



# Mastering the 2025 Colorado Gives Day Toolkit

## Part 1: Planning + Promotion



# Today's Presenters



**Jordan Brown**

*Nonprofit Success  
Manager,  
ColoradoGives.org*



**Jessica Hanner**

*Vice President of  
Marketing +  
Communications*



**Lindsey  
Fontneau**

*Digital Marketing  
Manager*



**Cindy  
Matthews**

*Director of  
Communications +  
Community Outreach*



To our nearly 5,000 incredible nonprofits on ColoradoGives.org,

You are more than just participants in Colorado Gives Day—you are family. You are our partners, our collaborators, and the heart of why we do what we do.

Year after year, you show up—bringing your passion, your creativity, and your unwavering dedication to the communities you serve. Your commitment turns a single day in December into a movement that inspires generosity across Colorado.

We see the long hours you put in.

We see the countless ways you care for your communities.

And we are profoundly grateful.

Thank you for trusting us to be part of your story. Together, we're building something that is bigger than any one of us—a Colorado where giving thrives, nonprofits flourish, and lives are changed.

With deep appreciation,  
Colorado Gives Foundation Team



# Today's Agenda

Timeline + Reminders

State-Wide Marketing Campaign

Nonprofit Resource Page Tour

Nonprofit Toolkit Review

- Calendar
- Toolkit Assets
- Customization Walk Through

Q&A



COLORADO GIVES DAY

# Housekeeping

2 0 2 5



# Webinar Housekeeping



## **This webinar is recorded.**

The recording + slide deck are emailed afterwards to you afterwards and added to the Nonprofit Resources page on [ColoradoGives.org](https://coloradogives.org).

Please remain on mute today and use Zoom chat unless otherwise prompted.

Direct all technical questions to

[support@coloradogives.org](mailto:support@coloradogives.org)

## **Recording Disclaimer**

Any account info + 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

# Timeline + Reminders

2 0 2 5

# Your Colorado Gives Day 2025 Timeline



**November 1**  
Early Giving Begins



**December 2**  
GivingTuesday



**December 9**  
Colorado Gives Day

<p>Kick off Email – New &amp; Returning Target Who Gave this Time 2024 Begin Asking for Monthly Gifts Activate Board, Volunteers, Alumni Pre-Thank You &amp; Give Now</p>	<p>GivingTuesday on ColoradoGives.org Goal / Milestone Communication World-Wide Day of Generosity Activations Across the State Thank Yous &amp; Share Now</p>	<p>Big State-Wide 24-Hour Media Blitz Power Hours, Leaderboards Incentive Fund Push Goal / Milestone Communications Thank Yous &amp; Share Results</p>
---	---	--



# A Look at Colorado Gives Day 2024

- 93% of Donors Covered Transaction Fees on Behalf of Nonprofits.
- Returning Donors gave over 80% of the dollars and represented over 60% of donors.
- Average CGD gift from a NEW donor was \$263 while **RETURNING donors gave \$724.**

- GivingTuesday on ColoradoGives.org saw increases in dollars (39%), donors (22%) + donations (44%) for nonprofits.
- 16% increase in nonprofits with donations for Colorado Gives Day 2024.
- “Give Again” Emails raised over \$6 million dollars for Colorado Gives Day.



**\$54.8M**

Total Donated



**4,284**

Nonprofits  
Receiving  
Donations



**\$12.8K**

Average Raised  
per Nonprofit



**\$103**

Most Common  
Donation



**95K**

Donors





**252K**

Donations

## Why Nonprofits Participate

 **Largest Giving Day in Colorado** | Harness the state's biggest generosity movement — thousands of donors are ready to give.

