Winning Strategies: Leverage Prizes for Colorado Gives Day

**Webinar #5 | Part 1
Colorado Gives Day 2024
October 3, 2024**

COLORADO GIVES DAY
Presented by 1stBANK

Hello!

Jordan Brown
Nonprofit Success Manager

COLORADO™ GIVES FOUNDATION

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

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

✓ Prize Resources

✓ Why Prizes Matter

✓ Prize Review

Incentive Fund
Leaderboards
Power Hours

What We'll Cover Today

✓ Prize Communication

✓ Major Donors

✓ Prize Review

　　　Major Donors
　　　Recurring Gift Match
　　　Donor & Trivia Prizes
　　　Good for Business

Challenge

What We'll Cover on October 10

Today's Key Takeaways

Colorado Gives Day is designed to give all nonprofits free fundraising tools and access to prize incentives to drive more donations.

Nonprofit prizes matter majority of Colorado Gives Day participants. Leverage these prizes to build your campaign momentum.

Don't do EVERYTHING -
Pick a prize to try this year and measure its success to iterate on what was learned!

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

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

Webinars

FREE! NextAfter Webinars

NextAfter™ Webinar Trainings

2024   2025

Program Orientation | Level Up & NextAfter™ Digitial 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

COLORADO GIVES DAY

Prize Resources

Easily the best day to give.

PRIZE PAGES ON COLORADO GIVES.ORG

www.coloradogives.org/p/nonprofit-resources

Colorado Gives Day Perks + Benefits

The Incentive Fund Boost

The Incentive Fund is made possible by Colorado Gives Foundation, FirstBank and other generous sponsors totaling more than $1,000,000.

From November 1 through Colorado Gives Day (December 10), every donation you receive benefits from one of the largest community incentive funds in the nation! Here's how it works: Each nonprofit gets a portion of the fund based on their share of the total raised. For example, if you raise 10% of the total funds, you receive 10% of the Incentive Fund.

Your share of the Incentive Fund will be included in the Colorado Gives Day disbursement in December.

$250K Recurring Match

Nonprofit Prizes

Donor Prizes

Good for Business Challenge

GivingTuesday

PRIZE PAGES ON COLORADO GIVES.ORG

www.coloradogives.org/p/prizes

FirstBank Nonprofit Prizes

Win $100,000 worth of prizes thanks to FirstBank, the Colorado Gives Day presenting sponsor.

banking for good 1STBANK

1st Place Grand Prize
3 prizes of $10,000 each

Nonprofits are categorized into small, medium, and large leaderboards. The top nonprofit in each category that raises the most money on ColoradoGives.org during the Colorado Gives Day event (Nov. 1 – Dec. 10) will each be awarded a $10,000 Grand Prize.

2nd Place Prize
3 prizes of $5,000 each

In each category—small, medium, and large—the nonprofit that finishes in second place for most money raised on ColoradoGives.org during the Colorado Gives Day event (Nov. 1 – Dec. 10) will receive a $5,000 prize.

Power Hours
15 prizes of $2,000 each

Fifteen (15) nonprofits can win an extra $2,000 prize on Colorado Gives Day (Dec. 10). For each power hour, nonprofits will be associated to either a small, medium or large leaderboard. The nonprofit that is ranked #1 for the most raised at the end of the power hour will win $2,000. Nonprofits can win only one power hour prize.

Power Hours: 7–8 AM, 10–11 AM, 3–4 PM, 7–8 PM, 10–11 PM

PRIZE PAGES ON COLORADO GIVES.ORG

coloradogives.zendesk.com/hc/en-us

Prizes

As a nonprofit, how can I learn more about prizes?

What other offers can I promote to my donors to inspire giving?

When will prizes be distributed?

Where will prize winners be announced?

How are small, medium and large nonprofits determined?

PRIZE PAGES ON COLORADO GIVES.ORG

https://www.coloradogives.org/p/nonprofit-resources

Nonprofit Prizes

Nonprofits can win $100,000 worth of prizes thanks to FirstBank, the Colorado Gives Day presenting sponsor.
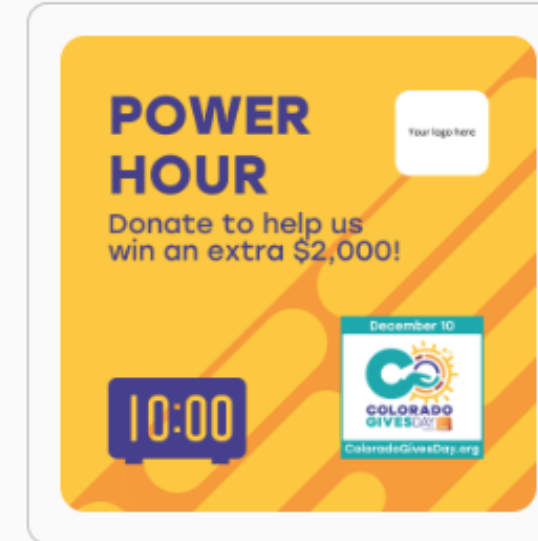
Social Posts

