Page
- Pages Can be Use Year-Round!



Board members are often local influencers and are busy people who need an easy way to participate.

TACTICS TO PARTICIPATE

- Make a One Time or Recurring Gift
- Donate via IRA/DAF/Stock/Wire
- Create a Peer 2 Peer Fundraising Page
- Contribute to a “Board Matching Grant”
- Share Campaign on Social Media
- Engage Board Member Businesses

Fundraiser Page

Board of Directors' Challenge



A nonprofit fundraiser supporting

[Bicycle Colorado](#)



Bicycle Colorado is helping us all to stay safe when we ride. Join the movement!

\$9,695

raised by 27 people

\$20,000 goal

[Donate](#)

[Share this page](#)

Hello friends,

Thank you for visiting our Colorado Gives Day fundraising page for Bicycle Colorado!

As members of the board, we strongly believe in the mission to make Colorado the best place possible for everyone to ride a bike.

Giving Activity

Cory Popovich gave \$320.00

8 months ago



**Volunteers
are a prime
audience for
peer to peer
fundraising -
invite
volunteers to
be a part of
the campaign
this year!**

TACTICS TO PARTICIPATE

- Ask them to Create a Fundraiser Page
- Set Up a “Volunteer” Fundraiser Template
- Track & Encourage P2P Starting Now
- Include Form Question About Volunteering
- Spotlight Volunteers & Their Pages

Fundraiser Page

I'm raising funds for HistoriCorps!

A nonprofit fundraiser supporting
[HistoriCorps](#)



This giving season, join me and support HistoriCorps' Workforce for Saving Places!

\$1,500

raised by 5 people

\$1,000 goal

Donate

Share this page

This giving season, I am raising funds for HistoriCorps -- who I support as a volunteer on preservation projects and as a board member guiding the organization's growth.

I invite you to take part and help me reach my goal! I will be matching up to \$1,000.