 **\$1M+ Incentive Fund = Free Money** | Every donation is boosted. No other campaign does this!

 **Donor Engagement + New Visibility** | Celebrate with current supporters + get discovered by new ones.

 **Credibility & Momentum** | Participation signals trust and inspires more donors to join in.

 **Year-End Fundraising Launchpad** | Start December with urgency, excitement + record results.

## Free Catchafire Subscription

- Get FREE help from pro-bono professionals.
- Use Catchafire for Colorado Gives Day & EOY
- Unlimited access to capacity building services.
- Start Today! [Click here to get started.](#)
- [Schedule call](#) with Catchafire rep or email [help@catchafire.org](mailto:help@catchafire.org)

## RSVP to Upcoming Webinars

**September 24 @ 9 AM | Part 2: Behind the Buzz**

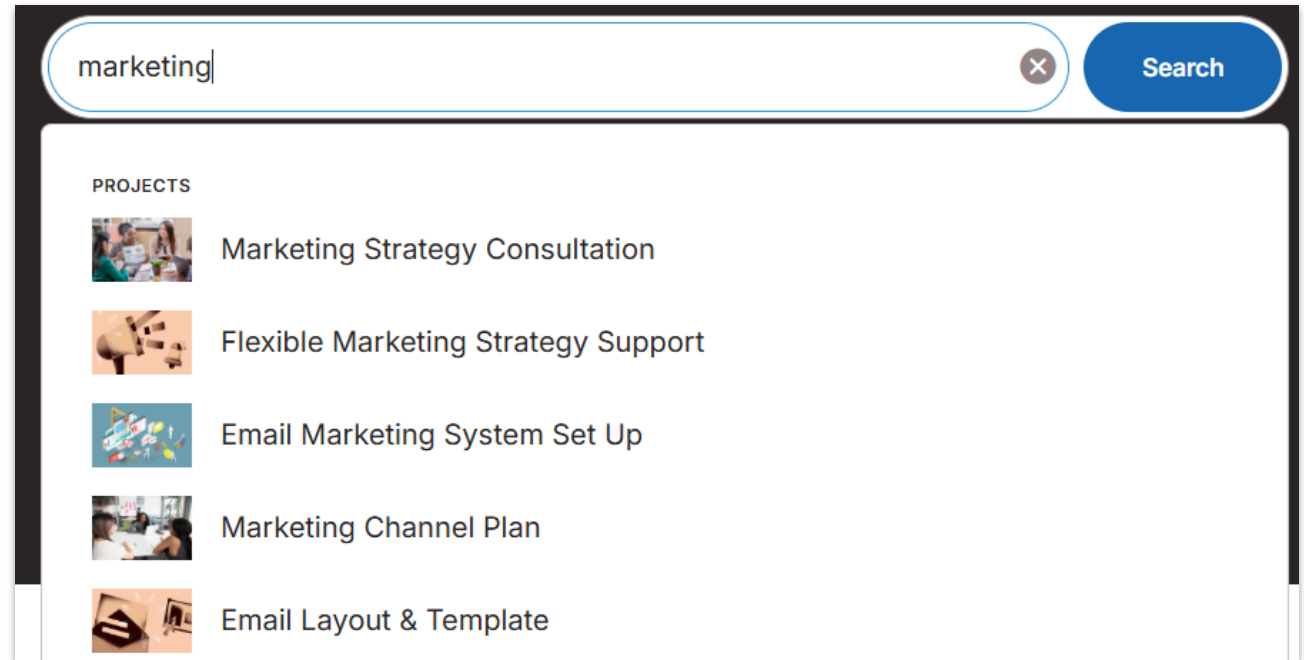
Unlocking the Power of Colorado Gives Day 2025 Toolkit

**October 9 @ 9 AM | Incentive Strategies: CGD Prizes**

**October 21 @ 9 AM | Your CGD Success Checklist**

# Catchafire is Funded by Colorado Gives Foundation

- Colorado Gives Foundation is committed to providing nonprofit capacity building resources statewide.
- There are nearly 900 Colorado nonprofits active year-round on Catchafire.org now with millions of dollars saved in consulting fees and time!



