

Engaging Your Network: Drive More Donations Through ColoradoGives.org

**Colorado Gives Day
Training Webinar #3, Part 2
August 29, 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.

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

What We Covered in Part 1



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

What We'll Cover Today





Today's Key Takeaways



Each tool can be used by different segments of your current network. Your homework is to identify the “buckets” of supporters to engage.



ColoradoGives.org is **FREE** to your nonprofit year-round with unlimited access to these tools & much more.



Don't do EVERYTHING

-
Set campaign goals then pick segment & strategy to measure its success to iterate!

Let's talk...

ColoradoGives.org Resources





Upcoming Resource Dates

TODAY!

SEPT 16

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

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**.

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.

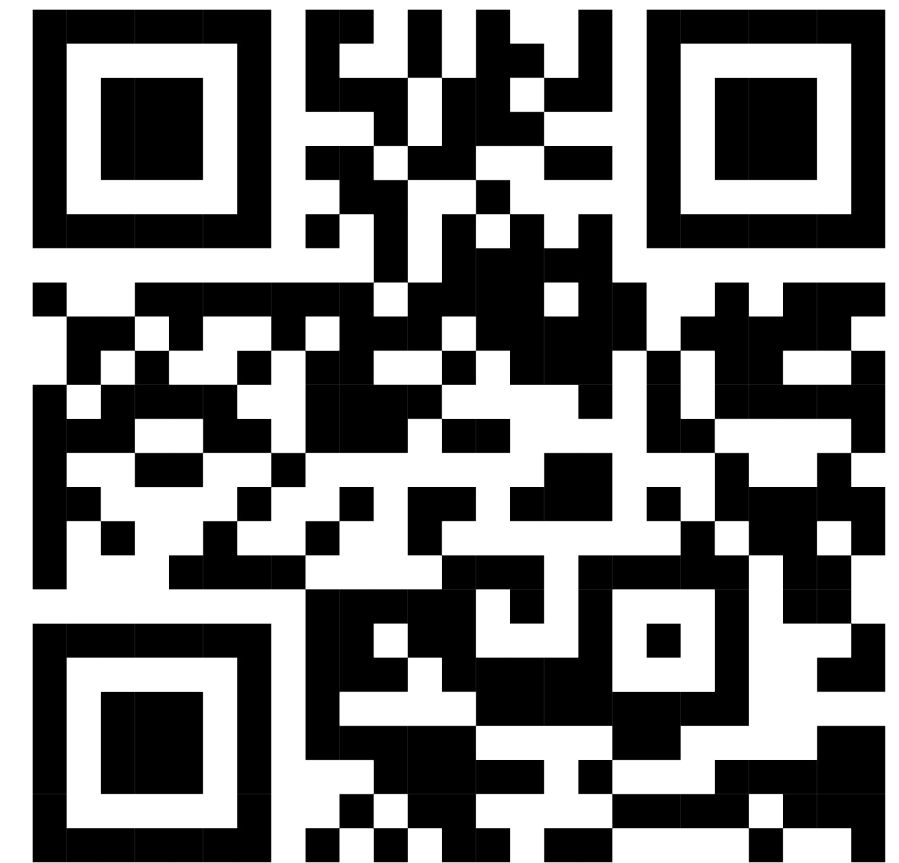
3

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



**Supporter
segments
your
nonprofit
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



✓ DEMO: Peer 2 Peer

Fundraising

- ✓ DEMO: Recurring Set Up
- ✓ DEMO: Matching Grant Set Up
- ✓ DEMO: Personalizing Your Tools
- ✓ DEMO: Forms & Widgets
- ✓ DEMO: Business Group Giving