Giving Activity

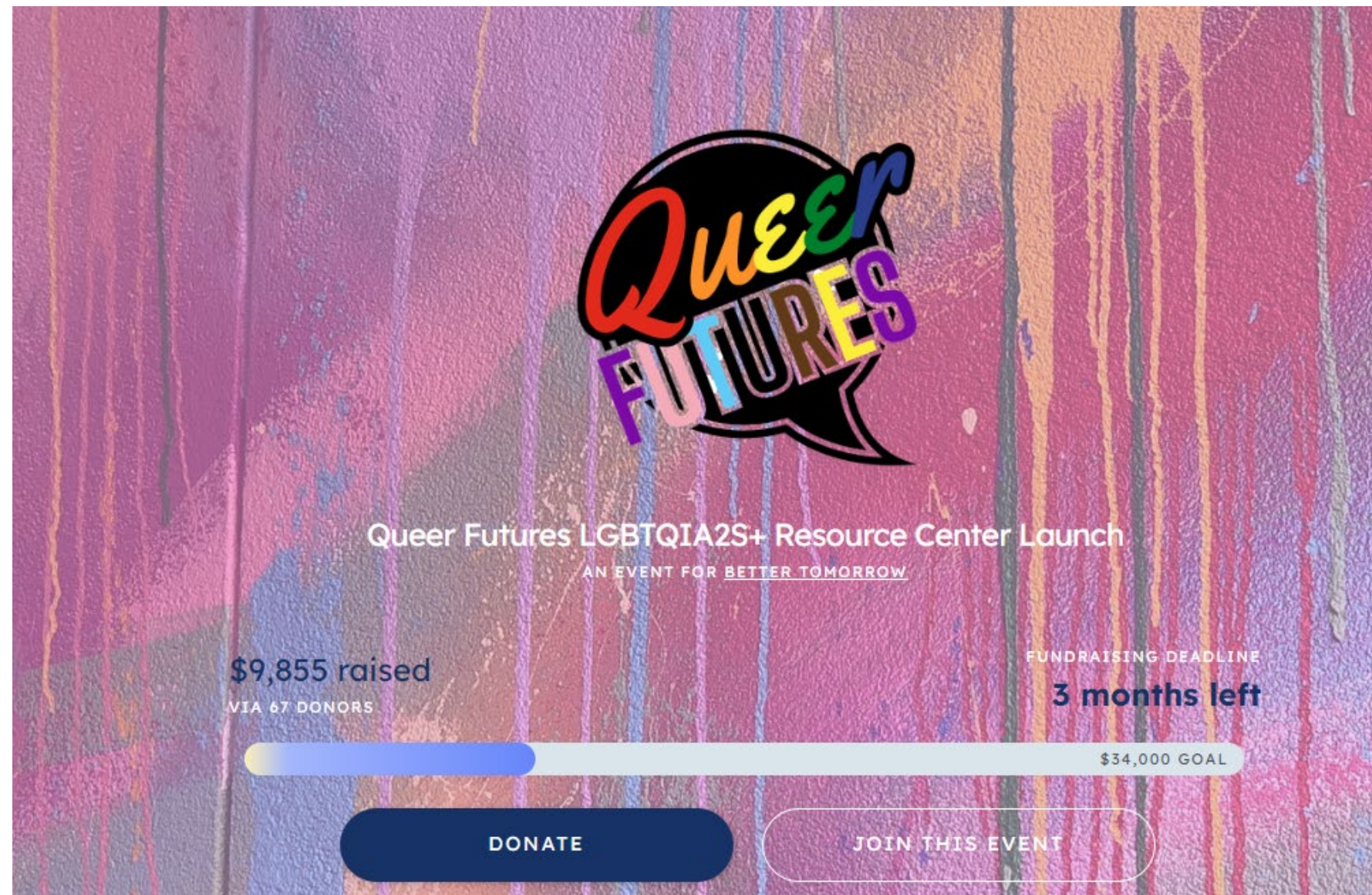
Anonymous gave \$100.00



60% of the businesses we surveyed support nonprofits by sponsoring events - make Nov - Dec events available online!

TACTICS TO PARTICIPATE

- Set Up an Event Page
- Include Fundraiser Link in Event Invite
- Those Who RSVP “Yes” - offer fundraiser creation to meet event goals
- Those Who RSVP “No” - ask for a gift in their absence to help meet event goals
- Post-Event & Real Time Donations



Program Participants

Program Alumni

Program Partners

TACTICS TO PARTICIPATE

- Program Participants - No Donation -Tell Your Story with an individual fundraiser page
- Program Alumni - Ready to Give Back
- Program Partner - who are the businesses and people who help make your impact happen? Ask them to tell their story and raise funds!



Today's Key Takeaways



**Colorado Gives Day
has a nonprofit and
business toolkit with
the messaging
resources to engage
different audiences**



**Begin segmenting your
audience now to
determine where to
focus your energy and
begin creating your
engagement outreach.**



Don't do EVERYTHING

-

**Pick a segment or
tactic to try this year
and measure its
success to
iterate on what was
learned!**


Thank You!



Nov 1 - Dec. 10, 2024

**Easily the best day to
give Nov. 1 - Dec. 10.**

Overview

 Colorado Gives Sample Nonprofit

Overview

Organization Page

Supporters

Fundraising Tools

Reports

Checkout

Integrations

Settings

Overview

Refresh Export Show Announcements

Your organization setup is incomplete, [see To-do List.](#)

Registration is now open for Colorado Gives 2024.

0
Online Donations
Last 30 days

0
Unique Donors
Last 30 days

\$0
Raised Online
Last 30 days

0%
Effective Fee
Last 12 months

100%
Retention
2024 / 2023

0
Profile Visits
Last 30 days

0
Shares
Last 30 days

\$0
Highest Donation
Last 90 days


4
Campaigns


0
Online Donations
Last 30 days


Your Organization Over Time

Get insightful built-in stats to track your fundraising progress – this is where the Effective Fee Rate lives!

