

# Let's Review: A Colorado Gives Day ✓ Checklist

**Webinar #7**  
**Colorado Gives Day 2024**  
**October 17, 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](mailto: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.



- ✓ Announcements
- ✓ Resources
- ✓ Online Donations
- ✓ New Nonprofits
- ✓ Org Page Updates
- ✓ Sharing “Donate” URLs
- ✓ Revenue Boosting Tools
- ✓ Q&A

## What We'll Cover Today



COLORADO GIVES DAY

# **Announcements & Resources**

Easily the best day to give.

# Announcements

1. RSVP! Nonprofit Kickoff is Nov 1
2. FYI! IRA/DAF/Wire Donations are Live
3. 250K Recurring Gift Match starts Nov 1
4. 1M+ Incentive Fund Boost starts Nov 1

✓ RSVP NOW for Nonprofit Kickoff - we will drop the link in the chat for everyone

[RSVP - Click Here](#)

✓ Donors Can select IRA/DAF/Wire gifts **DIRECTLY** in donation check out flow.

[Web Page - Investment Gifts](#)  
[FAQs - Investment Gifts](#)

✓ 250K Recurring Gift Match starts Nov 1 until funds are exhausted.

[Web Page - Recurring Match](#)  
[Webinar - Prizes, Part 2](#)





# 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**



# Colorado Gives Day 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 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

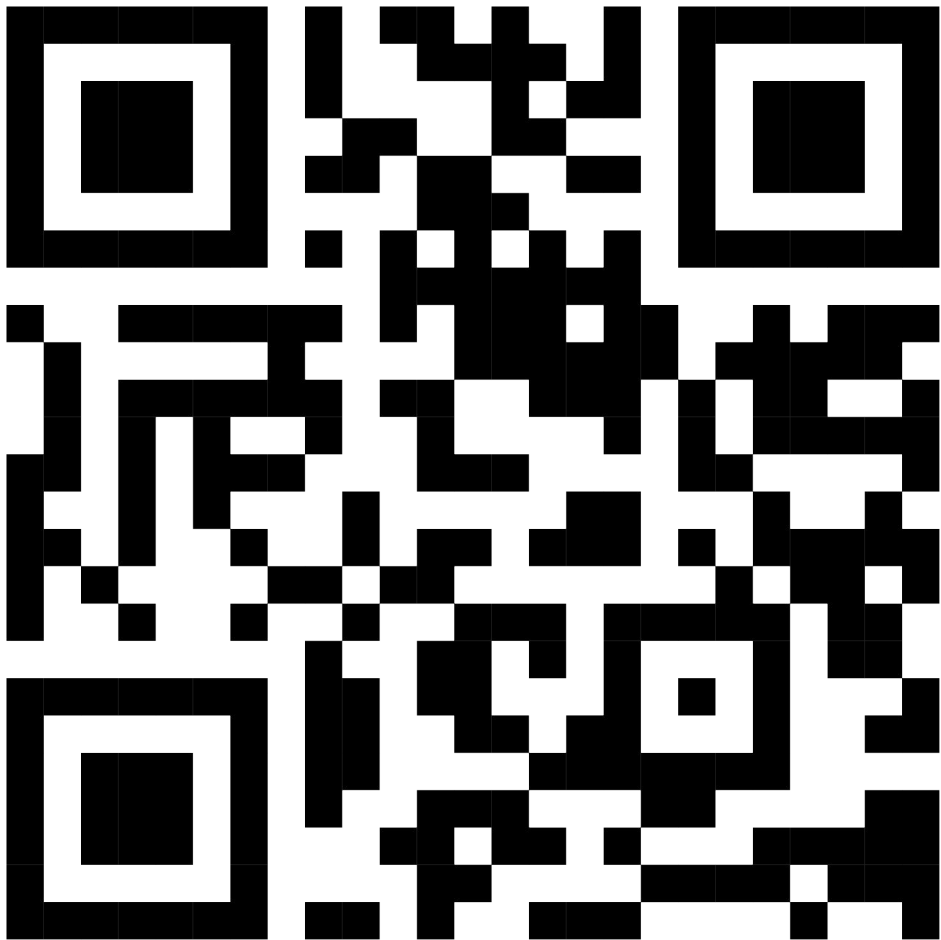
#### Webinar #3 | Colorado Gives Day 2024

Engaging Your Network: Drive More Donations on ColoradoGives.org

Watch Recording

Presentation

### Webinars



# NextAfter for Colorado Gives Day

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





# Colorado Gives Day 2024 Calendar

DEC 2024



SUN	MON	TUE	WED	THU	FRI	SAT
1	2  Trivia Week	3  <b>GIVING TUESDAY</b> 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  <b>COLORADO GIVES DAY</b> 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.





COLORADO GIVES DAY

# Online Donations

Easily the best day to give.

# Donations

1. Ways Donors Can Give on CG.org
2. Industry Low Transaction Fees
3. Monthly EFT Disbursements

✓ Donors have multiple payment method choices built in to their donation check out

[Web Page - Ways Donors Can Give](#)

✓ Your nonprofit experiences an average transaction fee per gift of **.43%** on CG.org

[Web Page - Transaction Fees](#)

✓ Check Your EFT Bank Account Info on your organization page today so we can send \$\$\$


[FAQ - EFT/Bank Account Set Up](#)


[FAQ - Disbursements on CG.org](#)




**IRA/DAF/Wire  
Donations  
now in donation  
check out!**


Payment method  
Donor Advised Fund (DAF), IRA, Wire

Credit card 

Giving Card 

Donor Advised Fund (DAF), IRA, Wire ✓

PayPal 

Google Pay 

Asset type

Institution

Address line 2

State  
Select state

ZIP / Post code

**Total  
\$0.00**



COLORADO GIVES DAY

# New Nonprofits

Easily the best day to give.



# New NPOs

1. Enroll by Nov 24 2024 on CG.org
2. Nonprofit Enrollment Happens 1 time
3. Admins & Org Page To-Dos

✓ Your nonprofit must enroll on CG.org if you do not already have an organization page

[Web Page - New Nonprofit Enrollment](#)

✓ CG.org is a free year-round platform for you to fundraise - you only enroll once (unless we contact you directly).

✓ Manage Your Org page admins & and work on completing your to-dos as a first step.

[FAQ - Managing Your Admins](#)

[FAQ - Complete Your To-Dos](#)



## New NPOs (2)

1. Note Sure? Do a Search Test
2. Before Sharing Make a Donation to Yourself
3. Overview Section Highlights Org Page Status

✓ If your page is live for CGD 2024 it will be searchable in the CG.org search. Try it now:

[Click Here to Search on CG.org](#)

✓ Complete “Check Out” customizations then make a donation yourself to see how it feels.