**Featured Resource: Catchafire™ 101**

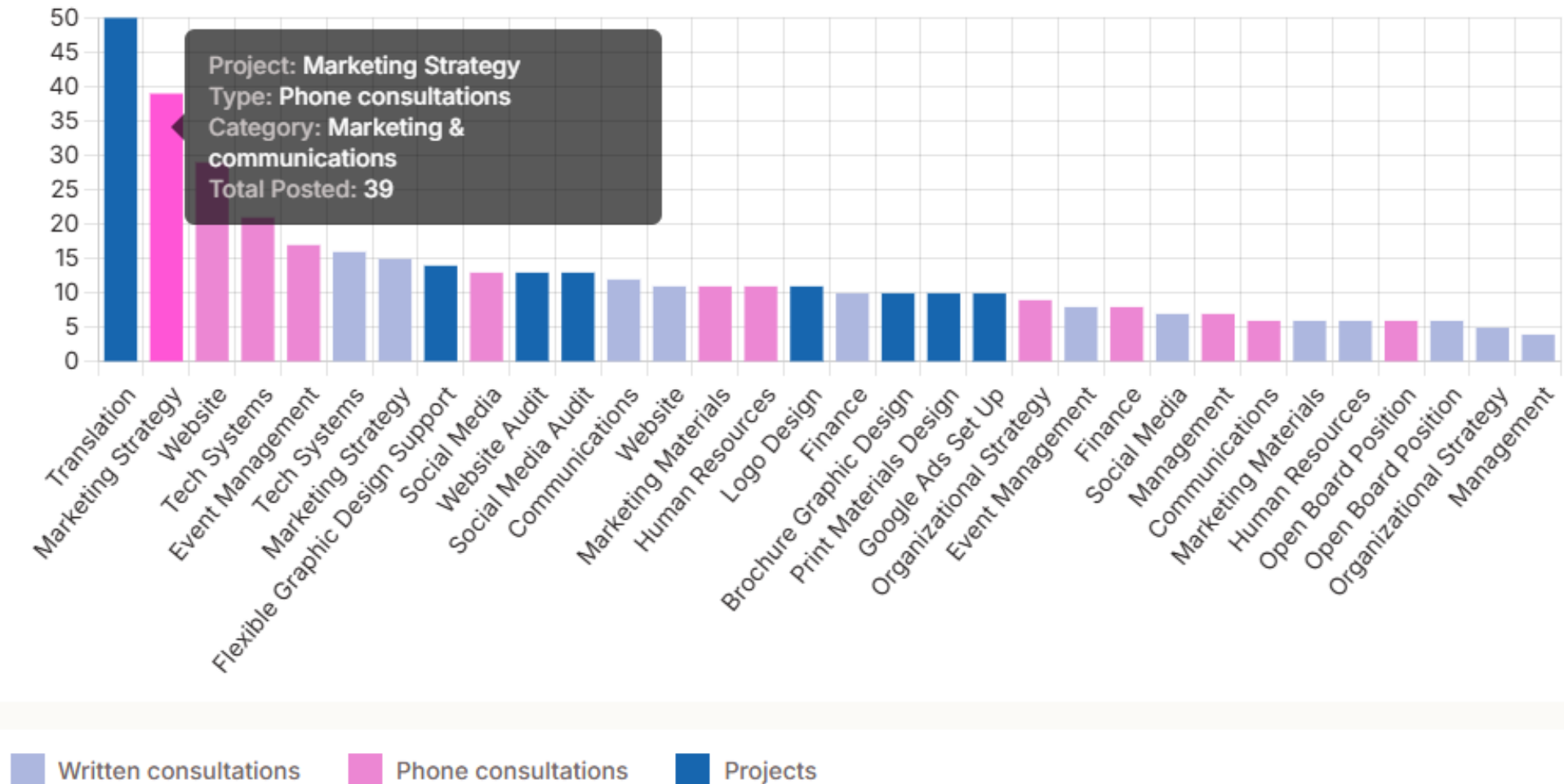


**[Watch the Recording](#)** |



**[View the Slide Deck](#)**

# Catchafire is Used to Build Your Capacity



# Webinars to Help Build Campaign Strategy



## Featured Resource: Catchafire™ 101



[Watch the Recording](#) |



[View the Slide Deck](#)



## Compelling CGD Appeals: Crafting Value Propositions



[Watch the Recording](#) |



[View the Slide Deck](#)