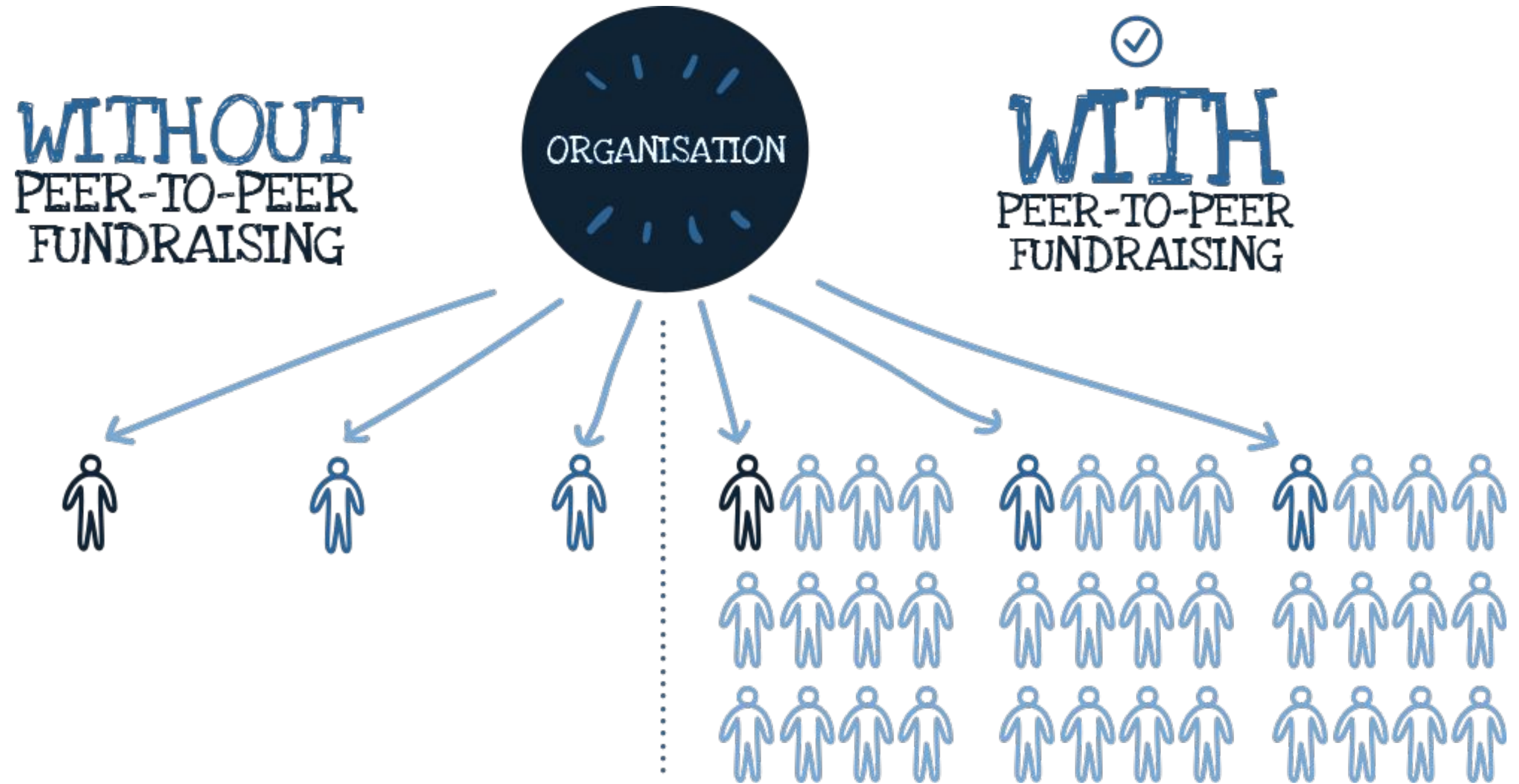
Peer 2 Peer Fundraising



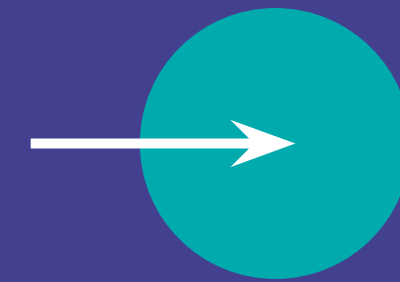
Peer 2 Peer Fundraising →

Who is a Fundraiser?

- Volunteers, Alumni, Board Members, Staff
- Served & Affected, Family members of those served
- Younger Supporters, Lower Dollar Donors, anyone who has a “hero story”



P2P | ColoradoGives.org



Individual Fundraiser Pages

- Create as an Admin & Public “Fundraise” Button on Your Org Page
- Create a Template for Supporters_Fundraising Tools
- Manage All Fundraising Pages_Campaigns
- Main purpose is to tell a more specific campaign story AND empower individuals to raise funds, direct donations to 1 NPO only.

Team Pages

- Create as Admin & Create from Public Fundraise Page
- Leaderboards for Friendly Competition, Matching Grants, Fundraiser template
- Main purpose is to group together multiple individual fundraiser pages, direct donations to 1 or many NPOs


Event Pages

- Create as Admin & Create from Public Fundraise Page
- Leaderboards, Matching Grants, fundraising template, sponsor section, sync with eventbrite and more!
- Group together multiple individual fundraiser pages and or team pages, direct donations to 1 or many
- gala, golf tournament, back to school, capital campaign, alumni



✓ DEMO: Peer 2 Peer

Fundraising



**Make Any Day a
Good Day to Give**

Find a Cause

**All the Colorado causes you care about.
All in **one place.****

**Colorado
Gives.org**



Chat Q&A

**What questions do you
have about P2P
fundraising on
ColoradoGives.org?**

Share in the Zoom chat.