[FAQ - Customize Checkout Flow](#)

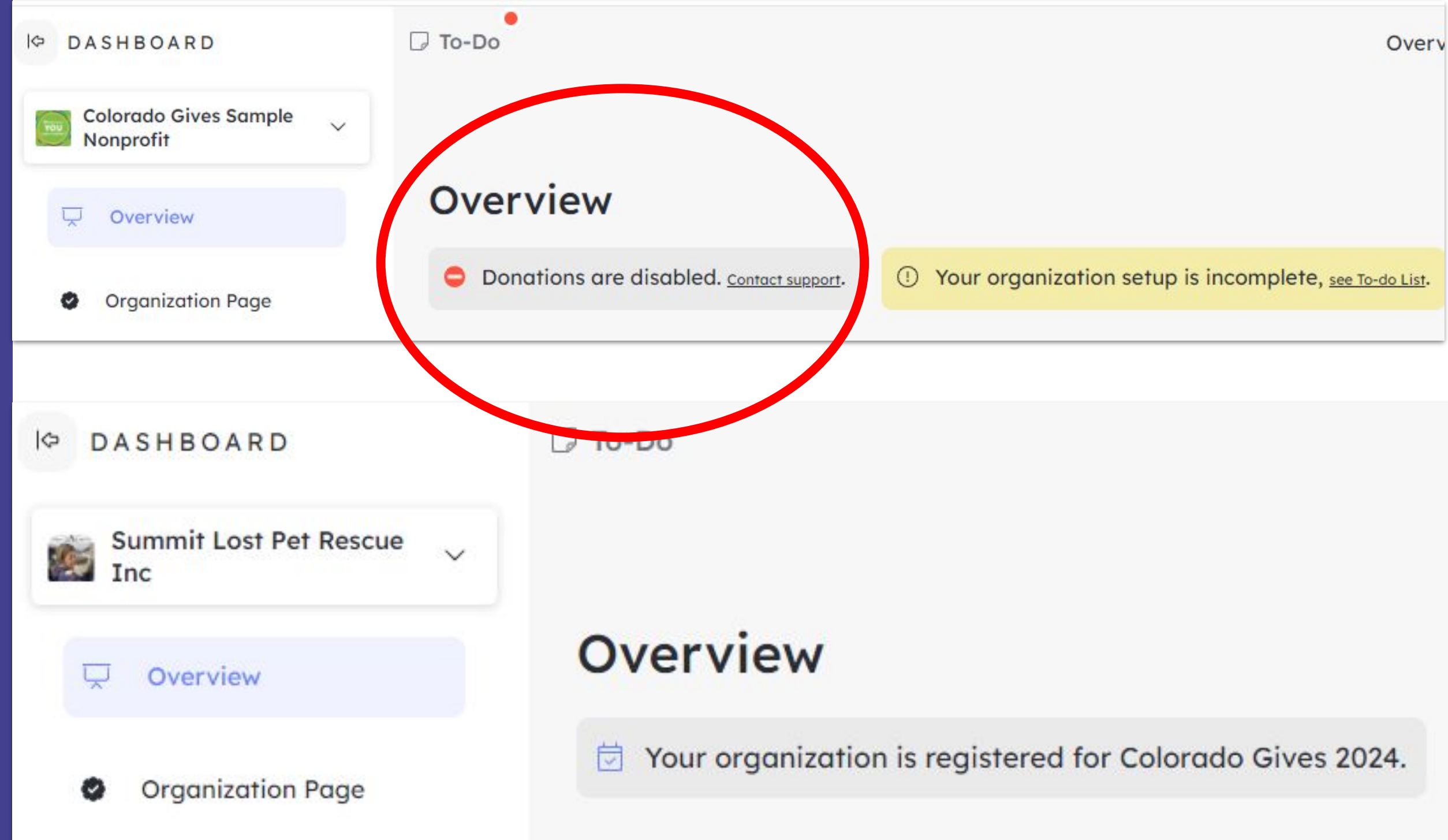
✓ Your Overview Section Outlines Your Organizations Page Status on CG.org

(next slide)



# New NPOs (3)

1. Note Sure? Do a Search Test
2. Before Sharing Make a Donation to Yourself
3. **Overview Section Highlights Org Page Status**





# Questions?



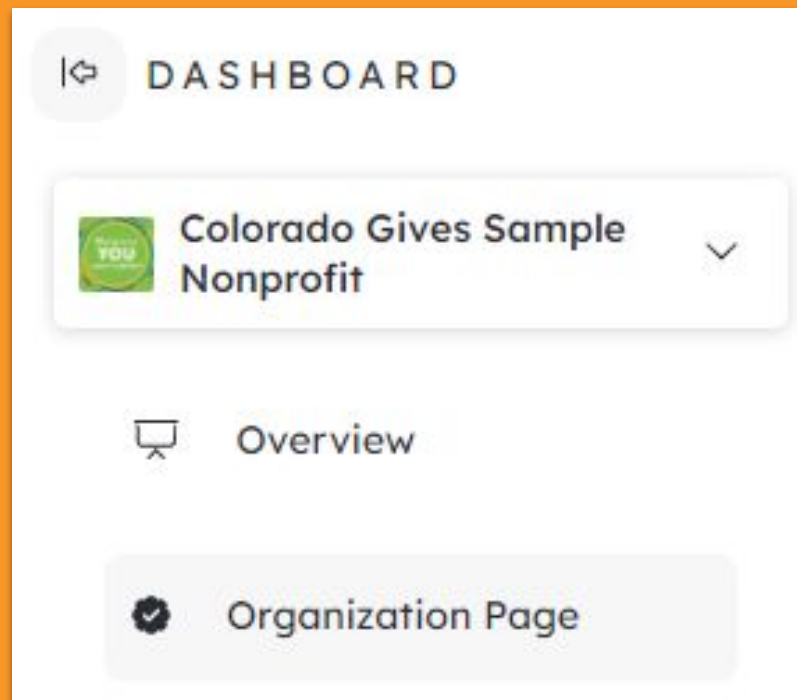


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# Org Page Updates

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# Org Page: Public Facing Updates



- Log-in as an admin of your organization page on CG.org
- Navigate to Org Page with your User Account (upper right)
- Use Org Page navigation (left side) to select Organization Page
- ✓ Review these [FAQs about Updating Your Org Page](#)
- ✓ Write Your Value Campaign's Proposition
  - Watch the [Value Proposition Webinar](#) to get started
  - Download the [Score Your Value Prop](#) Worksheet
  - Write with Love - Watch Donor Psychology [Webinar 1](#) & [Webinar 2](#)
- ✓ Did you update your about section with your new value proposition?
- ✓ Did you update banner image, logo and supporting color?
- ✓ Did you update your page metrics & goal for Nov 1 2024?
- ✓ Did you set up a [fundraiser template](#) for easy fundraiser creation?
- ✓ Did you streamline text & hide “background statement” section?
- ✓ Did you update financials and add your Colorado [tax credits](#)?



# Org Page: About Section Example 1

🏠 DASHBOARD



Colorado Gives Sample  
Nonprofit




Overview



Organization Page





## Boulder County AIDS Project

🏠 A nonprofit organization

[Donate](#)[Fundraise](#)

[🔗 Share this organization](#)

### Imagine a World Without AIDS

Your kind [donation](#) drives more testing, treatment and education for Colorado's Front Range and this is the pathway to a world without AIDS.