∧ PRIZE PROMOTION SOCIAL MEDIA TEMPLATES
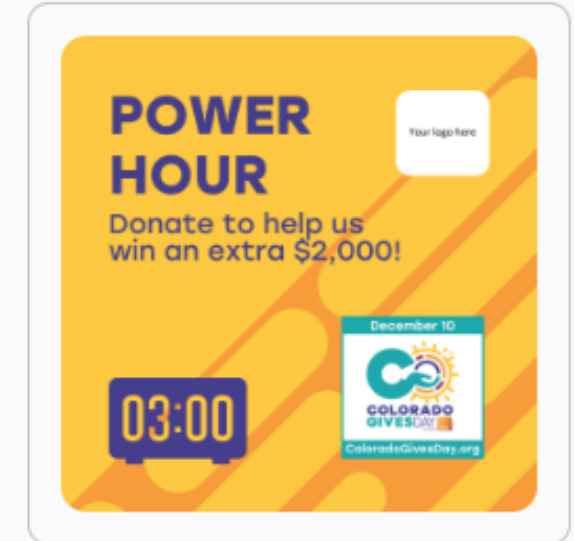

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Post Captions:

- **FirstBank's Trivia:** Join us for a fun week of Trivia with Colorado Gives Foundation and FirstBank! Help **[Your Organization]** win $1,000 by visiting **FirstBank's blog** from Monday, December 2 to Friday, December 6. Trivia questions will be posted twice a day, and winners will be randomly selected from the correct answers. If you win, you get to choose a nonprofit to support. Results and winners will be announced within two hours of each question. Game on and good luck! #ColoradoGivesDay #MakeGoodHappen #BestDaytoGive
- **Power Hour:** It's Power Hour time! Every donation you make from **[Your Chosen Power Hour to Promote: (7-8 AM, 10-11 AM, 3-4 PM, 7-8 PM and 10-11 PM)]** gives us a chance to win an extra $2,000, multiplying your impact. Set a reminder and help us make the most of this opportunity! #ColoradoGivesDay #MakeGoodHappen #BestDaytoGive

COLORADO GIVES DAY

Prizes Matter

Easily the best day to give.

Why Prizes Matter

- Urgency

- Visibility

- Specific Appeal

- Donor Satisfaction

- Media Attention

- Increase in Giving

"Give Today!" vs. "Your Donation Will Be Boosted!"

Easily the best day to give.

Survey Results

83% of donors know who they will donate to, which means **your job for Colorado Gives Day** is to increase retention and amount donated for these individuals planning to give.

74% of donors who gave to 10+ organizations knew exactly who to give to, and this is what they cared about:

- Your Cause / Mission
- How Well They Know Your Nonprofit
- How Effective You Are - Making a Difference
- Your Population and/or Audience Served

FYI | Update Value Proposition & Org Page About Section

Survey Results

Most donors agreed that they participated in Colorado Gives Day to be a part of a statewide movement (64%) and that **they considered** the $1M+ Incentive Fund when choosing to donate.

3 out of 4 donors described the process of participating in Colorado Gives Day as very easy.

9 out of 10 donors said they felt very confident about which nonprofit(s) to give to when donating during Colorado Gives Day.

Majority (54%) said they felt very joyful when donating during the most recent Colorado Gives Day.

Building Campaign Momentum

October
- Create Your Value Prop
- Complete Your To-Dos
- Customize Your Org Page
- Engage Businesses for Challenge
- Identify & Schedule a Matching Grant

November
- Nov 1 - Early Giving Begins
- Nov 1 - Leaderboards Launch
- Nov 1 - 250K Recurring Match

[BUILD MOMENTUM HERE]

- Dec 2 to Dec 6 - Firstbank Trivia
- Dec 3 - #GivingTuesday
- December 10 - Power Hour Prizes
- December 10 - Leaderboard Prizes

Building Campaign Momentum

November
- Nov 1 - Early Giving Begins
- Nov 1 - Leaderboards Launch
- Nov 1 - 250K Recurring Match

[BUILD MOMENTUM HERE]
Look at who donated during this time last year
Share Your 2023 Success & 2024 Goals
Identify & Ask for Monthly Gifts
Encourage Participation with Family & Friends
Define Milestones for Donors & Campaign
Engage Major Donors

December
- Dec 2 to Dec 6 - Firstbank Trivia
- Dec 3 - #GivingTuesday
- December 10 - Power Hour Prizes
- December 10 - Leaderboard Prizes

COLORADO GIVES DAY

Reviewing Prizes

Easily the best day to give.