~~✓ DEMO: Peer 2 Peer Fundraising~~

✓ **DEMO: Recurring Gift Set Up**

✓ DEMO: Matching Grant Set Up

✓ DEMO: Personalizing Your Tools

✓ DEMO: Forms & Widgets

✓ DEMO: Business Group Giving

Recurring Gift Set Up



Recurring Gifts Made Easy

- Empower donors to set up a monthly gift and manage it through their ColoradoGives.org account!
- Built in recurring and retention reports make tracking your success a breeze!
- 250K Recurring Gift Match: Donor's first recurring gift up to \$100 could be matched for Colorado Gives Day 2024 starting Nov 1st until funds are exhausted!

✓ Manage Recurring Donations

- [Read the FAQ](#)

✓ Default Donation Form to Recurring

- [Read the FAQ](#)

✓ Get More Recurring Donors

- [Read the FAQ](#)

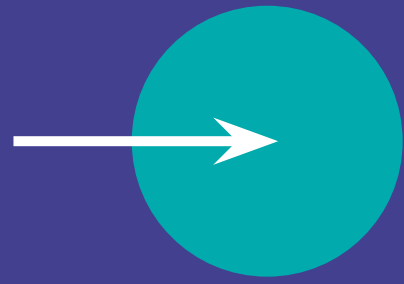
Recurring gifts are the **MOST** valuable gift type for your nonprofit over time.

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

Recurring Donors Give **440% (wow!)** More Over Lifetime.

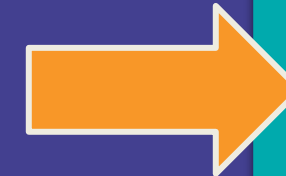
75% of Recurring Donors continue giving for at least 6 months
- many for years.

Recurring Gifts



Target Potential Recurring Donors:

- Loyal and dedicated supporters
- Those who have been giving for years
- Those who used to be recurring donors
- Micro or One-Time Donors
- Inconsistent Donors
- Check Writers
- Those who gave large gifts or around \$100 for Colorado Gives Day 2023



Ask for a recurring gift:

Every child deserves a chance to thrive! Your monthly gift assures Colorado mothers [impact] and [impact] for children who need it most. Give today [URL to CG.org Donation Form]!

More Example Language Here!

Let's End Diaper Need

Thank you for believing that every Colorado child deserves to thrive

☐ One-time donation ☒ Monthly donation

\$12 /month

Supplies one week of diapers for a child in need

\$25 /month

Provides 8 children with a seasonal wardrobe

\$50 /month

Provides one week of meals for a formula fed newborn in need

\$100 /month

Provides a child with a safe sleep solution

✓ DEMO: Recurring Gift Set Up



**Colorado
Gives.org**



Chat Q&A

**What questions do you
have about
recurring gifts on
ColoradoGives.org?**

Share in the Zoom chat.



- ~~✓ 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

Matching Grant Set Up



Matching Grants →

Who's a Matching Grantor?

- Businesses
- Major Donors
- Group or Board

Benefits for Nonprofits

- Enhanced Fundraising Appeal
- Increased Donor Commitment
- Stronger Relationships with Collaboration
- Visibility & Credibility

Matching gifts encourage action and boost donor satisfaction

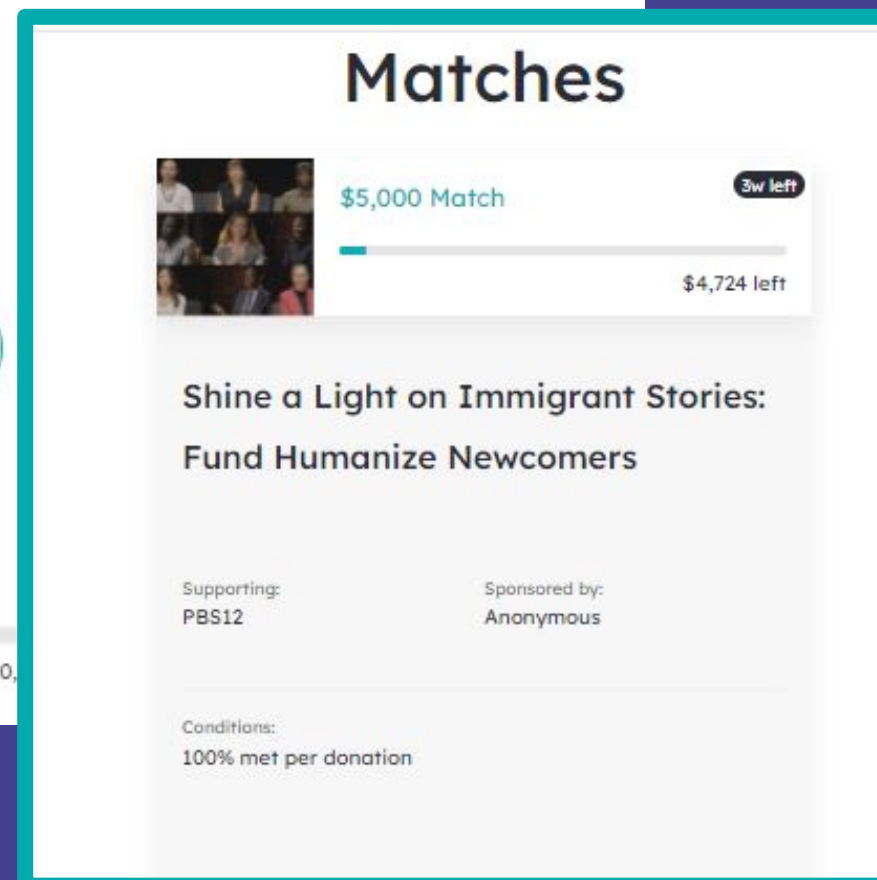
84% of donors are more likely to give if their gifts are matched