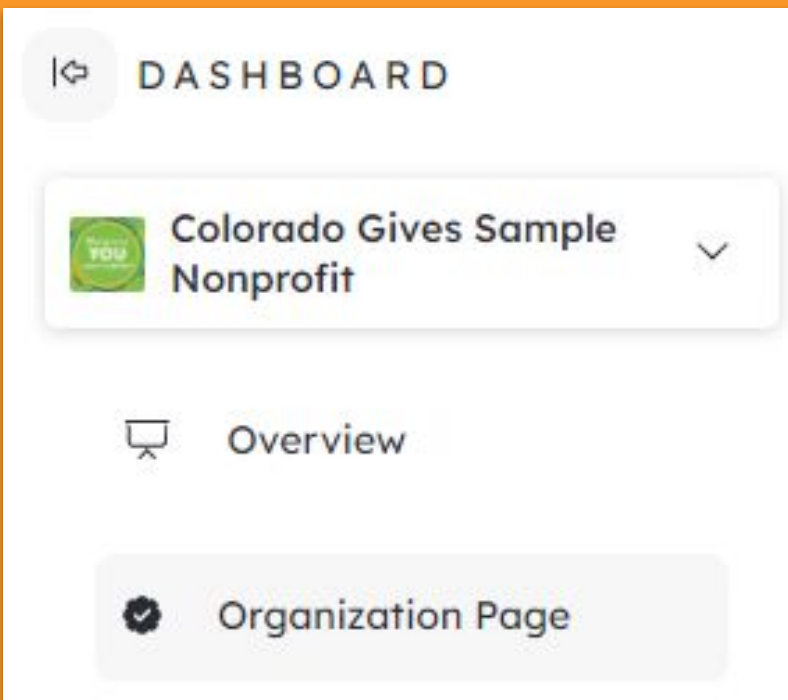
Setting up a [monthly gift](#) of any amount is a lifeline to continue testing individuals at risk for HIV.


Your compassionate donation to Boulder County AIDS Project ensures those who test positive get the care, info and support they need.






# Org Page: About Section Example 2






**WeeCycle**  
Connecting Wee Ones to Baby Essentials

## WeeCycle

 A nonprofit organization

[Donate](#) [Fundraise](#)

 [Share this organization](#)

The gentle **snores and sighs** of a baby sleeping in their crib.  
The **joyful giggles** of a toddler as they ride in their stroller down a sidewalk.  
The **sweet coo's** of a newborn finishing a bottle with a full tummy.

**These sounds are possible because you** [love and care](#) **for kids who aren't your own.**

Your love and care is creating a Colorado where every caregiver has everything they need to raise thriving children.  
And where perfectly good baby gear is saved from landfills and given new life in loving homes.

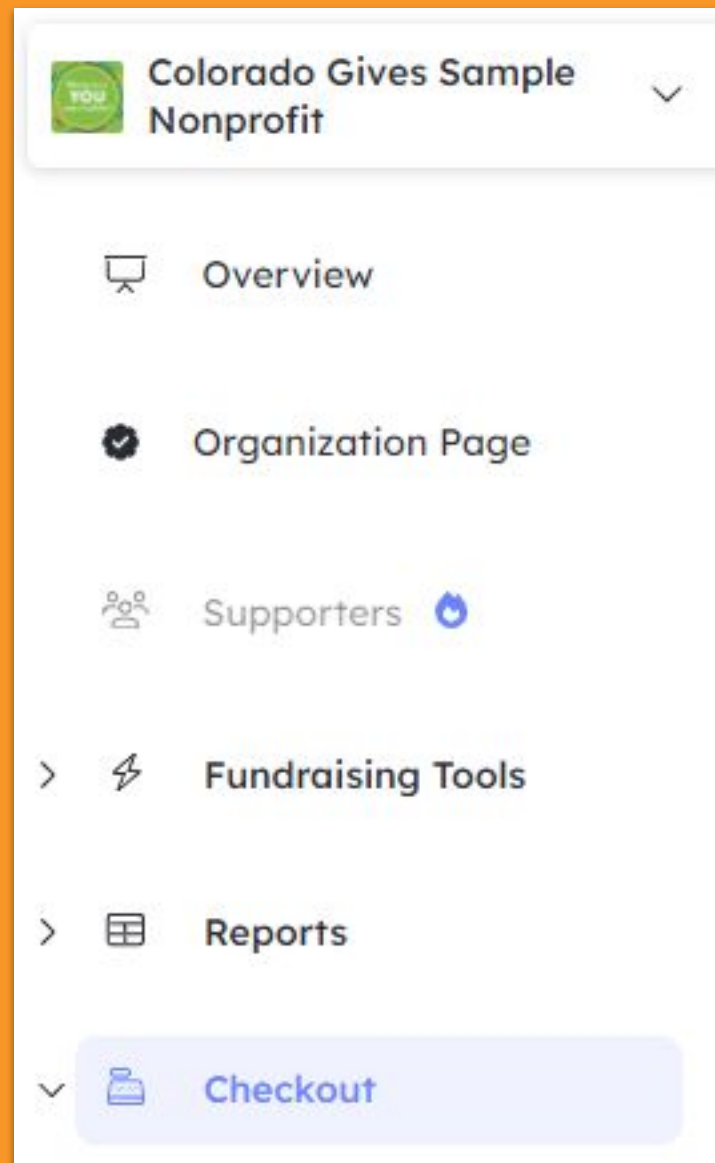
Your [monthly gift today](#) will do:

- Provide relief to a mother that doesn't know how she will buy formula this week
- Give a newborn baby a warm, cozy and safe place to sleep
- Keep a toddler healthy, clean and dry with diapers
- Provide a seasonal wardrobe for a child to make sure they are dressed warmly during the Colorado winter
- Give a grandmother a way to safely transport her grandchild





# Org Page: Check Out Updates



- Log-in as an admin of your organization page on CG.org
- Navigate to Org Page with your User Account (upper right)
- Use Org Page navigation (left side) to select Check Out

## ✓ Did you customize your donation form?

- Did you update your suggested donation amounts?
- Did you locate your unique donation form URL?
- Did you add or remove dedication & designation sections?
- Did you set up any custom questions as optional?

## ✓ Did you update your thank you page message?

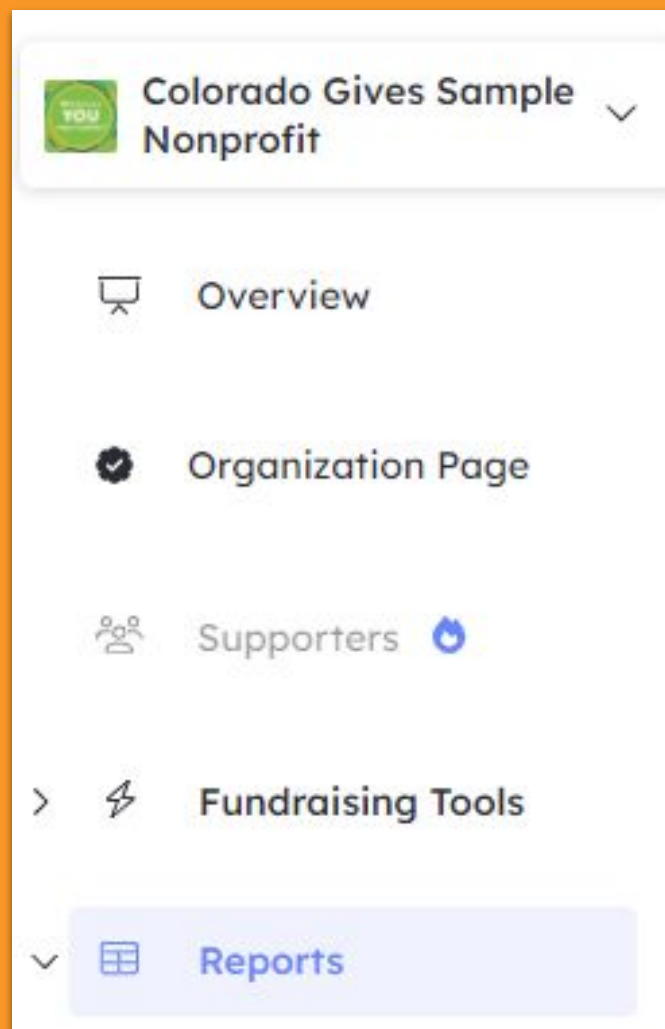
- All donors see this page after a transaction is completed
- Consider a short video that can auto-play or compelling image
- Make Sure to Include a “CTA” - you can customize a button

