



Behind the Buzz

Part 2: Unlocking the Power of the Colorado Gives Day Nonprofit Toolkit



Today's Presenters



Jordan Brown

*Nonprofit Success
Manager,
ColoradoGives.org*



Jessica Hanner

*Vice President of
Marketing +
Communications*



**Cindy
Matthews**

*Director of
Communications +
Community Outreach*



Laura Phillips

*Managing Editor
CBS News Colorado*



**Lindsey
Fontneau**

*Digital Marketing
Manager*

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

- Catchafire Share

Advertising + Activations

Toolkit In Action

- Merchandise Store

Inspiration + Best Practices

News and Storytelling

- News + Proclamation Templates
- Events & Storytelling

Q&A



COLORADO GIVES DAY

Housekeeping

T O O L K I T

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

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

Kick off Email – New & Returning
Target Who Gave this Time 2024
Begin Asking for Monthly Gifts
Activate Board, Volunteers,
Alumni
Pre-Thank You & Give Now

GivingTuesday on ColoradoGives.org
Goal / Milestone Communication
World-Wide Day of Generosity
Activations Across the State
Thank Yous & Share Now

Big State-Wide 24-Hour Media Blitz
Power Hours, Leaderboards
Incentive Fund Push
Goal / Milestone Communications
Thank Yous & Share Results

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

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





Catchfire Success Story 1

See how Jill S. helped Meals on Wheels for Fort Collins on an Individual Donor Letter project

YOUR REASONS FOR GIVING



 Glenda S. Executive Director	 Jill S. Volunteer	
Matched on Oct 7, 2024	Saved 💰 \$1,840	Hours given 8

Share this story:    

Myra is incredibly talented. She adapted our brand guidelines into a gorgeous google slides template that elevates our presentation content to look much more professional. She went above and beyond in this project, and was a pleasure to work with.



Alison C.

Executive Director
The Alliance for Collective Action

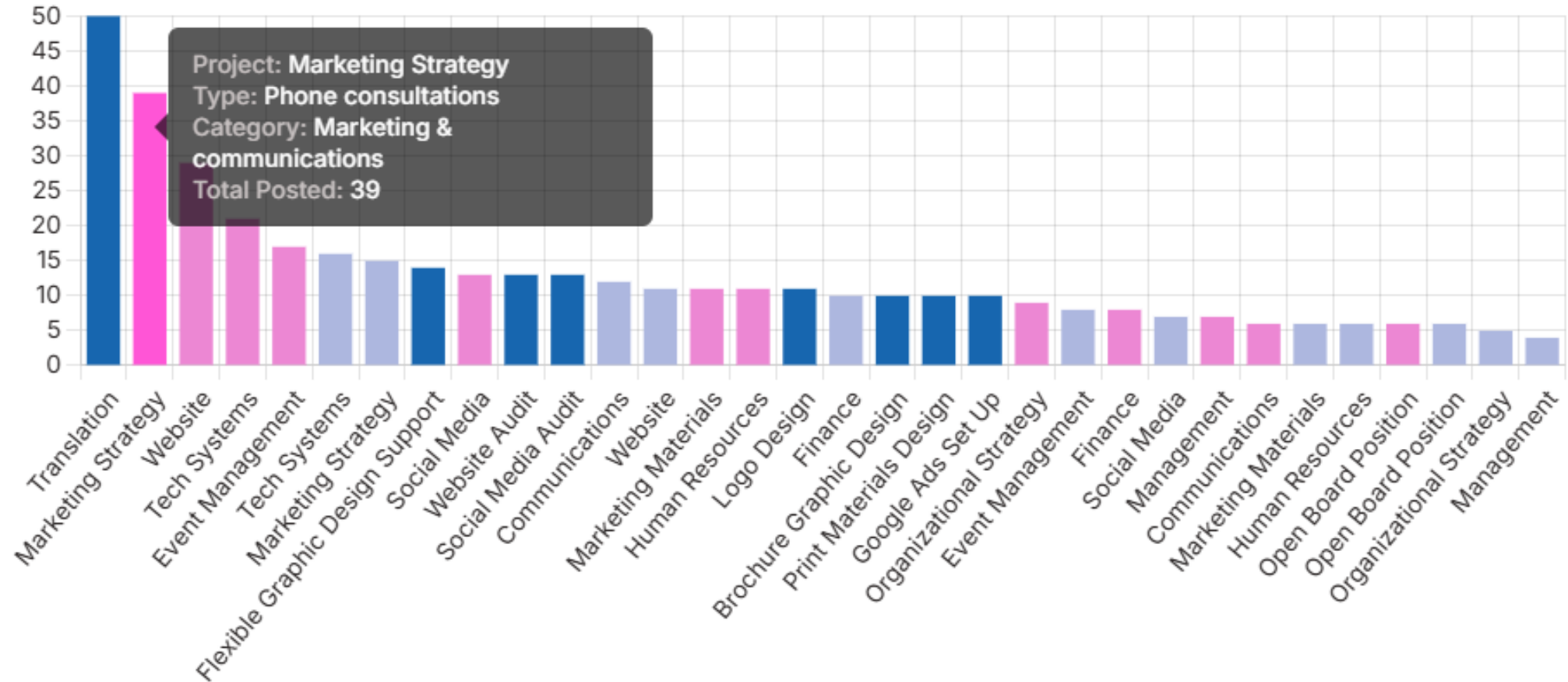
I was very pleased to speak to Kathy about an appeal letter for a November campaign. I rewrote it to emphasize the good work that the Broomfield Community Foundation does and to capitalize on the generous matching gift they will receive. We will continue working together to improve donor communication.