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

51% increase in donation amount from mentioning matching



Matching Grants →



Common Misconceptions


You do NOT need to “pay” a matching grant through [ColoradoGives.org](https://coloradogives.org) - but you CAN if needed

If you do not reach your total match amount online there is **NO PENALTY!**

Schedule **MULTIPLE** matches to create momentum through your campaigns!



✓ DEMO: Matching Grant Set Up



**Make Any Day a
Good Day to Give**

[Find a Cause](#)

**All the Colorado causes you care about.
All in **one place.****

Colorado Gives.org



- ~~✓ 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

Personalizing Your Tools



Make it Personal →

Organization Page

- Logo, Banner, Color
- Page Metrics
- Goal Setting
- About Section Text
- Background (remove)
- Financials
- Tax Credits

Check Out Flow

- Donation Form
 - 2 custom questions
 - suggested amounts
- Thank You Page
 - Copy
 - Short Video
 - CTA Button
- Automated Receipt

The screenshot shows a 'Donate' form for the Colorado Gives Foundation. At the top, the word 'Donate' is in large bold letters, followed by the text 'You're making a donation to Colorado Gives Foundation'. The organization's logo and name are in the top right corner. Below the header, there are two radio buttons for 'One-time donation' (selected) and 'Monthly donation'. A row of five buttons shows suggested donation amounts: \$25, \$50, \$75, \$100, and a dashed box for a custom amount. Each button has a small edit icon. Below the buttons is a text input field labeled '\$ Donation amount'. At the bottom, there are two checkboxes: 'Hide amount from public' and 'Hide name from public', both currently unchecked. A 'Privacy info' link is at the very bottom.



✓ DEMO: Personalizing Your Tools



**Colorado
Gives.org**



Chat Q&A

What questions do you
have about
personalization on
ColoradoGives.org?

Share in the Zoom chat.



- ~~✓ 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

Forms & Widgets



Forms & Widgets →

Widgets

- FREE
- Go to Fundraising Tools_Widget
- Easy to Embed - Copy Paste
- Takes Credit Cards
- Same Guaranteed Rate of 2.05% or lower - average for NPOs is .43%
- Raises \$570 per month on average for NPOs on CG.org

Form

- \$19/month
- Monthly Payment Option
- Easy to Embed - Copy Paste
- Credit Card, Bank Account, Google Pay, Paypal, Giving Card
- Subscribe & Unsubscribe in Settings
- 10 Custom Questions
- Raises \$2,700 per month on average for NPOs on CG.org

Donation Form

Thanks to the generosity of our donors, no family ever receives a bill from Rise Against Suicide for their child's therapy. We believe all children, regardless of their financial or social standing, deserve mental health care. Thank you so much for your generosity.



The screenshot shows a donation form with the following elements:

- At the top, two radio buttons: "One-time donation" (selected) and "Monthly donation".
- Below the buttons are four donation options in a 2x2 grid, each in a rounded rectangle:
 - Top-left: "\$30" with the description "Provides transportation to therapy".
 - Top-right: "\$90" with the description "Provides a therapy session".
 - Bottom-left: "\$120" with the description "Provides transportation and a therapy session".
 - Bottom-right: "\$1,200" with the description "Provides support to one child with 10 sessions of therapy".
- At the bottom, a label "\$ Donation amount" followed by a horizontal input field.



✓ DEMO: Forms & Widgets



Colorado Gives.org



Chat Q&A

**What questions do you
have about
widgets & forms on
ColoradoGives.org?**

Share in the Zoom chat.



- ~~✓ 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**

Business Group Giving



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!