## Optimize CGD Website Donations: Embeddable Forms



[Watch the Recording](#) |



[View the Slide Deck](#)



## Inbox Impact: Defining Your CGD Campaign Email Strategy



[Watch the Recording](#) |



[View the Slide Deck](#)



## Rally EOY Supporters: Maximize Appeals + Urgency



[Watch the Recording](#) |



[View the Slide Deck](#)

# Act Now Multiply Colorado Gives Day Results!

## **Early Engagement = Higher Returns:**

Nonprofits that start donor outreach early raise 2–3x more than those who wait until the week of the event. (GivingTuesday Data Commons, 2023)

**Retention Matters:** Nationally, only 45% of donors give again year to year, but when organizations send pre-thank-you messages and updates, retention rates jump by up to 60%. (Fundraising Effectiveness Project, 2022)

**Peer-to-Peer Power:** Campaigns that activate peer-to-peer fundraisers raise on average 30% more than those that don't. (Classy State of Modern Philanthropy Report, 2023)

**Recurring Gifts Drive Long-Term Growth:** Donors acquired through giving days are 70% more likely to set up a recurring gift than those acquired through other campaigns. (Neon One Data, 2022)



# Update Your CGD Logos This Month

**Update CGD logos this year to remove the date + make easier for all:**

✗ If your logo says “365” or “2020–2024” → it’s out of date, please update.

🏔️ Colorado Gives Foundation is the official host of Colorado Gives Day.

💻 ColoradoGives.org is the free year-round giving platform that makes it easy for individuals and businesses to support nonprofits.



COLORADO GIVES DAY

# State-Wide Campaign Overview

2 0 2 5

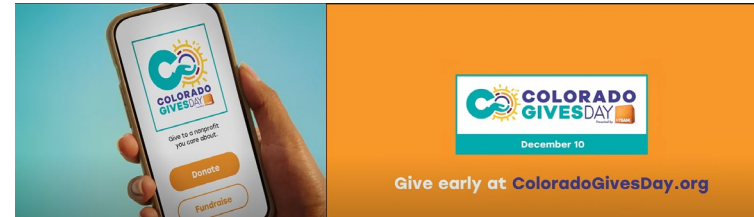
# Campaign Objectives

- Create awareness of Colorado Gives Day in a way that stands out.
- Create consistency in look, feel and messaging across all touchpoints.
- Make materials flexible to support your cause.
- Include clear calls to action.
- Share the urgency of the need.

Easily  
the  
best  
day  
to  
give.

## Updates Include:

- New Headlines
- Updated Copy





## About Your 2025 Toolkit

Nonprofits that raised the most or reported a successful Colorado Gives Day **were more likely to use** Nonprofit Resources Page, Marketing + Advertising Toolkit and Calendar + Checklist.

Toolkit is designed to help you join the campaign and **tap into the widespread awareness** CGF is building.

Logos have been updated to remove the date to make it easier to leverage assets next year.

Ensure your Marketing + Development teams are **in the loop**. Invite them to sign-up for Colorado Gives Day emails.



COLORADO GIVES DAY

# Nonprofit Resource Page

2 0 2 5



# Nonprofit Resource Page

ColoradoGives.org/p/Nonprofit-Resources

 **Who is it for?** Any nonprofit staff, volunteer, or administrator looking for campaign assets, fundraising tools, or capacity-building resources.

 **What is it?** Your one-stop shop for ColoradoGives.org tools, webinar trainings, and Colorado Gives Day updates—all in one place.

 **Where is it?** ColoradoGives.org → find it in the footer.  
 Bookmark this page!

 **Why use it?** Save time + effort with a centralized hub:

- Toolkit & calendar
- Webinar recordings & trainings
- Campaign planning resources (for CGD + year-round)



# Nonprofit Resource Page

ColoradoGives.org/p/Nonprofit-Resources



## Getting Started

### Benefits of ColoradoGives.org

Take advantage of our free tools, trainings and resources to boost your fundraising efforts all year long. You can also participate in Colorado Gives Day starting November 1 - December 9, 2025.