## ✓ Did you update your custom receipt message?

- All donors automatically get a receipt after a transaction is completed
- You can send a test receipt to yourself while updating
- You can resend a receipt to a donor anytime in the “reports” area
- Donors can access all receipts by logging in to their profile on CG.org

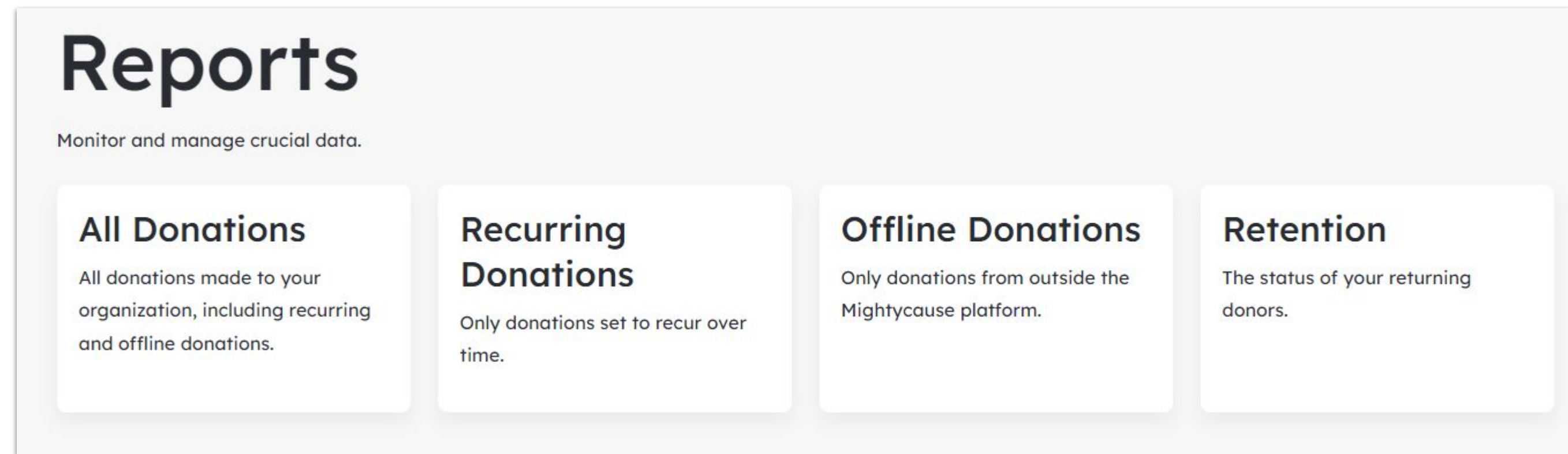


# Org Page: Real Time Reports

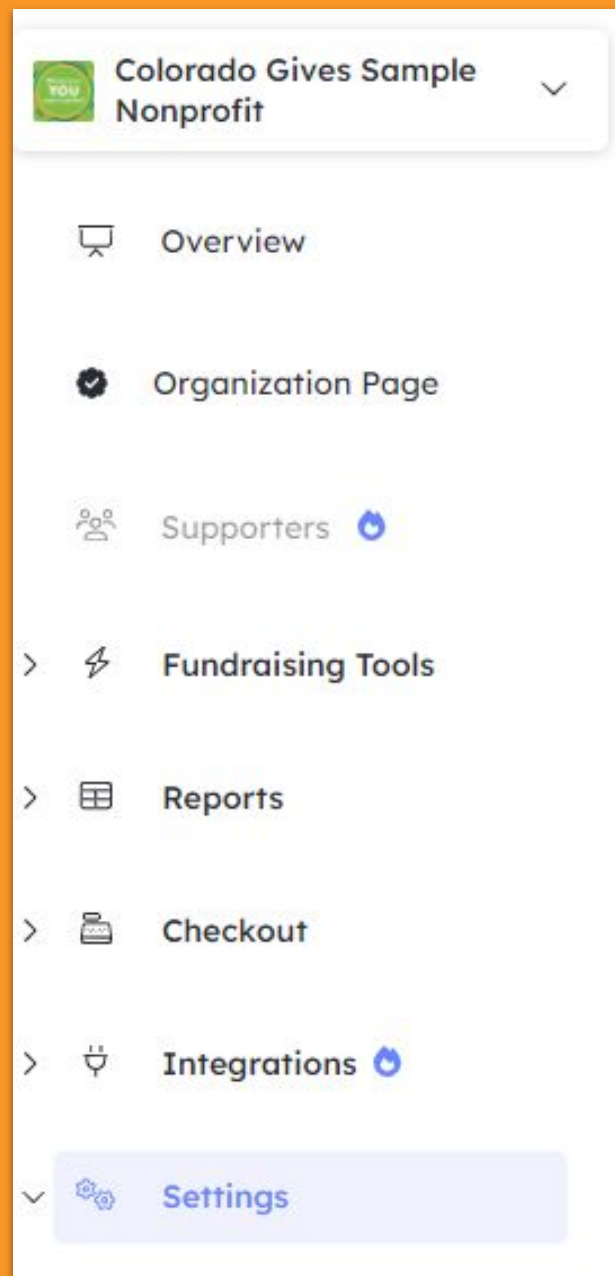


- Log-in as an admin of your organization page on CG.org
- Navigate to Org Page with your User Account (upper right)
- Use Org Page navigation (left side) to select Reports

- ✓ Did you download your donations report from CGD 2023?
- ✓ Did you review your recurring donor activity?
- ✓ Did you review your retention report?



# Org Page: Settings



- Log-in as an admin of your organization page on CG.org
- Navigate to Org Page with your User Account (upper right)
- Use Org Page navigation (left side) to select Settings

- ✓ Did you customize your page URL? (do so with caution!)
- ✓ Did you add alternate search names?
- ✓ Did you update your org “categories” for search?
- ✓ Did you update your org social sharing settings?
- ✓ Did you update your org social sharing settings?

## Alternate Search Names

Alternative names for your organization that donors can use to find you within the search. This could be an acronym or secondary name that is used by your organization. To update your primary name and information please visit your [Organization Info](#) page.

