

Winning Strategies: Leverage Prizes for Colorado Gives Day

Webinar #6 | Part 2
Colorado Gives Day 2024
October 10, 2024



Hello!

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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

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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.

✓ Prize Communication

✓ Important Reminders

✓ Prize Review

Recurring Gift Match

Southwest Donor Prize

Firstbank Trivia Contest

Good for Business Challenge

**What We'll
Cover Today**



- ✓ Prize Resources
- ✓ Why Prizes Matter
- ✓ Prize Review

Incentive Fund
Leaderboards
Power Hours

Part 1: What We Covered





Today's Key Takeaways



Colorado Gives Day is designed to deliver free fundraising tools and access to prize incentives to **drive more** donations.



Nonprofit prizes matter to the **majority** of Colorado Gives Day donors. Leverage these prizes to build 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

Nonprofit Success Webinars

ColoradoGives.org is a program of Colorado Gives Foundation that offers year-round opportunities to learn from industry experts and each other. Check out our upcoming and past digital fundraising webinars and workshops to get inspired!

RSVP for Colorado Gives Day:

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

Webinar #1 | Colorado Gives Day 2024

Start Here: The Basics of ColoradoGives.org

[Watch Recording](#)[Presentation](#)

Webinar #2 | Colorado Gives Day 2024

Engaging Your Network: Targeted Fundraising for Colorado Gives Day

[Watch Recording](#)[Presentation](#)

Webinar #3 | Colorado Gives Day 2024

Engaging Your Network: Drive More Donations on ColoradoGives.org

[Watch Recording](#)[Presentation](#)



FREE! NextAfter 2024 Webinars

NextAfter™ Webinar Trainings

20242025

Program Orientation | Level Up & NextAfter™ Digital Fundraising

Level Up Digital Fundraising Orientation

Level Up Digital Fundraising

Orientation

Watch laterShare

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 laterShare

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.