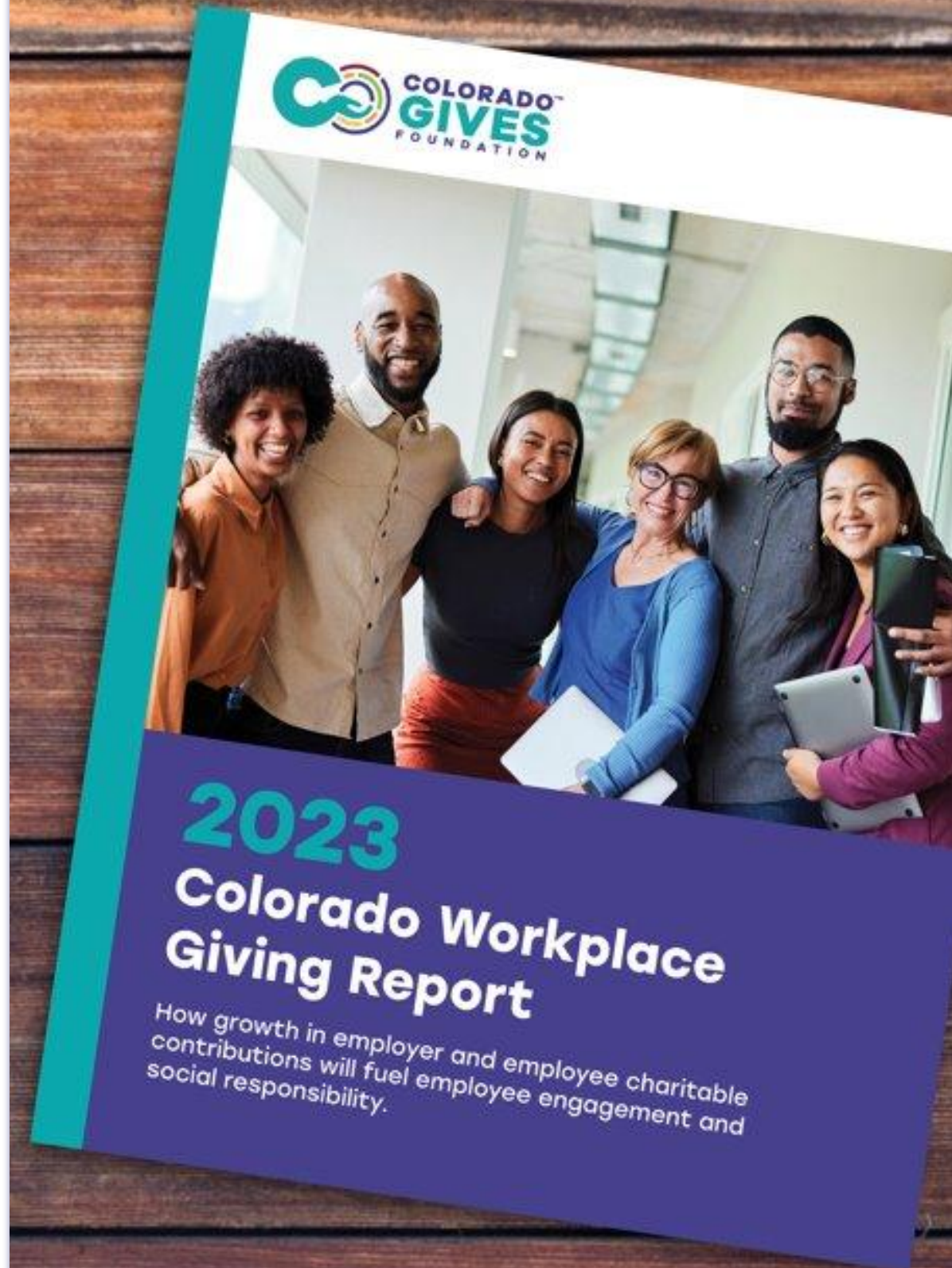


Workplace Giving Report

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.