Org Page


 Colorado Gives Sample Nonprofit

 Overview


 Organization Page


 Supporters

>  Fundraising Tools

>  Reports

>  Checkout

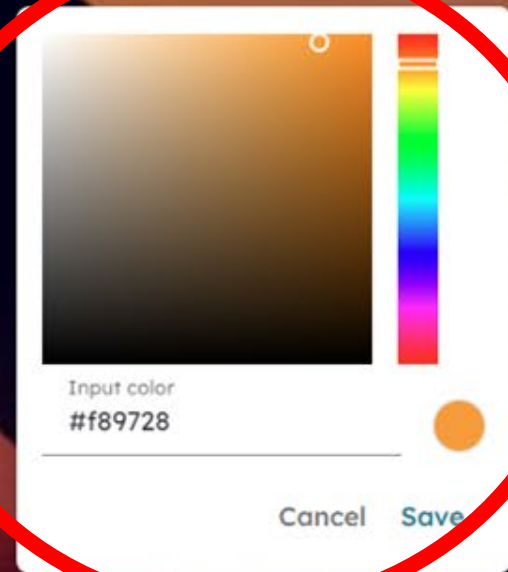
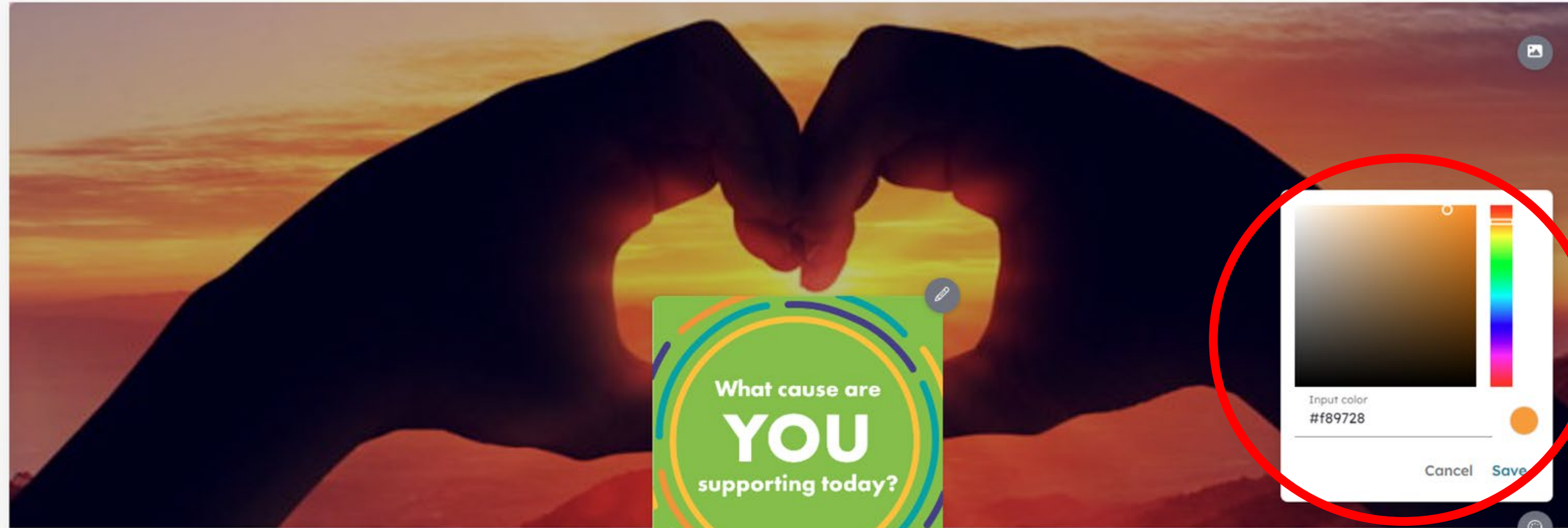
>  Integrations

>  Settings

Organization Page

The public face of your organization. Use this page for year-round fundraising, organization info, and more.

 Quick edit  Edit more





Colorado Gives Sample Nonprofit


 A nonprofit organization


Donate

Fundraise

FR Tools


 Colorado Gives Sample Nonprofit 


 Overview


 Organization Page


 Supporters 

>  Fundraising Tools

>  Reports

>  Checkout

>  Integrations 

>  Settings

Fundraising Tools

Features and addons that expand your fundraising potential.

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 is where the magic happens –
P2P, embeddable forms, match
grants & more!**

Reports




Colorado Gives Sample Nonprofit


▼




Overview




Organization Page



Supporters




>




Fundraising Tools

▼




Reports

Donations



Offline Donations



Recurring Donations

Retention

Reports

Monitor and manage crucial data.

All Donations

All donations made to your organization, including recurring and offline donations.

Recurring Donations

Only donations set to recur over time.

Offline Donations


Only donations from outside the Mightycause platform.


Retention


The status of your returning donors.

Return Donors give 3x as much on ColoradoGives.org so USE your Retention & Recurring Reports!


Checkout


 Colorado Gives Sample Nonprofit

 Overview

 Organization Page

 Supporters

 Fundraising Tools

 Reports

 Checkout

Donation Form

Thank-you Page

Donation Receipt

Checkout

Customize the transaction and post-transaction experience.

Donation Form

Customize the form donors will use to complete their transaction.

Thank-you Page

Customize the page donors will see once they've completed a donation.

Donation Receipt

Customize the confirmation email donors receive when they make a donation.

Do NOT forget to customize your donation form, thank you page & automated receipt.

Settings



Colorado Gives Sample
Nonprofit



Overview



Organization Page



Supporters



Fundraising Tools



Reports



Checkout



Integrations



Settings

Settings

Fine-tune the inner workings of your organization.

Plan Management

Manage your subscription plan
and feature set.

