

Start Here: The Basic Features of ColoradoGives.org

**Colorado Gives Day
Training Webinar #1
July 30, 2024**



Hello!

It's Jordan here.

Nonprofit Success Manager



Digital Fundraising will help....

- ✓ Expand Your Reach
- ✓ Increase Donor Accessibility
- ✓ Fundraise More for Less Cost
- ✓ Increase Brand Awareness
- ✓ Increase Overall Donations
- ✓ Streamline & Reduce Work
- ✓ Build Transparency & Trust
- ✓ Turn Donors into Fundraisers
- ✓ Advance Your NPO's Mission



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.**

Today's Webinar Topics



ColoradoGives.org



Colorado Gives Day



Enrollment &
Page ToDos



Top Fundraising
Tools



Key Takeaways

Let's talk...

ColoradoGives.org



ColoradoGives.org



ColoradoGives.org

Year Round Giving for 2023

\$69M

Total Donated

\$103

Most Common
Donation

\$18K

Average Raised
per Nonprofit

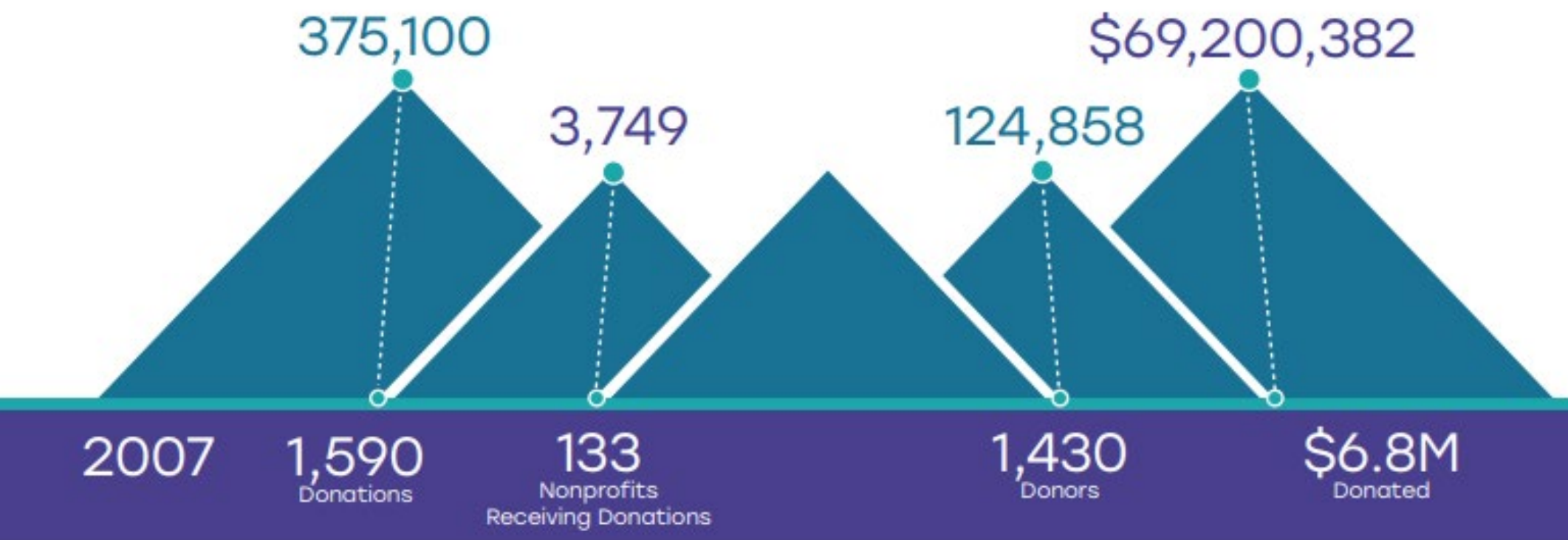
3,749

Nonprofits
Receiving
Donations

124K

Donors

Growth from 2007-2023



Totals

2007-2023

3M

Donations

27X

Growth in Nonprofits
Receiving Donations

600K

Donors

\$643M

Total Donated Since
Inception

**Good for
Nonprofits.**
**Free, safe,
convenient,
and easy to
use –**
**nonprofits
can raise
more online
anytime.**

ColoradoGives.org Fees

ColoradoGives.org is **100% FREE** for nonprofits!

Donors can cover the 3.99% processing fee and **82%** of donors do so bringing the average effective fee to **0.43%** per transaction on ColoradoGives.org.