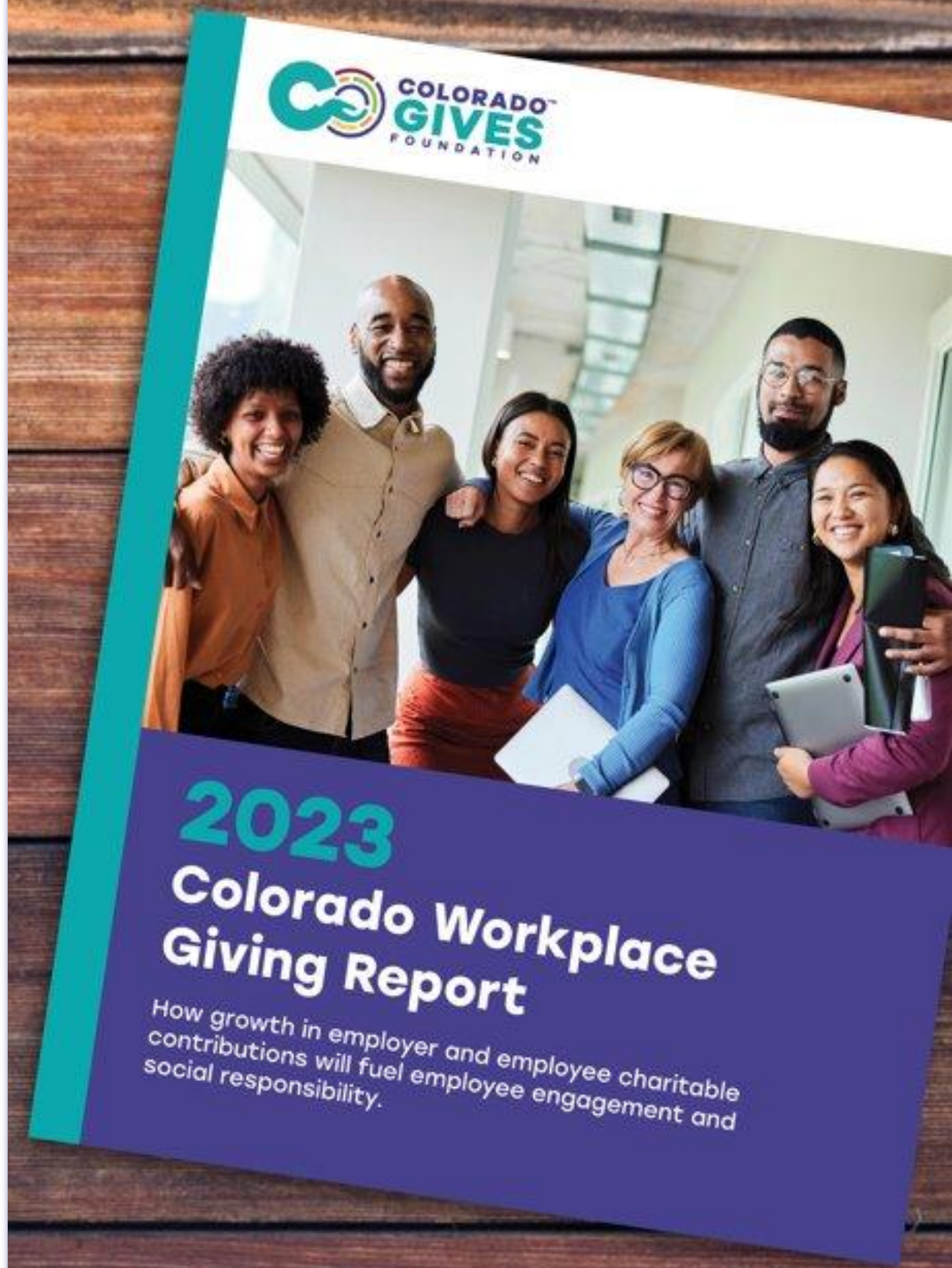


Colorado Businesses are Generous!