Name 1

HIV, AIDS, HIV prevention, HIV client services, HIV case man

Optional

Name 2

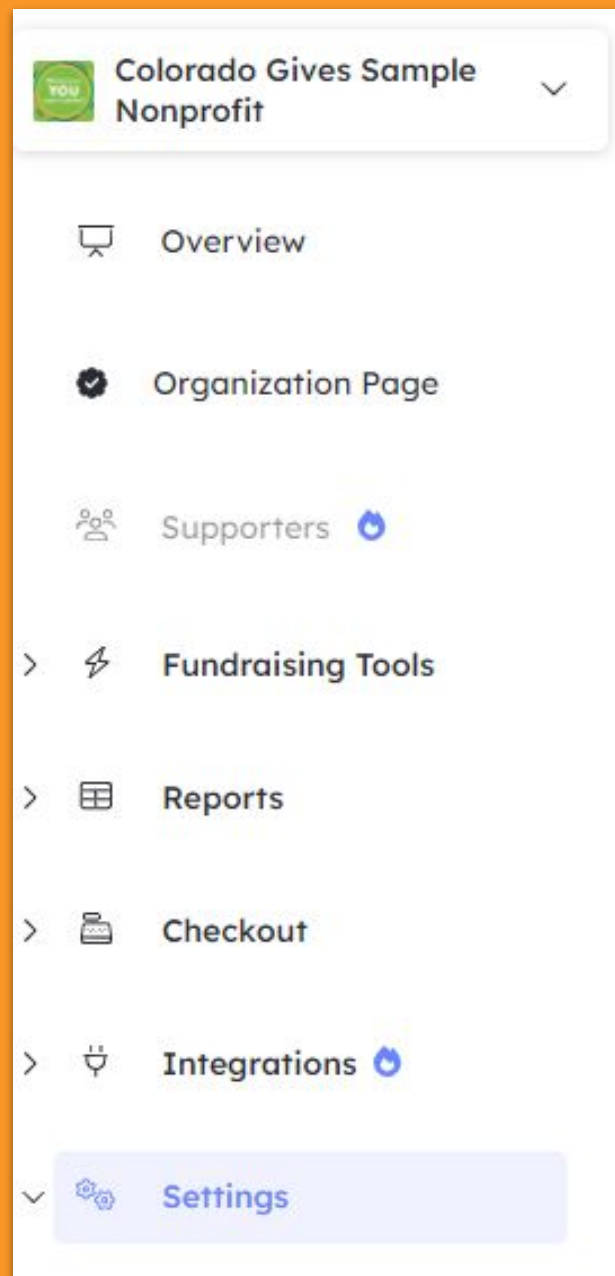
Optional

Save





# Org Page: Settings



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Name 1	HIV, AIDS, HIV prevention, HIV client services, HIV case man
Optional	
Name 2	
Optional	
<button>Save</button>	



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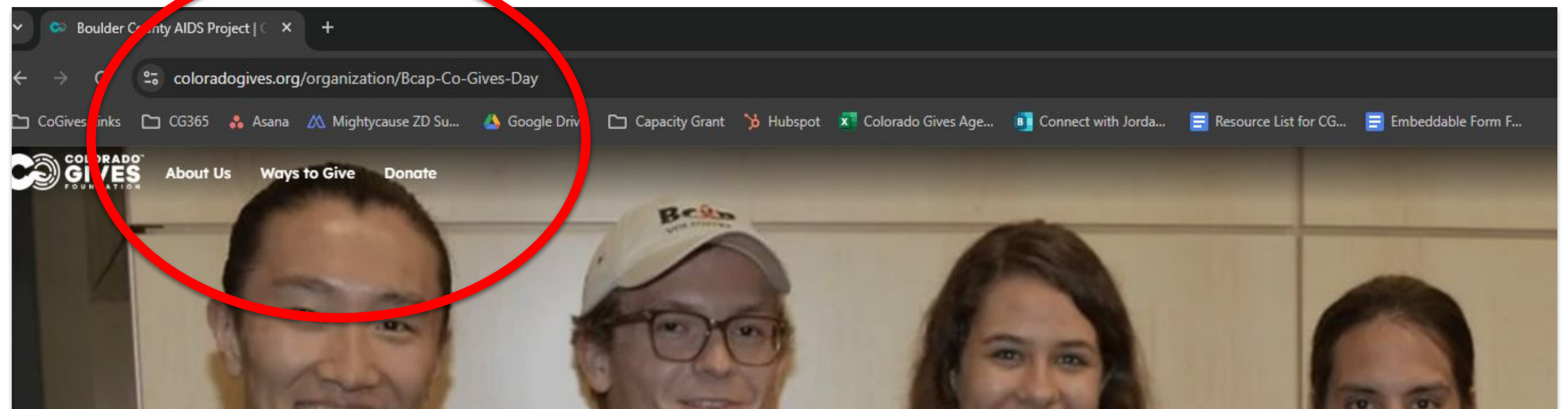
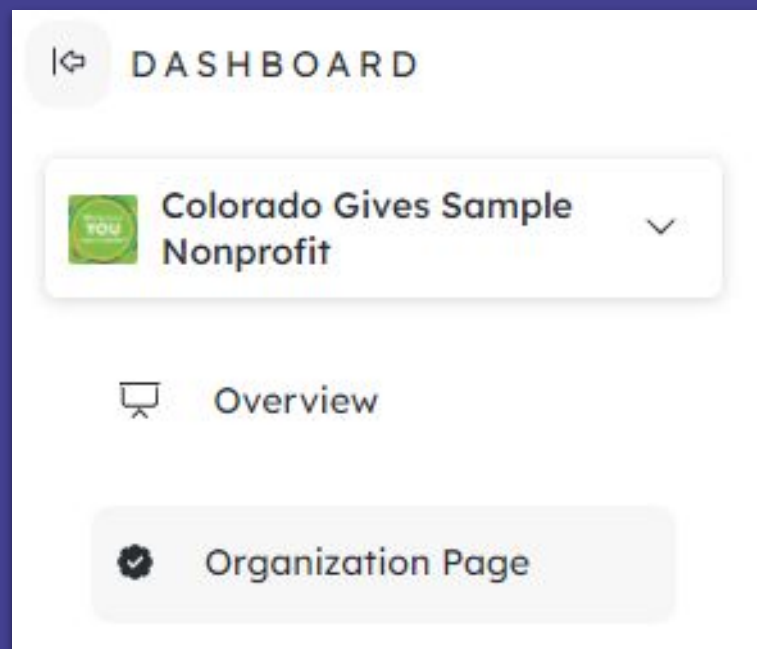
# Sharing Direct URLs

Easily the best day to give.

# Sharing Direct URLs:

## Org Page URL

- ✓ Donors will come to ColoradoGives.org to search and give to nonprofits - these will primarily be NEW donors.
- ✓ This does not mean you can rely on donors to “find you” - THE MAJORITY OF GIFTS are made via a DIRECT LINK not through search results on CG.org
- ✓ If you are not sure what URL to share to ask your donors to give during Colorado Gives Day (Nov 1 - Dec 10) please share your org page URL