Average Fee Per Donation

0.43%

Guaranteed fee

**2.05%
or less**

**Don't deal
with high
processing
fees!
Colorado
Gives
Foundation
negotiated
industry low
fees for you!**

ColoradoGives.org Fees

Classy.org – 2.4% + \$0.30 (cc); 2.5% + \$0.30 (pp)

GiveButter – 2.9% + 30¢

DonorBox – 2.2% + 49¢

QGiv – 2% + \$0.30

HandBid – 3.5% plus \$0.30

Fundraise Up – 4% fees

PayPal – 2.89% + \$0.49; 1.99% + \$0.49 (nonprofits)

CG.org Ave. Fee

.43%

CG.org Guaranteed fee

**2.05%
or less**

Let's
compare
some **high**
processing
fees out
there to
show how
affordable it
can be!

Effective Fees

Overview

Organization Page

Supporters

Fundraising Tools

Overview

Your organization is registered for [Colorado Gives 2024](#).

565

Online Donations

Last 12 months

442

Unique Donors

Last 12 months

\$60,537

Raised Online

Last 12 months

0.13%

Effective Fee

Last 12 months

51.16%

Retention

2023 / 2022

1,426

Profile Visits

Last 12 months

Effective Fee

The processing fee for donations on Colorado Gives 365 is 3.99% per transaction. Donors are given the option to cover this fee on behalf of your organization, and 82% of donors do so bringing the average effective fee paid by nonprofits to 0.43%.

Your effective fee is the percentage withheld after subtracting the amount covered by your donors and is calculated on donations for which the donor is encouraged to cover the fees.

Payment Methods

Credit Card



Bank Account



Google Pay

G Pay

Apple Pay

Apple Pay

PayPal



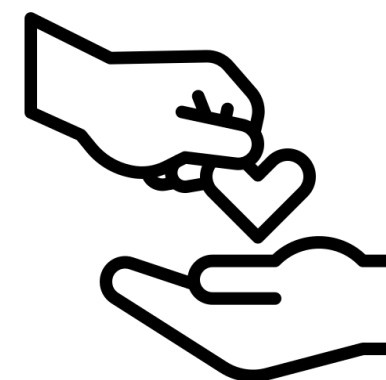
IRA Donations



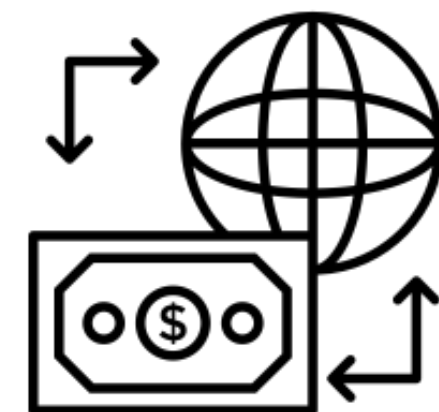
DAF Donations



Stock Donation



Wire Transfers



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.