General Settings

Configure your Organization's
presence for sharing and search
on the Mightycause platform.

Organization Info

Manage your Organization's titles
and addresses for display and
mailing use.

Disbursement Settings

Manage how you receive your
donation proceeds.

Admins

Manage the personnel that have
access to your organization's
account on the platform.

**Upgrade to the advanced features,
adjust general settings and manage
admins & disbursements here!**

Let's talk...

Top Tools

Top Fundraising
Tools



Tools for Colorado Gives Day



Embeddable Form



Matching Grants



Recurring Gifts



P2P Fundraising



Integrations

Embeddable Form

This affordable,
easy to use,
customizable
form is
\$19/month
with a
monthly average
of **\$2,729**
donations!

The screenshot shows the WeeCycle website's donation interface. At the top, there's a teal navigation bar with links for 'Partner Login', 'Shop', 'Donate', and a language selector set to 'English'. Below this is a white header with the WeeCycle logo and a menu: 'About Us', 'Programs', 'Get Help', 'Get Involved', and 'Contact'. The main content area has an orange background with the headline 'Let's End Diaper Need'. A white box in the center contains the text 'Thank you for believing that every Colorado child deserves to thrive'. Below this, there are two radio buttons for 'One-time donation' (selected) and 'Monthly donation'. Four donation options are presented in light blue boxes: \$12 (Supplies one week of diapers for a child in need), \$25 (Provides 8 children with a seasonal wardrobe), \$50 (Provides one week of meals for a formula fed newborn in need), and \$100 (Provides a child with a safe sleep solution). At the bottom, there is a label '\$ Donation amount' followed by a horizontal line for input.

Amount	Description
\$12	Supplies one week of diapers for a child in need
\$25	Provides 8 children with a seasonal wardrobe
\$50	Provides one week of meals for a formula fed newborn in need
\$100	Provides a child with a safe sleep solution

**Subscribe & unsubscribe any time for
Colorado Gives Day – all donations
through the form count for prizes &
incentives.**

Matching Grants

✓ Matching gifts inspire action and boost donor satisfaction

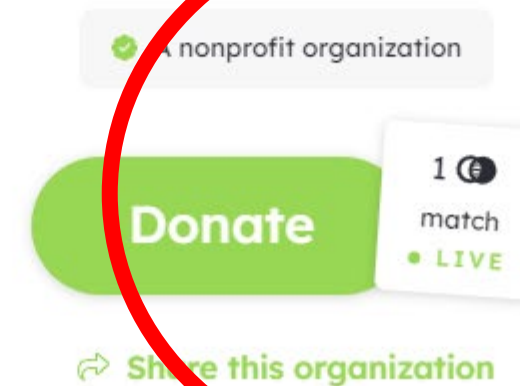
✓ 84% of donors are more likely to give if their gifts are matched

✓ 71% more donors respond to fundraiser appeals where “matching” is mentioned

✓ 51% increase in amount from mentioning matching



Sammy's Buddy Program (Shout, Inc.)



You/Grantor do NOT need to fulfil the match through ColoradoGives.org in order to leverage this tool – but they can!

Recurring Monthly Gifts

✓ Recurring gifts are the **MOST** valuable gift type for your nonprofit over time.

✓ Recurring Donors Give **42%** More Per Year.

✓ Recurring Givers **440%** More Over Lifetime.

✓ **75%** of Recurring Donors continue giving for at least 6 months & many for years.

Empower donors to set up a monthly gift and manage it through their ColoradoGives.org account! Built in recurring & retention reports make tracking success a breeze!