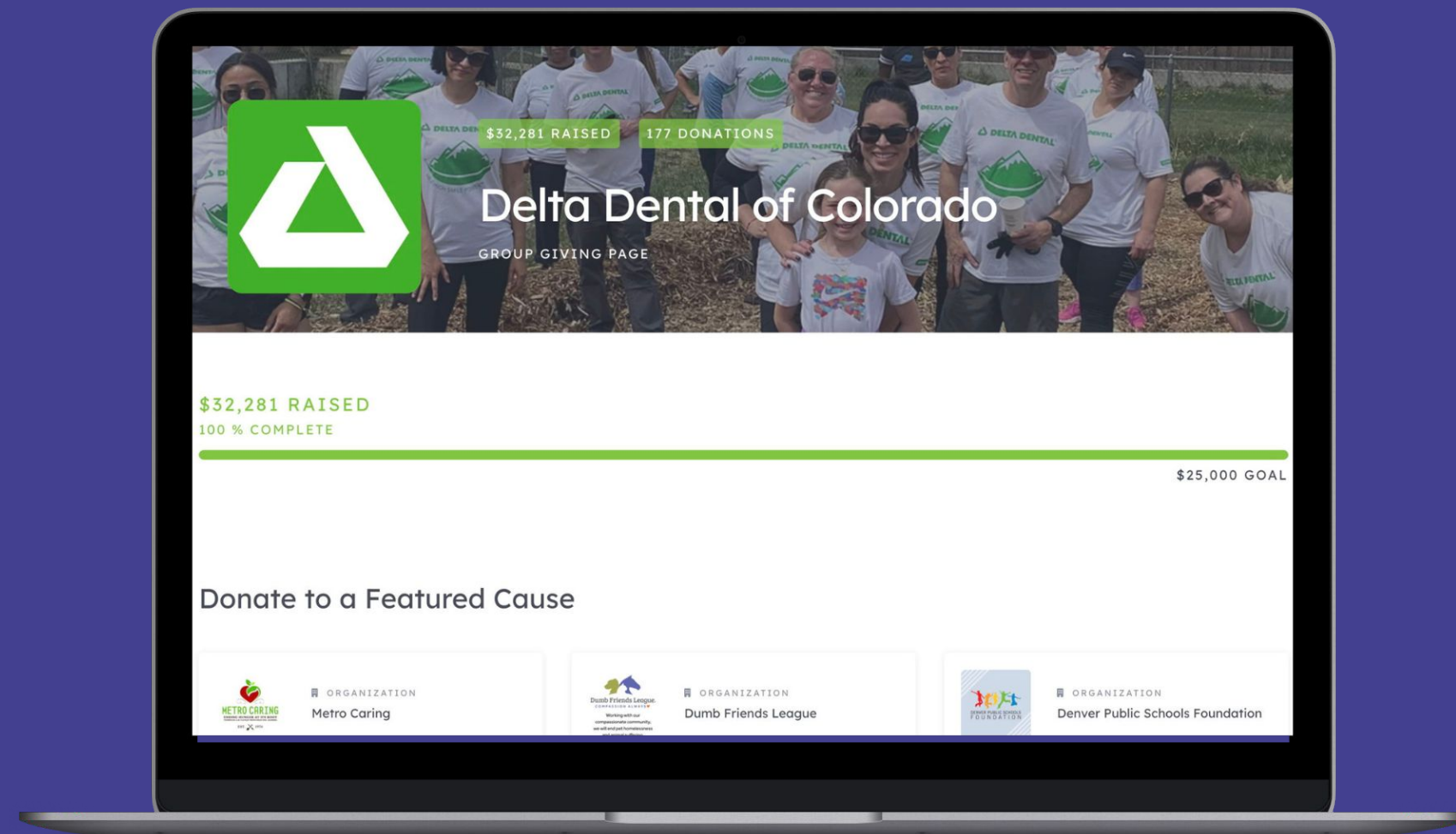


Download the Report

<https://hubs.ly/Q02DcfkW0>



✓ DEMO: Business Group Giving



Colorado Gives.org



Chat Q&A

**What questions do you
have about
group giving on
ColoradoGives.org?**

Share in the Zoom chat.



Thank You!