Jill S.

Volunteer

Catchafire is Free to Build Your Capacity



Written consultations Phone consultations Projects

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)

Monthly 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.

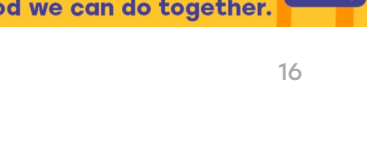
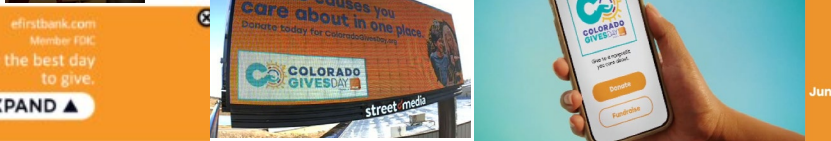
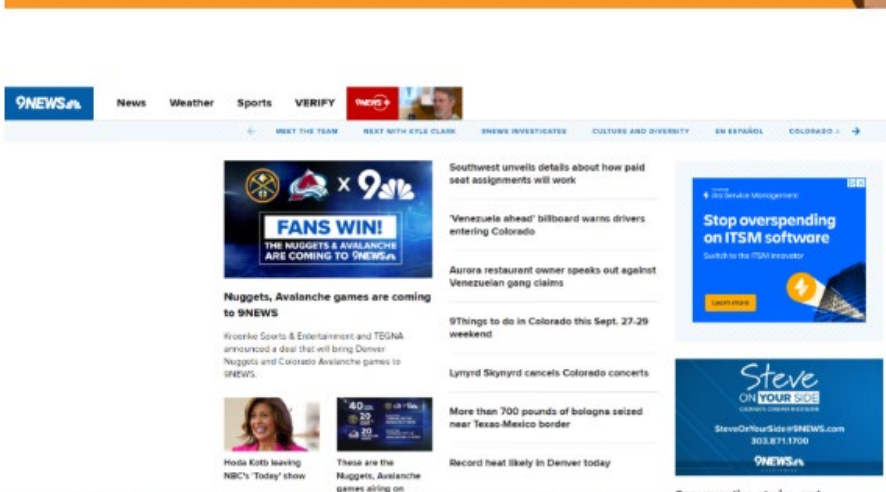
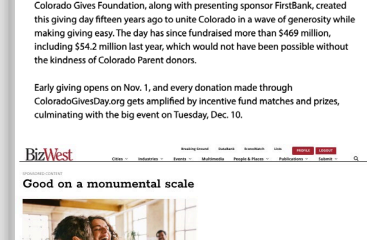
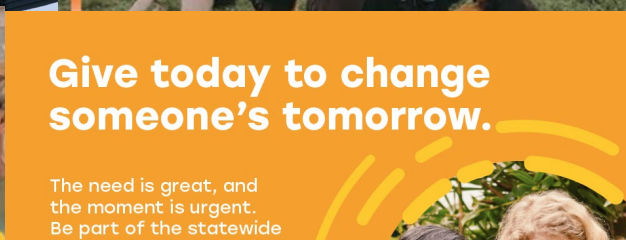
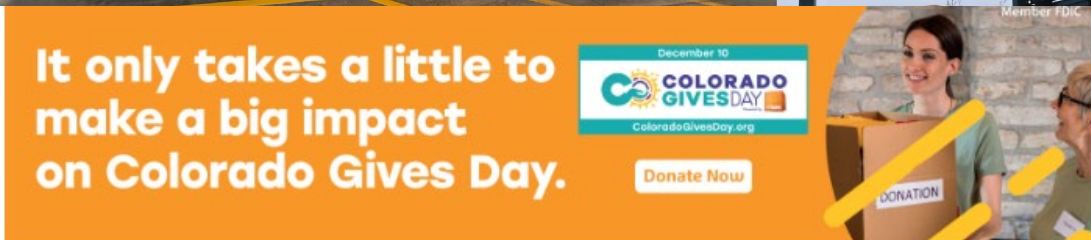