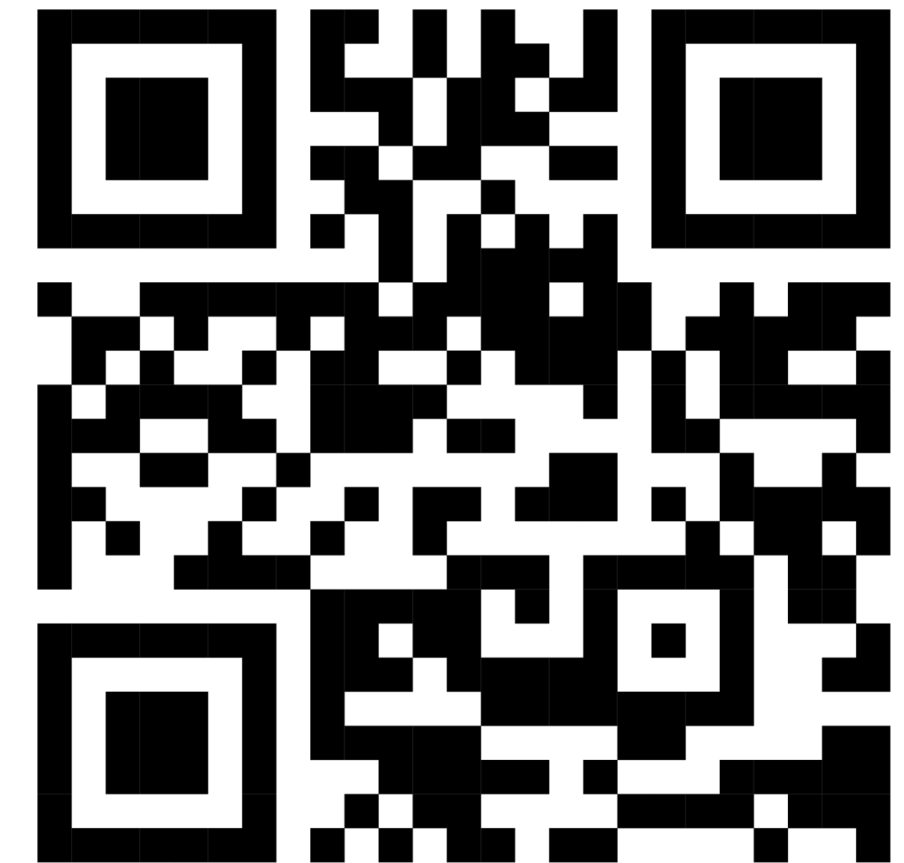
3

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! NextAfter Courses

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! 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



Let's talk...

Colorado Gives Day



Colorado Gives Day



Colorado Gives Day

Colorado Gives Day 2023

\$54M

Total Donated

\$103

Most Common
Donation

\$14K

Average Raised
per Nonprofit

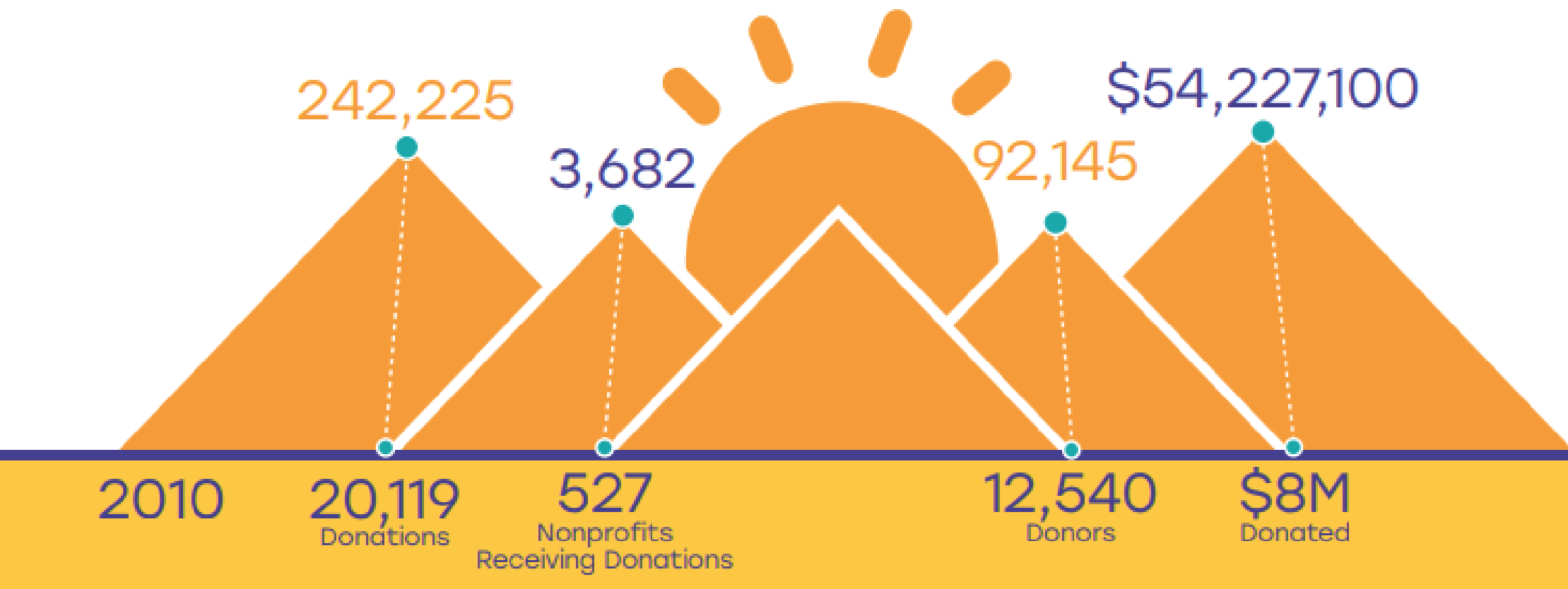
3,682

Nonprofits
Receiving
Donations

92K

Donors

Growth from 2010-2023



Totals

2010-2023

2M

Donations

599%

Growth in Nonprofits
Receiving Donations

366K

Donors

\$469M

Total Donated
Since Inception

In its 15th
year,
**Colorado
Gives Day** is
the **largest
online
community
giving** event
in the
country!