Nov 1 - Dec. 10, 2024

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

More helpful reference s



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


+ Add Widget


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

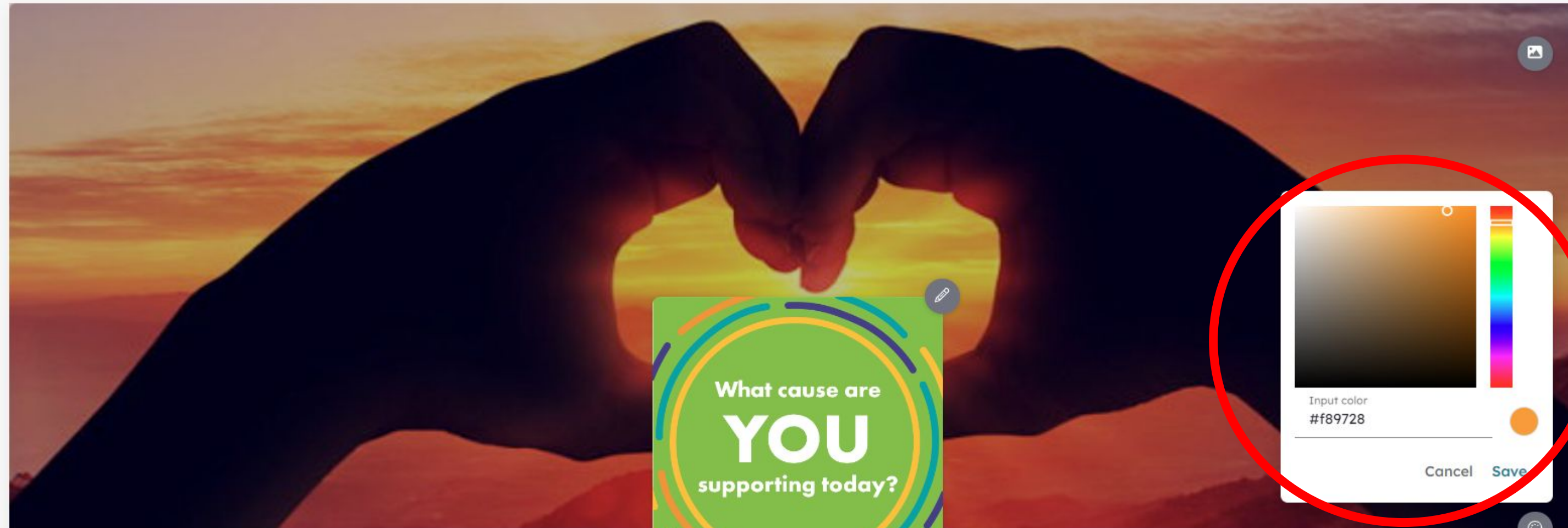
>  Integrations 

>  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 navigation links: 'About Us', 'Programs', 'Get Help', 'Get Involved', and 'Contact'. The main banner features a background image of children and the text 'Let's End Diaper Need'. A white overlay box contains the message 'Thank you for believing that every Colorado child deserves to thrive' and two radio buttons for 'One-time donation' (selected) and 'Monthly donation'. Below these are four donation options 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's a field labeled '\$ Donation amount'.

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!

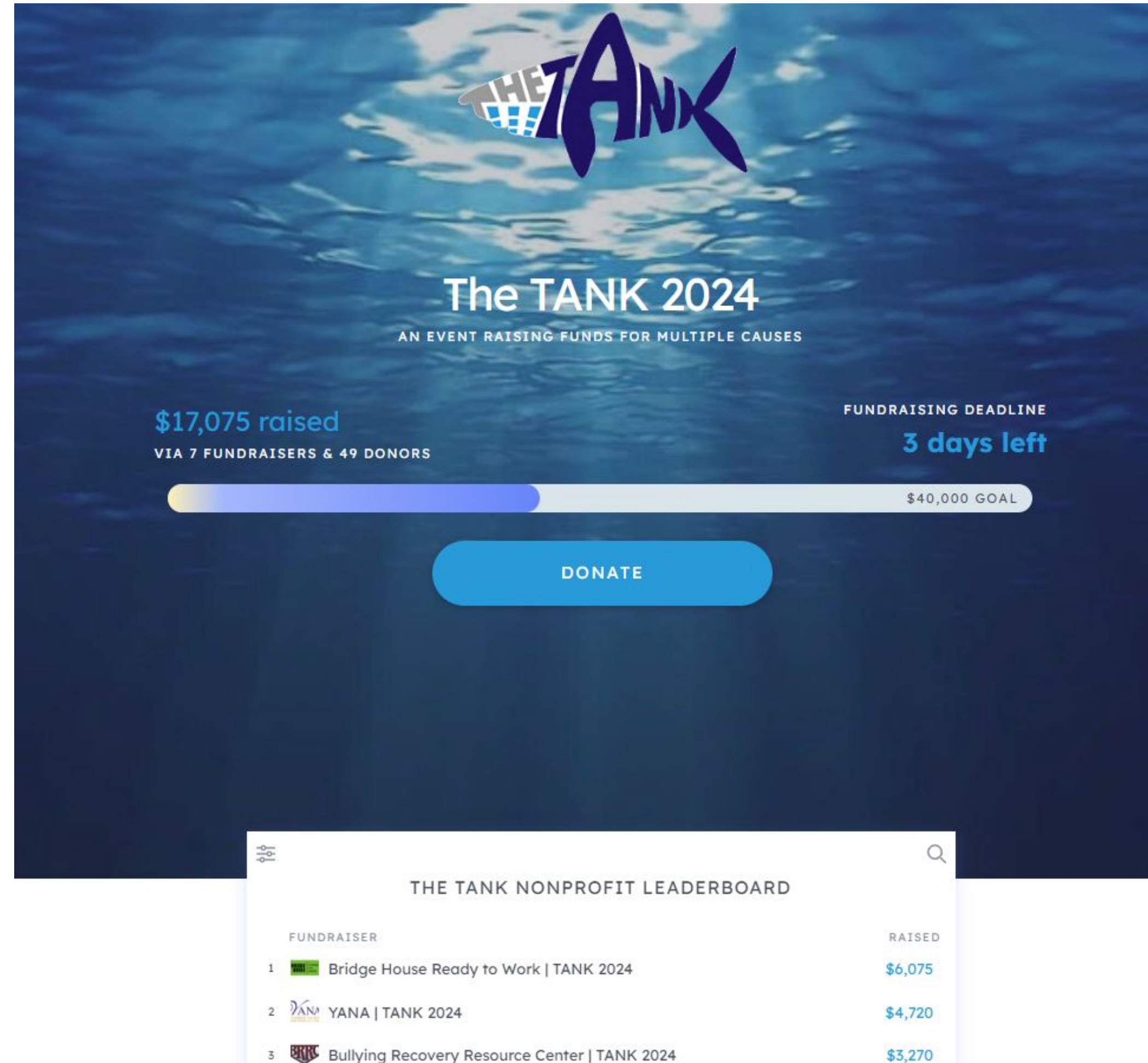
✓ **Manage Your Recurring Donations on ColoradoGives.org –[Read the FAQ](#)**

✓ **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.