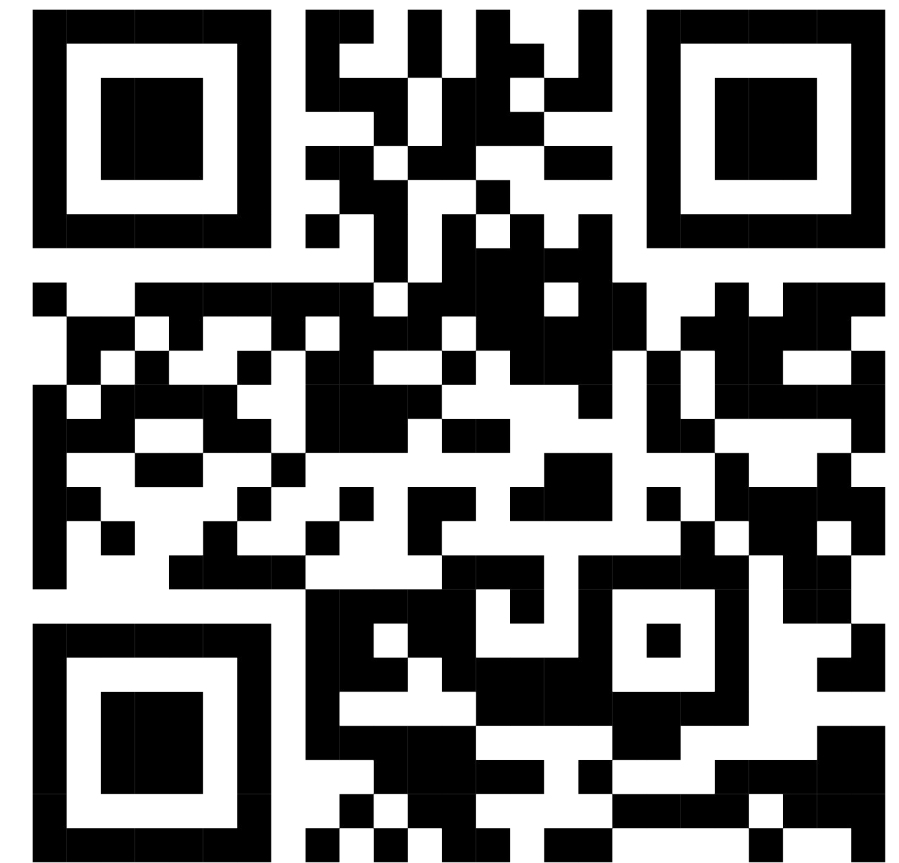
3

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



FREE! CGD 2024 Calendar

DEC 2024



SUN	MON	TUE	WED	THU	FRI	SAT
1	2  Trivia Week	3  Send 'Giving Tuesday' Email to Your Donors  Trivia Week	4  Trivia Week	5  CGF Sends 'Give Again' Email  Trivia Week	6  Trivia Week	7
8	9  Send 'Day Before' Email to Your Donors	10  Power Hours + Southwest Airlines Donor Prizes  CGF AM + PM Email to CGD donors	11  CGF AM 'Thank You' Email Colorado Gives Foundation Distributes News Release  Send 'Thank You' Email to Your Donors	12  CGF to Email CGD donors	13	14
15	16	17	18	19	20  Donations made in November will be disbursed	21
22	23	24 Happy Holidays! Office Closed	25 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.



FREE! CGD 2024 Toolkit

COLORADO GIVES DAY TOOLKIT

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.

If this is your first time participating in Colorado Gives Day, have you [completed your enrollment](#)? There's still time! Sign up by November 24 to join this year's statewide giving event.

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

Colorado Gives Day Campaign Guidelines

Colors



Hex #FFC429
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

Campaign Line

Easily the best day to give.



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.



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.z
endesk.com/hc/
en-us



[ColoradoGives](#) > [Colorado Gives Day](#) > [Prizes](#)

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



↓ CANVA



↓ CANVA



↓ CANVA



↓ CANVA

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

Prize Communications

Easily the best day to give.

**Easily
the
best
day
to
give.**

Donor Prize Communications

- Different Prize Call(s) to Action
- Campaign Progress & Goal Updates
- Secondary Ask & Timely Thank Yous

Activating Your Prize Network

- Staff, Volunteer & Board
- Current & Past Fundraisers
- Business Activation

Timing

- Nov 1 - Dec 9 2024
- December 10 2024
- December 11 - EOY

Prize Message Review

Nonprofit Prize	Call to Action
<p>Leaderboard Prizes</p> <p>Nov 1 - Dec 10 2024</p>	<p>Your donation today gives us a fighting chance at winning the [medium nonprofit grand prize]!</p> <p>Your gift today helps get us to [placement on leaderboard] and closer to [fundraising goal]!</p> <p>Today is Colorado Gives Day - your last chance to donate and enjoy sweet victory when [nonprofit] wins the [small nonprofit grand prize]!</p>
<p>Power Hour Prizes</p> <p>December 10, 2024</p>	<p>It's Power Hour time! Every donation you make from [7-8 AM, 10-11 AM, 3-4 PM, 7-8 PM, 10-11 PM] gives us a chance to win an extra \$2,000, multiplying your impact. #ColoradoGivesDay #MakeGoodHappen #BestDaytoGive</p>



Prize Message Review

Nonprofit Prize	Call to Action
1M+ Incentive Fund Nov 1 - Dec 10 2024	Your online donation of any size [nonprofit] will be boosted/amplified by the over 1M dollar Colorado Gives Day incentive fund! FYI NO “MATCH” LANGUAGE PLEASE
250K Recurring Gift Match Nov 1 - Until Exhausted	Double your impact by setting up a new monthly gift to have your first recurring donation matched up to \$100 for Colorado Gives Day!