Colorado Gives Day

November 1 - December 10, 2024

SEP 18

SEP 20

NOV 1

NOV 28

DEC 3

DEC 10

EOY

TOOLKIT
RELEASE &
WEBINAR
TRAINING

CATCHAFIRE
LIVE
WEBINAR
TRAINING

NONPROFIT
KICK OFF &
EARLY GIVING
BEGINS!





Millions in Prize Incentives

1M+ Incentive Fund Boost

250K Recurring Gift Match

S/M/L Leaderboards

S/M/L Power Hours

#GivingTuesday Prizes

**Facebook Trivia w/
Firstbank**

Southwest Tickets

**Good for Business
Challenge**

Let's talk...

NPO Enrollment



**Nonprofit
Enrollment**



Join the growing community of 4K nonprofits on **Colorado's most trusted** online fundraising platform.

Enroll ONE time with ONE question

Participate in Colorado Gives Day

Lower Fundraising Costs for NPO

Streamline Donor's Experience

Eligibility Criteria



Tax Exempt

Nonprofit is a 501(c)(3) with a public charity status of 509(a)(1) or 509(a)(2)



Serve Colorado

Nonprofit is headquartered or providing services in Colorado



State Certificates

Nonprofit has a Certificate of Registration and a Certificate of Good Standing from the Colorado Secretary of State

In 2022
Colorado
Gives
Foundation
eliminated
outdated
eligibility
criteria to
allow more
NPOs to
join!

Eligibility Criteria



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For the speediest reply to onboarding and support needs please reach out to [ColoradoGives.org](https://coloradogives.org) year-round Customer Support via support@coloradogives.org

Let's talk...

Org Page To-Do's



Org Page
To-Do's



Once you enroll,
you are granted
admin access to
your **organization
page** on
ColoradoGives.org
to complete to-dos.

The screenshot shows a web dashboard with a sidebar on the left and a main content area. The sidebar has a 'DASHBOARD' header and a list of menu items: 'Overview' (highlighted), 'Organization Page' (with a checkmark icon), 'Supporters' (with a group icon), 'Fundraising Tools' (with a lightning bolt icon), 'Reports' (with a table icon), 'Checkout' (with a shopping cart icon), and 'Integrations' (with a plug icon). The main content area has a 'To-Do' header with a red notification dot. A yellow overlay box is positioned over the 'To-Do' list, containing two sections: 'Required' and 'Recommended'. The 'Required' section lists five items: 'Complete your Organization Page' (checkbox), 'EFT Setup' (checkbox), 'Admin lead contact' (checkbox), 'Population Served' (checked checkbox), and 'State Compliance' (checkbox). The 'Recommended' section lists two items: 'Complete your Organization Page' (checkbox) and 'Thank You Page' (checkbox). At the bottom of the overlay is a link that says 'Open detailed to-do list'.

DASHBOARD To-Do

Overview

Organization Page

Supporters

Fundraising Tools

Reports

Checkout

Integrations

Required



- ☐ Complete your Organization Page
- ☐ EFT Setup
- ☐ Admin lead contact
- ☒ Population Served
- ☐ State Compliance
- ☒ Location Eligibility


Recommended


- ☐ Complete your Organization Page
- ☐ Thank You Page



Open detailed to-do list


Any admin can add other admins to the **organization page on ColoradoGives.org** to complete to-dos & get emails.


 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.

Admins

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

Demo Break!