3 Question Prize Rubric

1. Who in my nonprofit's audience best fits this prize appeal?

1. When in my campaign should the prize be communicated & leveraged?

2. How does this prize reflect my campaign value proposition & goals?

You won't win every prize, but every prize offered can be used to engage with donors and drive more dollars!

November 1 - December 10

$1M+ Incentive Fund

Every donation made during Colorado Gives Day is boosted by one of the largest Incentive Funds in the country!

How it works

All nonprofits receive a % of the fund equal to the % they raise for Colorado Gives Day. Raise 10%, get 10% of the Incentive Fund.

Example:
Nonprofit A Raised ($10,000) divided by the Total Amount Raised on Gives Day ($10,000,000) x Total Amount in Incentive Fund ($1,000,000) = Individual Nonprofit's Share of Incentive Fund ($1,000).

INCENTIVE FUND

What's the appeal?

"Your donation today to [nonprofit] will be **BOOSTED** by the 1M+ incentive fund for Colorado Gives Day!"

Who is the audience?

Every.Single.Person.

When should I talk about it?

This incentive fund is the universal appeal to give - give and your gift will be **AMPLIFIED** today. If you choose 1 prize to talk about, it's this one.

FYI | **Your share of the Incentive Fund will be included in the Colorado Gives Day disbursement in December.**

INCENTIVE FUND

Questions?

November 1 - December 10

1st Place Grand Prize - 3 prizes of $10,000 each

Nonprofits are categorized into small, medium, and large leaderboards. The top nonprofit in each category that raises the most money on ColoradoGives.org during the Colorado Gives Day event (Nov. 1 – Dec. 10) will each be awarded a $10,000 Grand Prize.

NEW! 2nd Place Prize - 3 prizes of $5,000 each

In each category—small, medium, and large—the nonprofit that finishes in second place for most money raised on ColoradoGives.org during the Colorado Gives Day event (Nov. 1 – Dec. 10) will receive a $5,000 prize.

FYI | Leaderboards are live November 1, 2024. No additions to leaderboard after Nov 24, 2024. Use the visual leaderboards as motivation - take a screenshot and share it to build momentum!

LEADERBOARDS

1 Small, 1 Medium and 1 Large Leaderboard

Nonprofits are placed in the appropriate category based on the total revenue as reported under their EIN with the Colorado Secretary State, the IRS, or on their ColoradoGives.org profile.

1. Small: Less than $200,000 in total revenue
2. Medium: Between $200,000 – $999,999 in total revenue
3. Large: $1 million or greater in total revenue

FYI | No changes to small, medium or large revenue category

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Any nonprofit on ColoradoGives.org is eligible for Colorado Gives Day leaderboards, as long as the following is true:

1. Your nonprofit must have an organization page on ColoradoGives.org

2. Your nonprofit must have their to-do's completed on your organization page to accept donations and be on leaderboards.

3. Any NEW nonprofit enrolling on ColoradoGives.org must do so by **November 24, 2024** to participate in Colorado Gives Day on Dec 10th!

LEADERBOARDS

Questions?

December 10, 2024

Power Hours - 15 prizes of $2,000 each

Fifteen (15) nonprofits can win an extra $2,000 prize on Colorado Gives Day (Dec. 10).

For each power hour, nonprofits will be associated to either a small, medium or large leaderboard.

The nonprofit that is ranked #1 for the most raised at the end of the power hour will win $2,000.

FYI | Nonprofits can win only one power hour prize. Nonprofits can win a power hour prize and leaderboard prize.

POWER HOURS

December 10, 2024

7 - 8 AM → early morning donations before work

10 -11 AM → most active time at computer

3 - 4 PM → catch them before they drive home

7- 8 PM → after dinner, we donate

10 - 11 PM → the last push towards your goal

POWER HOURS

December 10, 2024

It's Power Hour time! Every donation you make from [HOUR] gives you a chance to help us win an extra $2,000, multiplying your impact. #ColoradoGivesDay #MakeGoodHappen #BestDaytoGive

POWER HOUR

Donate to help us win an extra $2,000!

07:00

December 10

COLORADO GIVES DAY

ColoradoGivesDay.org

POWER HOURS

Tips to Drive Donations

- Choose 2 power hours your nonprofit will focus on to drive more donations.
- Thank your donors and post your power hour efforts/success to keep them engaged.
- Tell your supporters your strategy - invite them in!
- Focus on those who have no given yet in 2024
- Don't forget about those who gave already, they will be compelled to give again to help you win!
- Emails, phone calls, social posts
- MAKE IT FUN & AUTHENTIC

POWER HOURS