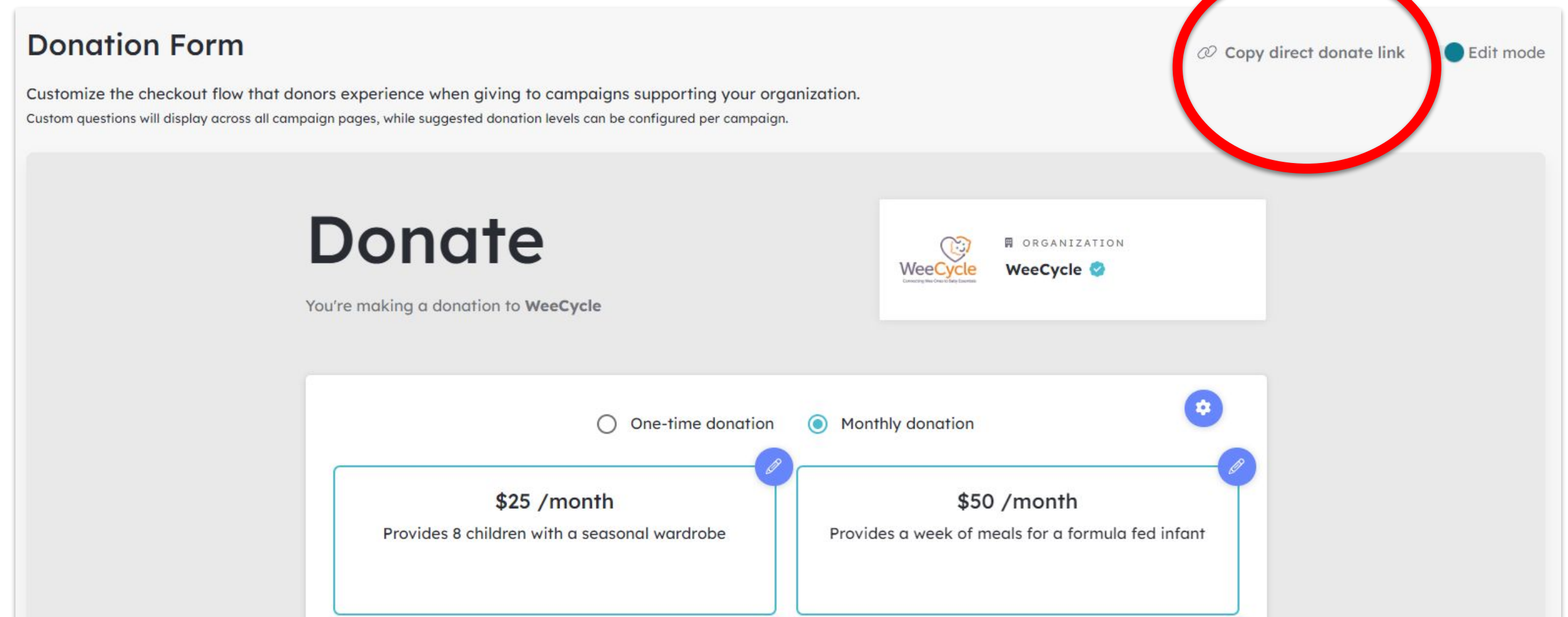
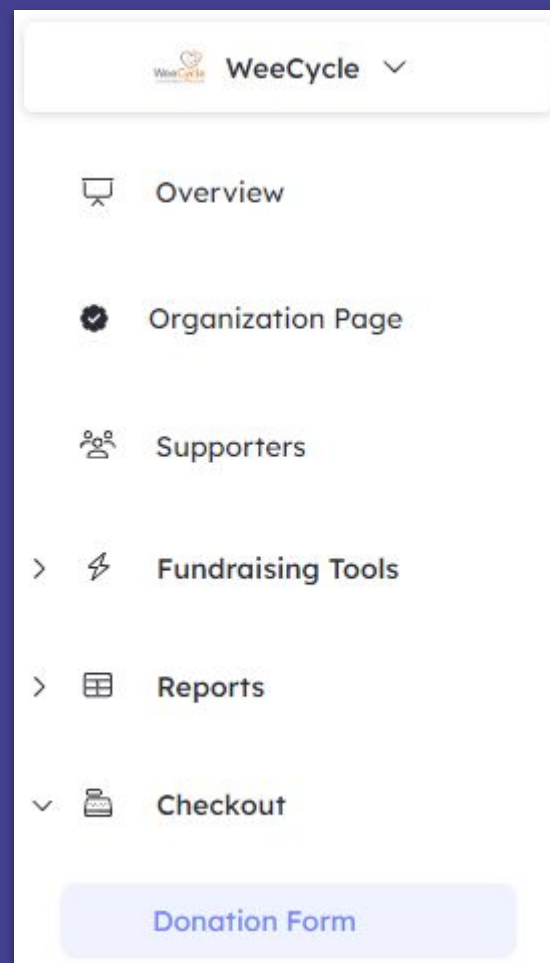




# Sharing Direct URLs:

## Donation Form URL

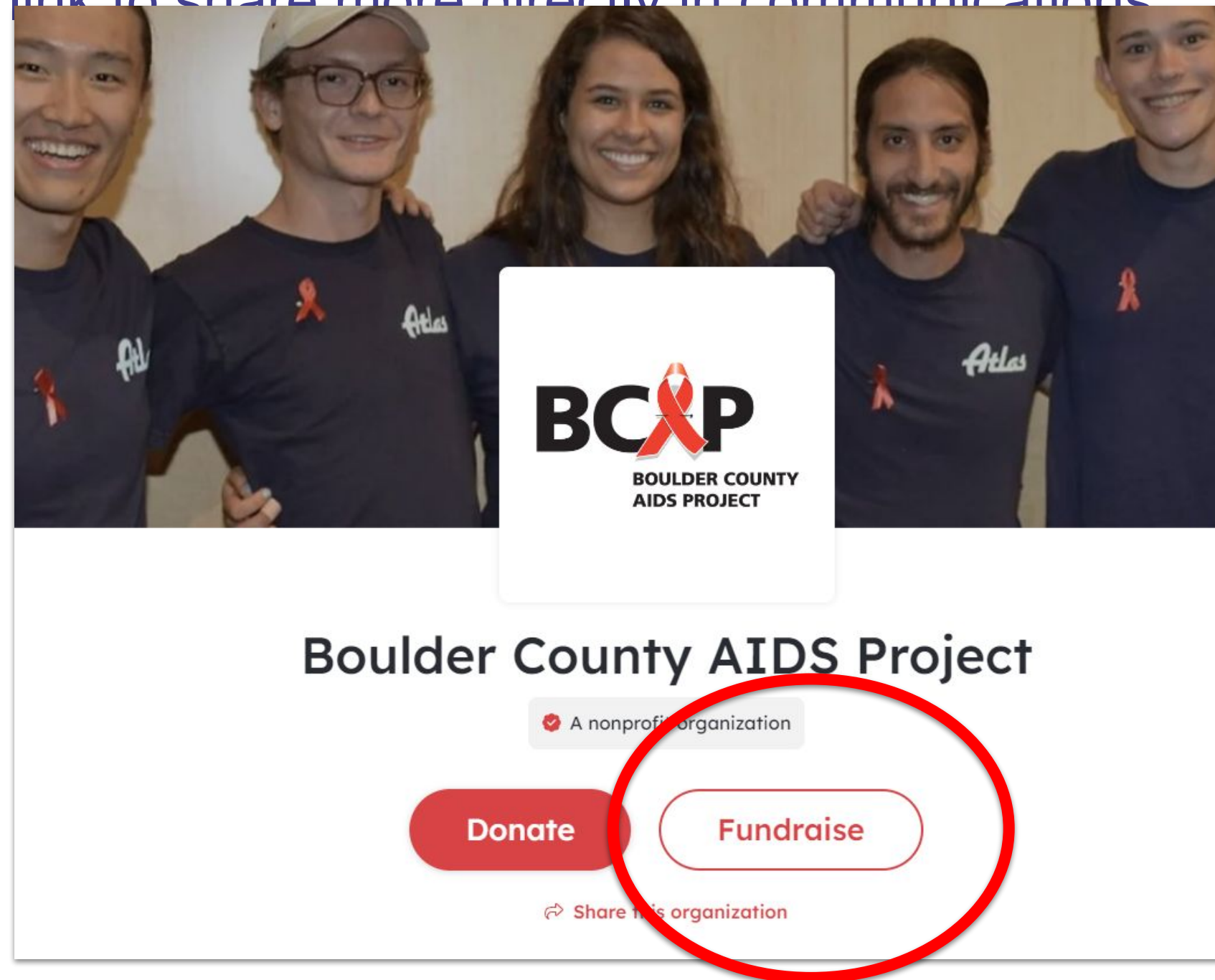
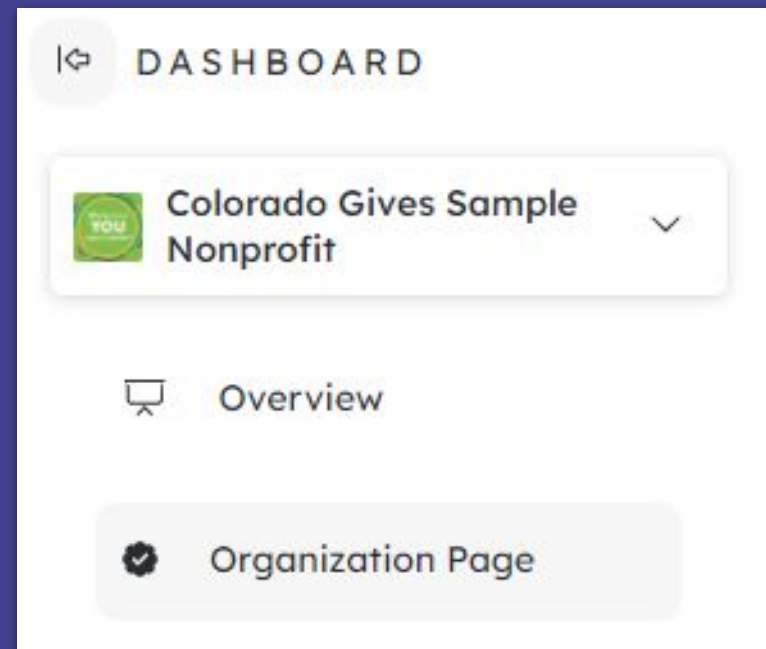
- ✓ Some donors might not need to be dropped on your org landing page in order to decide to give - in these scenarios provide the **DIRECT LINK TO YOUR FREE DONATION FORM**
- ✓ Include "?recurring=true" at the end of a ColoradoGives.org donation form URL to default the form to monthly donations outside of what the donation form settings are on the page. [Read FAQ here.](#)