Org Page Tour



Org Page
To-Do's



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

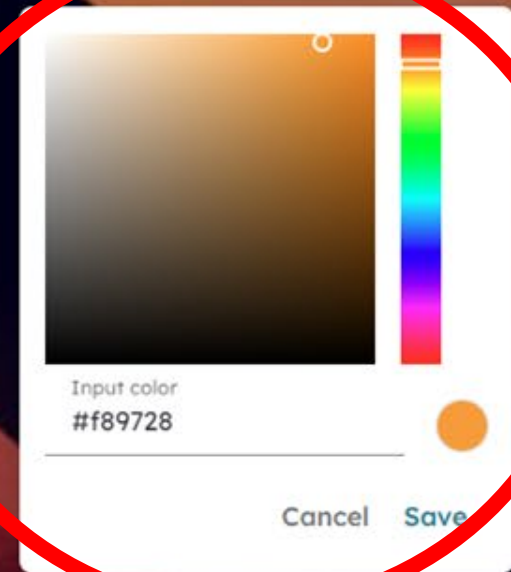
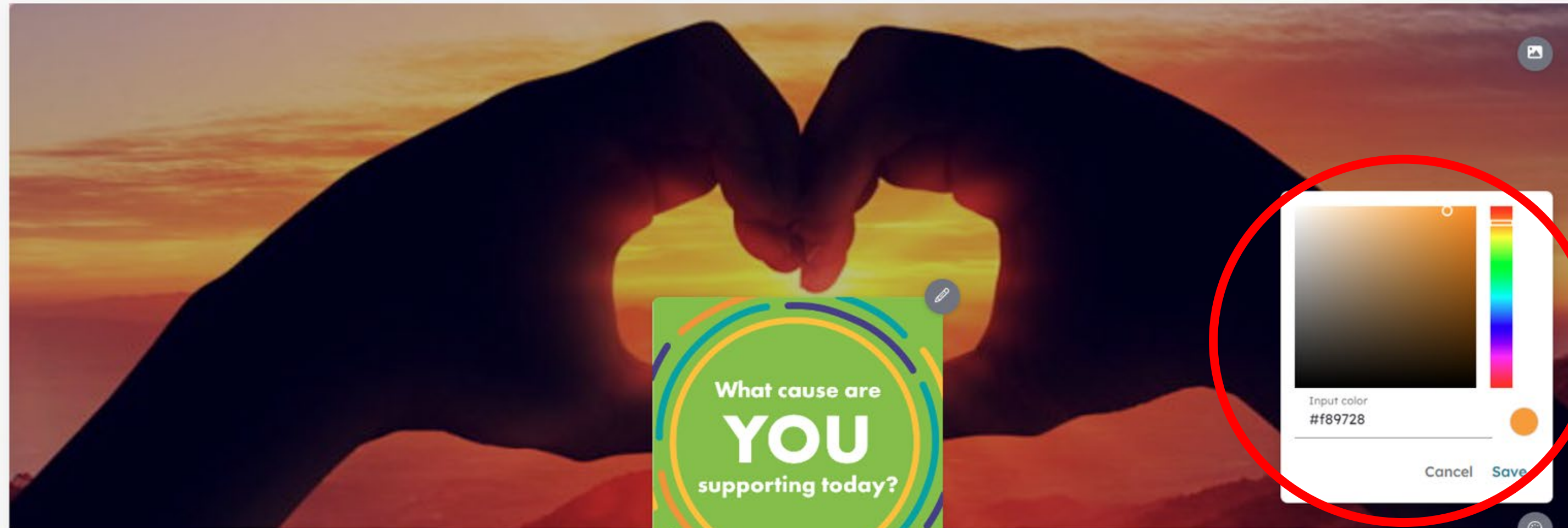
>  Integrations

>  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 Fundraising 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 banner features a photo of children with the text 'Let's End Diaper Need'. A white overlay box contains the heading 'Thank you for believing that every Colorado child deserves to thrive'. Below this, there are 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	Impact
\$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

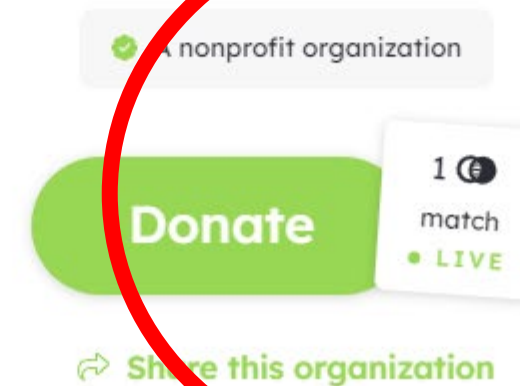
✓ 84% of donors are more likely to give if their gifts are matched