Prize Message Review

Nonprofit Prize	Call to Action
Firstbank Trivia Contest Monday, Dec 2 – Friday, Dec 6	Join us for a fun trivia contest to help [nonprofit] win an extra \$1,000 for Colorado Gives Day! Visit FirstBank’s blog from Monday, December 2 to Friday, December 6 where trivia questions will be posted twice a day, and winners randomly selected from the correct answers. If you answer wins, you can choose [nonprofit] to win! Game on and good luck! #ColoradoGivesDay #MakeGoodHappen #BestDaytoGive
Southwest Donor Prize December 10, 2024	Turn your donation into a vacation! Every hour you make a donation of \$100 or more to [nonprofit] on December 10 for Colorado Gives Day your gift is randomly entered to win an a Southwest Airlines voucher good for round-trip airfare up to \$400!
Good for Business Challenge Nov 1 - December 10, 2024	This Colorado Gives Day any business can make an impact in a few clicks by participating in the Good for Business Challenge, sponsored by Delta Dental of Colorado. The first 50 businesses to raise \$1,000 gets an additional \$1,000 match for [nonprofit]! Businesses can create a free page today to join!



Prize Comms Checklist

- ✓ Did you review the CGD [toolkit](#) and [calendar](#)?
- ✓ Did you create your [campaign value prop](#) and goals?
- ✓ Did you update your [page metrics](#) to reflect goals?
- ✓ Did you update your page to [customize the experience](#)?
- ✓ Did you map out your [campaign email strategy](#)?
- ✓ Did you watch our social media training videos?
 - Reach & Engage Donors on Social Media - [Recording](#)
 - The Power of Social Media Ads - [Recording](#)
- ✓ Did you use [Catchafire \(free\)](#) to help with:
 - Social Media, Website Updates, Marketing, Image Sourcing, Fundraising Strategy, Translations, Embed Form and more!



COLORADO GIVES DAY

Important Reminders

Easily the best day to give.

Important Prize Reminders



- ✓ Only **online donations** made via ColoradoGives.org from Nov 1 - Dec 10 count towards Colorado Gives Day prizes. This includes donations via ColoradoGives.org embeddable form & widgets.
- ✓ New Nonprofits need to enroll on ColoradoGives.org by or before **Nov 24** to ensure you are eligible to win prizes.
- ✓ Make a test donation & check your **“To-Do” list ASAP** to ensure your organization page is live and accepting donations before Nov 1. No online donations = no prizes!



Important Prize Reminders



- ✓ A nonprofit **cannot win multiple** leaderboard & power hour prizes
- ✓ Disbursement of incentive fund or other prize totals awarded will be sent in December 2024 and available in your reporting once disbursed - **Disbursement Schedule**
- ✓ 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.
 - Small: Less than \$200,000 in total revenue
 - Medium: Between \$200,000 – \$999,999 in total revenue
 - Large: \$1 million or greater in total revenue



Questions?



COLORADO GIVES DAY

250K Recurring Gift Match

Easily the best day to give.

Recurring Donations

Monthly donations can make a significant impact by providing a reliable source of funds to support you year-round. Empower donors to set up a monthly gift and manage it themselves via ColoradoGives.org!

Built in recurring and retention reports make tracking your 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](#)

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

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

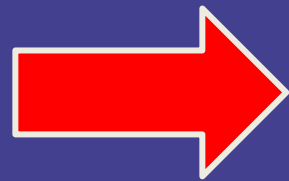
Recurring Donors Give **440%** More Over Lifetime.

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

Recurring Donations

How to ASK for a recurring gift:

Every child deserves a chance. Your monthly gift provides a lifeline for [youth programming] and [lifelong benefits] for children who need it most. Give today [URL to CG.org Donation Form]!



More Example Language Here!

November 1 - Until Funds Exhausted

- ✓ On Nov 1 the Colorado Gives Foundation's generous 250K Recurring Gift Match is LIVE on ColoradoGives.org for all participating nonprofits
- ✓ All nonprofits will automatically see this match display on their page until the 250K match funds expire
- ✓ Both Recurring Gift Match & any independent matching grants your setup on CG.org can display at the same time on your fundraising page for promotion
- ✓ Nonprofit Admin email sent when 250K match funds are exhausted to remove that campaign language from future Colorado Gives Day emails and social posts
- ✓ If a donor sets up two new recurring gifts both would get matched up to \$100 dollars as long as matching funds are still available.