☑ **Manage Your Recurring Donations on ColoradoGives.org –[Read the FAQ](#)**

☑ **Default Your Donation Form to Recurring with Ease –[Read the FAQ](#)**

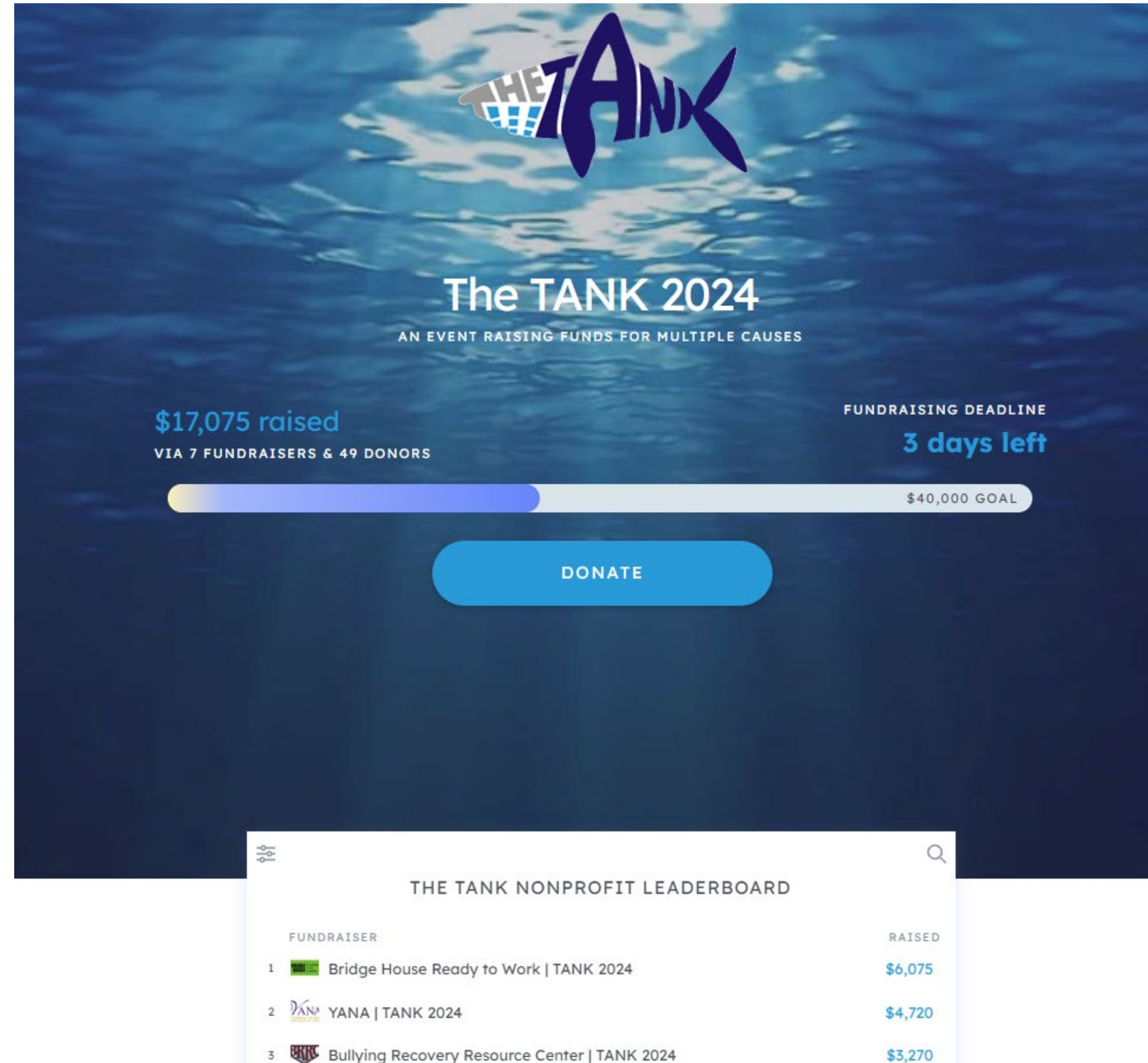
☑ **How to Get More Recurring Donors on ColoradoGives.org –[Read the FAQ](#)**

Peer 2 Peer Fundraising

✓ Create a fundraiser page to tell a specific story & campaign goal for your own nonprofit.

✓ Identify Individuals & Groups in your network who you believe would be good fundraisers & ask for Colorado Gives Day 2024!

✓ Create a Team or Event Page to gather all your fundraisers under one page!



Integrations: Advanced Features

✓ The Advanced features package offers integrations for \$69/m no contracts.

✓ Your nonprofit will likely see the most donor data all year from Colorado Gives Day & EOY

✓ Move Donor Data Seamlessly from ColoradoGives.org to your external systems. Hands free!

Integrations

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

Salesforce

Connect Mightycause to your Salesforce account to sync donor and donation data.

 Advanced

Zapier

Utilize Zapier to complement your Mightycause experience with third-party tools.

 Advanced

Mailchimp

Integrate your Mightycause organization with Mailchimp to automatically sync your contacts, and more.

 Advanced

Slack

Integrate your Mightycause organization with Slack to automatically send messages for donation alerts and more.

 Advanced

Google Analytics and Facebook Pixel

Link your Google Analytics account and Facebook Pixel for page views and event tracking.

 Advanced

HubSpot

Link your HubSpot account to sync donor and donation data automatically.



Built in options such as Salesforce & Mailchimp! Zapier will connect you with thousand of other nonprofit systems for easy & secure data transfer.