✓ 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](#)**

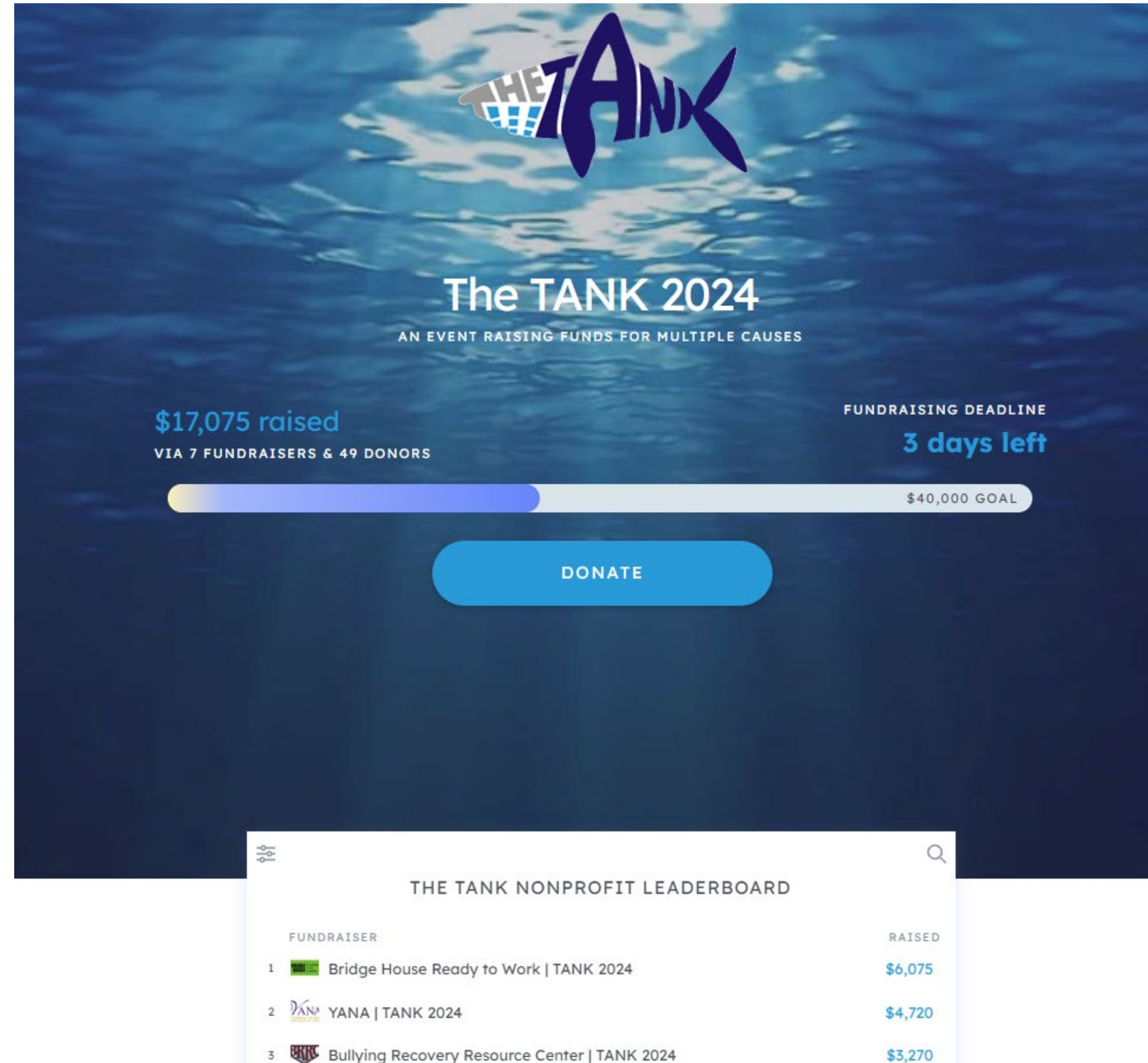
☑ **How to Get More Recurring Donors on ColoradoGives.org –[Read the FAQ](#)**

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.

Key Takeaways

Getting Started



**Key
Takeaways**



Today's Key Takeaways



ColoradoGives.org is FREEE for nonprofits & easy for everyone! We are the trusted platform for giving in Colorado year-round.



You only enroll ONCE to join ColoradoGives.org & participate in CGD. You can NOT accept donations until your To-Dos are complete!



Start now with your goal setting & planning. CGD donations count starting Nov 1. Embeddable Form & Matches drive significant dollars for NPOs!

Thank You!



Dec. 10, 2024

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