[Learn More](#)

### Join ColoradoGives.org

Thousands of Colorado nonprofits use ColoradoGives.org to fundraise year-round. Begin online fundraising today, and be prepared to launch your Colorado Gives Day campaigns.

[Sign Up](#)



## Colorado Gives Day is Nov. 1 - Dec. 9

And we're here to help you maximize your impact!

Colorado Gives Day is a statewide movement of giving, where thousands of Coloradans come together to support nonprofits like yours. Colorado Gives Foundation provides a suite of tools and resources to help your organization plan and promote a successful campaign.



### Marketing + Advertising Toolkit

Assets and resources to help you raise awareness during this statewide movement.

[View the Toolkit](#)



### Calendar + Checklist

Stay organized with important dates and action items leading up to Colorado Gives Day.

[View the Calendar](#)



### Submit an Upcoming Event

Planning a Colorado Gives Day event? Let us know and we'll share with our media partners.

[Submit an Event](#)



# Having a Fundraising Event Nov 1 – Dec 9? 📢 *Tell Us!*

## 1. Tell Us About the Event

- Submit [Event Form on Nonprofit Resource Page](#).
- We will share it with our media partners.

## 2. Leverage Your Event for Colorado Gives Day

- Use a fundraising page for your Event
- Post your event on social media channels.
- Include ColoradoGivesDay.org URL in the post.
- Tag us when you post online:
  - Instagram: @ColoradoGivesFoundation
  - Facebook: /ColoradoGivesFoundationOrg
  - #ColoradoGivesDay #WaveofGenerosity

Look for this icon on the  
Nonprofit Resource Page!



### **Submit an Upcoming Event**

Planning a Colorado Gives Day event? Let us know and we'll share with our media partners.

**Submit an Event**

COLORADO GIVES DAY

# Toolkit Assets

T O O L K I T

# Colorado Gives Day Marketing + Advertising Toolkit

<https://coloradogivesfoundation.org/colorado-gives-day-toolkit>



[DONORS](#) [NONPROFITS](#) [BUSINESSES](#) [EVERYONE](#)



COLORADO GIVES DAY TOOLKIT

## Colorado Gives Day 2025 | Marketing + Advertising Toolkit

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 fundraising tools for year-round giving.

**Quick Links:** [Campaign Guidelines](#) | [Email Templates](#) | [Social Media Templates](#) | [Proclamation + News Release Templates](#) | [Advertising Assets](#) | [Good for Business Challenge](#)

### Campaign Guidelines

#### Colors





# New vs. Returning Colorado Gives Day Donors

Segmenting donors for communication by those who gave during CGD 2024 versus those giving year-round will strengthen messaging and provide valuable insights.

## 2 Donor Email Segments + 2 Templates in Your Toolkit

- ✓ **November 1 | Early Giving Ask – New Colorado Gives Day Donors**
- ✓ **November 1 | Early Giving Ask – Returning Colorado Gives Day Donors**

## Identifying Returning Donors in Your Reports

- Go to **your donation report** on ColoradoGives.org
- Time Period = **Last Year**
- Campaign Type = **View By Giving Event**
- Campaign Name = **Colorado Gives Day 2024**



*Segmenting – Process of dividing a large list of email subscribers into smaller, more specific groups based on a shared criteria.*



# Colorado Gives Day Calendar + Checklist

<https://www.canva.com/design/DAGup83JDbA/ahgbG6vkPZtz4WLCbqEkIA/view>

# OCT 2025



SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	WEBINAR: 9 Prize Strategy	10	11
12	13	14	15	16	17	18
19	20	WEBINAR: 21 Checklist for Success	22	23	24	25
26	27	28	29	30	Happy Halloween! Merch Store Closes	31

## Checklist

- ☐ Download Colorado Gives Day Toolkit Materials
- ☐ Invite Business Partners to participate in the Good for Business Challenge
- ☐ Review and test your giving page (on desktop and mobile) and make any updates needed
- ☐ Draft and schedule posts for social media
- ☐ Place your merch store order before Oct. 31
- ☐ Provide your volunteers, staff and board with key messages
- ☐ Finalize your matching gifts
- ☐ Ask staff to update email signatures with Colorado Gives Day logo
- ☐ Develop your donor campaign
- ☐ Register for the Nonprofit Kickoff and webinars