# Sharing Direct URLs:

## Fundraiser Creation URL

- ✓ Donors, board members, volunteers, staff, alumni and more can visit your organization page a “create a fundraiser” by clicking the button
- ✓ You can also right click to copy YOUR ORGS UNIQUE fundraiser creation link to share more directly in communications





# Questions?



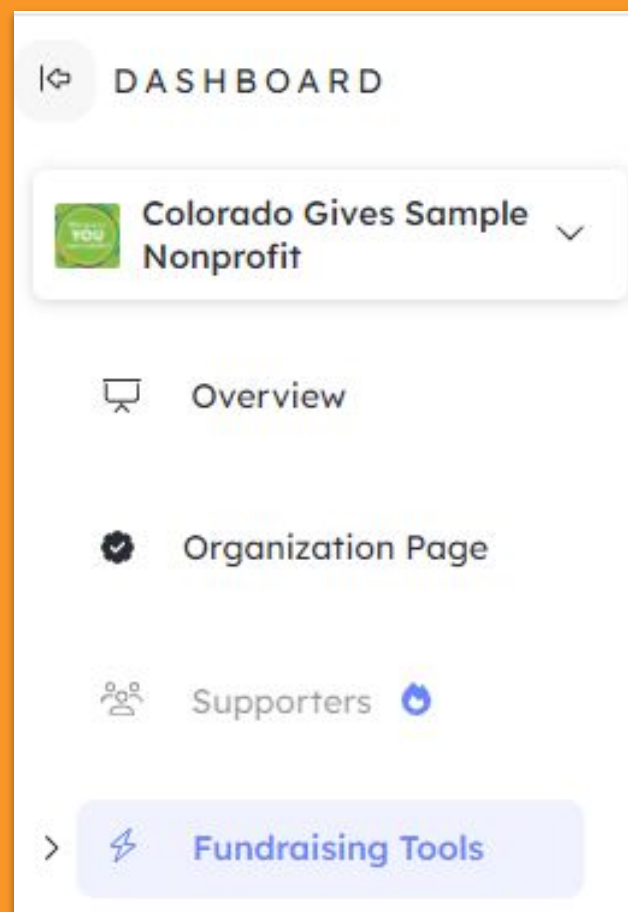


COLORADO GIVES DAY

# Revenue Boosting Tools

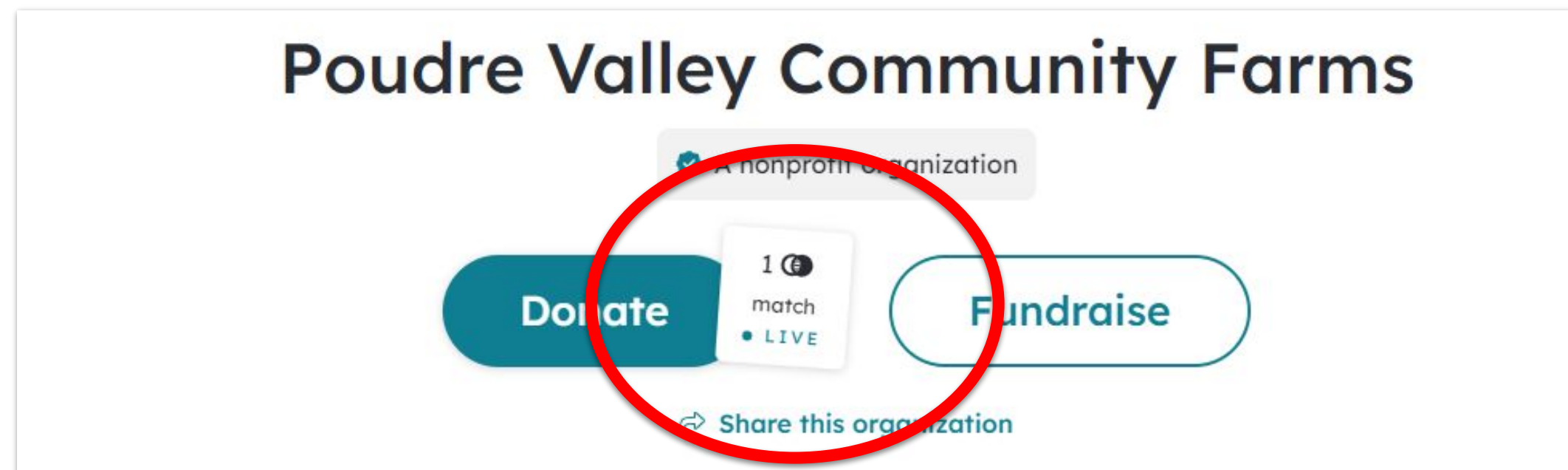
Easily the best day to give.