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November 1 - Until Funds Exhausted

- ✓ Nov 1 - Start Asking for Recurring Gifts
- ✓ Donor Sets Up NEW Recurring Monthly Gift
- ✓ Recurring Gift Successfully Set Up on CG.org
- ✓ CG.org Automated Receipt w/ Tax Language Sent
- ✓ Special Prize confirmation email sent to each donor
 - Email sends within 24-hour of NEW recurring gift that qualifies for the 250K match
 - Goal is to provide donors with reassurance their NEW recurring gift was matched up to \$100

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Important Recurring Match Reminders



- ✓ Donors should NOT cancel their current recurring gift on ColoradoGives.org - never advertise canceling a recurring gift, though it may occur in some donor scenarios for this match.
- ✓ Only NEW recurring gifts set up can qualify for the match up to \$100 of their first recurring donation
- ✓ Editing or Updating a current recurring gift set up on ColoradoGives.org will not qualify you for a match
- ✓ The recurring match is NOT limited to 1 x \$100 match per donor
- ✓ All recurring gift questions should go to support@coloradogives.org
- ✓ Change: FIRST Monthly Gift Matched up to \$100
- ✓ Change: Starts Nov 1 to drive more early giving activity and campaign momentum for your campaign



Questions?



COLORADO GIVES DAY

Trivia & Southwest Prizes

Easily the best day to give.

December 2 - December 6

Game on! Get ready for Colorado Gives Day Trivia, hosted by FirstBank, to give your supporters a chance to win a \$1,000 prize for your nonprofit. How to Play:

- Trivia will be live on FirstBank's [blog](#) from Monday, December 2 – Friday, December 6. Contest will NOT be on Facebook.
- 2 questions will be posted daily, and winners will be randomly drawn from the correct answers.
- Increase your nonprofit's chances by inviting donors, employees, volunteers, friends and family to play.
- Supporters can help a nonprofit win by correctly answering the trivia and naming the nonprofit who wins the \$1,000 prize.
- Winners* and the selected nonprofits will be announced on FirstBank's Blog within 2 hours of each question being posted.

TRIVIA
CONTEST

December 10, 2024

- ✓ When donors make a donation of \$100 or more to a single nonprofit on Colorado Gives Day (Dec. 10) through ColoradoGives.org, they will be automatically entered to win an hourly random prize drawing for an airline voucher.
 - ✓ One winner each hour will win a Southwest Airlines voucher good for round-trip airfare up to \$400.
 - ✓ Colorado Gives Foundation will also award a bonus round trip ticket after midnight from all donors who give \$100 or more to a single nonprofit in the 24-hour period on December 10.
- FYI | 25 vouchers available total, donors can only win 1 airline voucher each. Winners posted on CG.org after Colorado Gives Foundation team communicates prize with each winner.**

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COLORADO GIVES DAY

Good For Business Challenge

Easily the best day to give.

Nov 1 - December 10

The Good for Business Challenge is presented by Delta Dental of Colorado to inspire business giving in Colorado

- ✓ Engage your business partners by encouraging them to [create a group giving page](#), share it with their network, and start raising funds. Businesses - NOT nonprofits - should create a group page.
- ✓ Once the group giving page is created the business is contacted by [Gerry Culver](#), Development & Community Engagement Manager to make sure they understand whats happening.
- ✓ Businesses who have created a group giving page (starting Oct 1 - Dec 10) also get an automated emails from Colorado Gives Foundation as they work on their page to ensure success. This lessens the burden on the nonprofit partner to handhold a business.

FYI | Good For Business Challenge Toolkit Resources [here!](#)

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Why Should Any Size of Business Get Involved?

- ✓ Inspire your team and ignite a culture of generosity.
Make a lasting impact on your community while supporting local nonprofits.
- ✓ It's free for your business, and Colorado Gives Foundation can tailor the experience to fit your brand.
- ✓ They'll provide all the tools you need to easily promote the challenge to your team.
- ✓ Once set up, group giving pages could be used year-round for free to continue and evolve your business partnership through employee giving & fundraising.
- ✓ It's a chance for businesses to help win match funds for their nonprofit partners in a few clicks this Colorado Gives Day!

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Questions?



Thank You!



Nov 1 - Dec. 10, 2024

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