Last Updated: Sept. 10, 2025



COLORADO GIVES DAY

# Customizing Assets

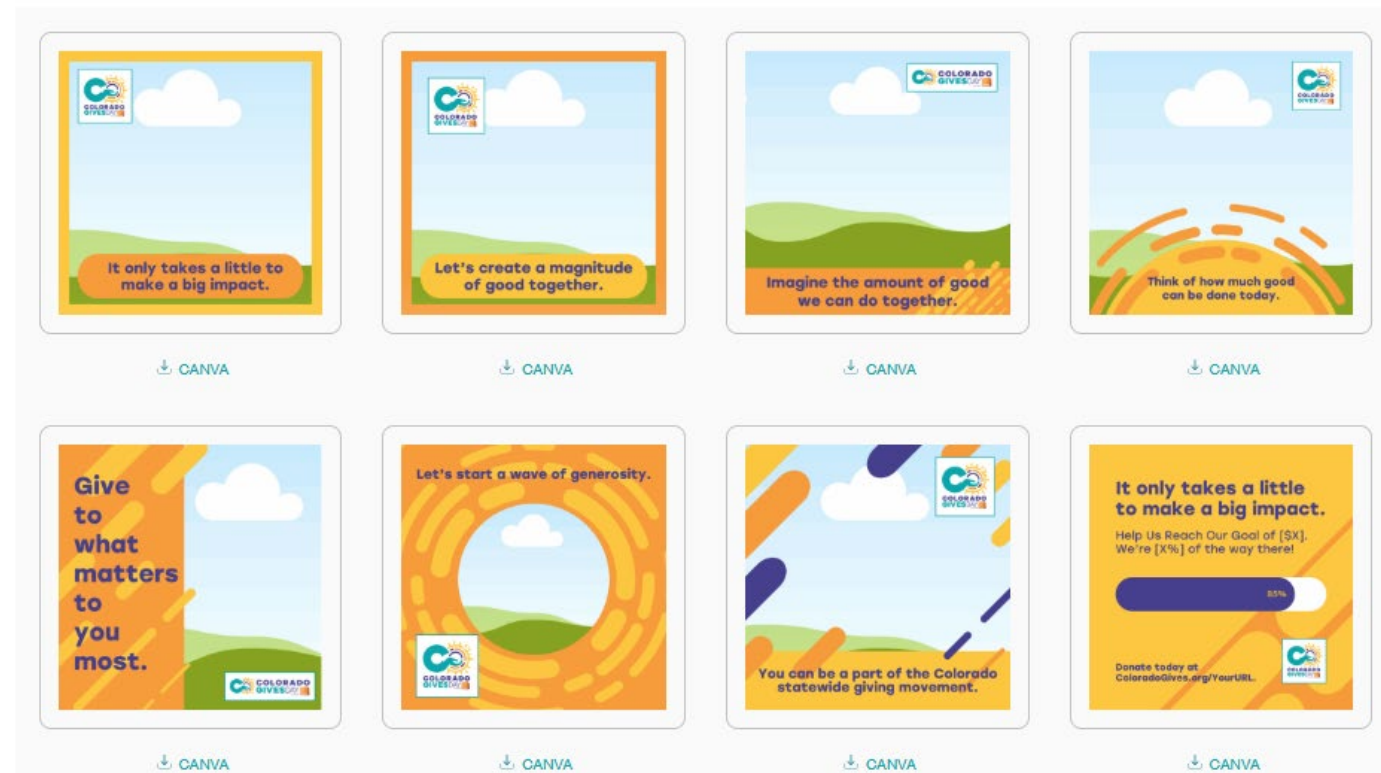
T O O L K I T

# Canva Tutorial

## [Watch the Canva Tutorial](#)

### Social Media Templates (English + Spanish)

#### ^ Promotional Posts



COLORADO GIVES DAY

Q & A

2 0 2 5