# Identify Your Matching Grant(s)

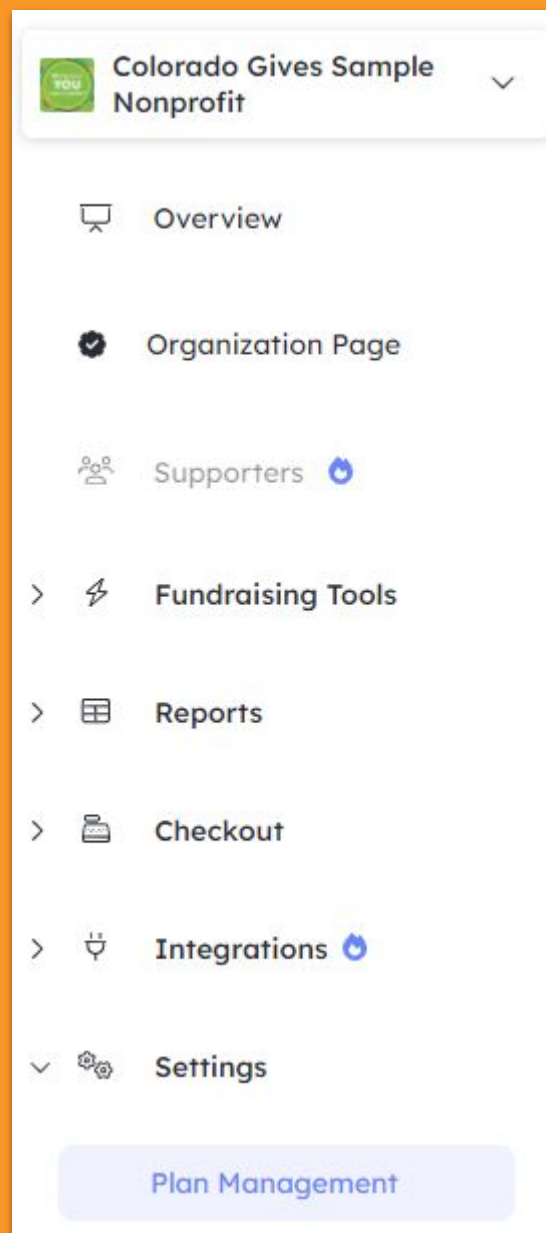


→ Use Org Page navigation (left side) to select Fundraising Tools

- ✓ A matching grant can be from anyone - business, major donor etc.
- ✓ We KNOW matching grants drive donations and boost satisfaction
- ✓ You can set up 1 or schedule multiple matching grants on CG.org
- ✓ Matching Grant tool is a VISUAL AID to your campaign message
- ✓ Setting Up a Match Helps Donors FIND YOU EASIER in Search



# Embed Your Donation Form



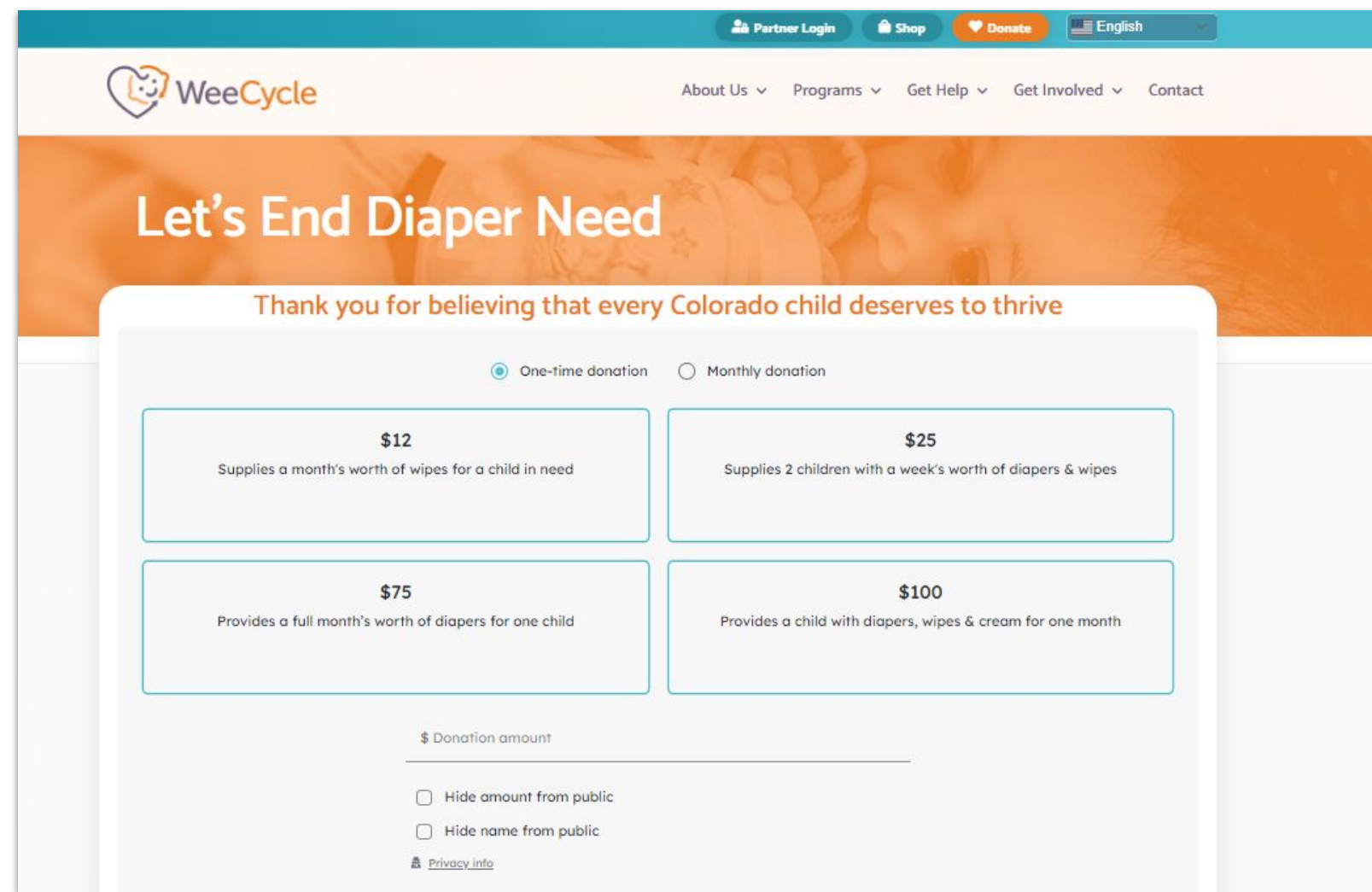
→ Use Org Page navigation (left side) to select Plan Management

→ Opt in to the Embeddable Donation form for \$19/month

✓ Donors want to give where they are most familiar - they do not want to be redirected to a different URL - this lowers conversion

✓ We KNOW collecting donations on your external website for Colorado Gives Day should be the ideal experience for donors

✓ Embed the form October ASAP on your External Website





# Questions?



# Thank You!



**Nov 1 - Dec. 10, 2024**

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