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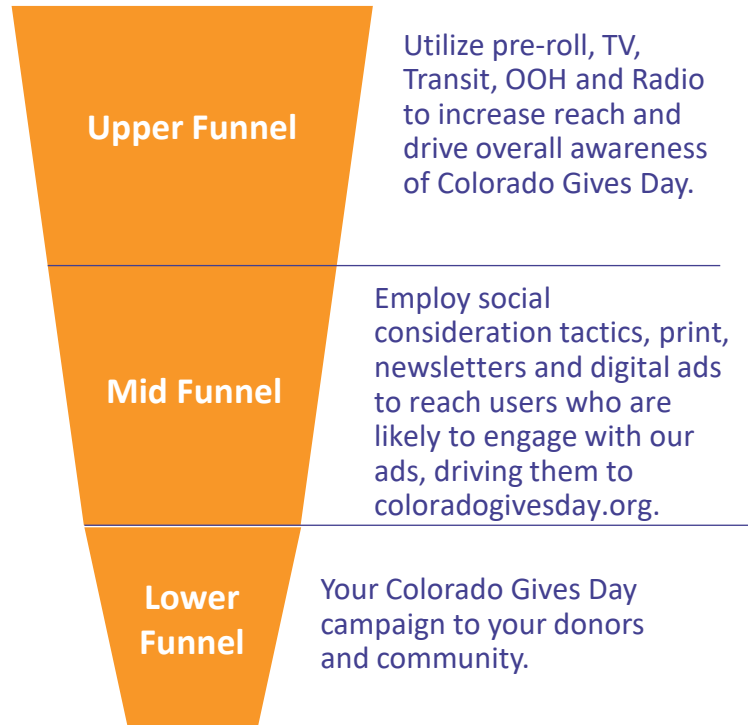
Advertising Plan & Activations

T O O L K I T

2024 Media Paid and In-Kind Campaign



2025 Advertising + In-Kind Plan (In Progress)



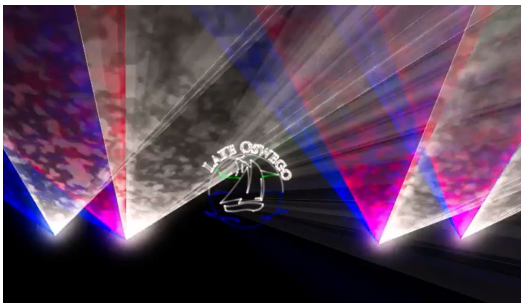
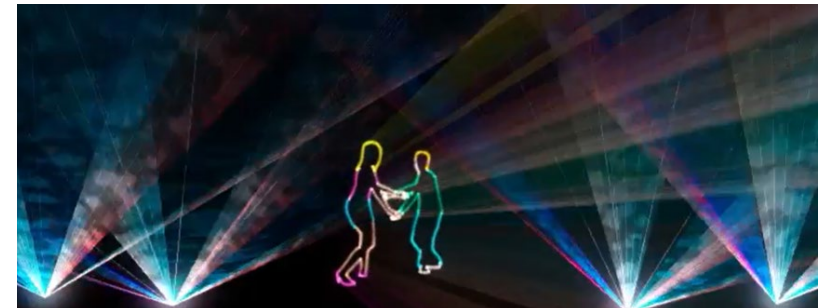
- KCNC (CBS)
 - TV (NFL, News, Coach Prime's Playbook, The Price is Right)
 - Website + App
 - ROS Ads
 - On-Air Segments
 - Social Posts
 - Dedicated In-Studio Interviews
- Zoned Cable TV (Targeted Smaller Geographic Sections)
- Connected TV (Smart TVs, Media Streaming Devices)
- Entravision
 - Broadcast TV (Latin Grammy's)
 - Social Posts including TikTok
 - Cobranded Meta
- Transit OOH
- Mile High Outdoor
 - Digital Billboards
- Podcast Advertising
- KBCO
 - Radio Ads
 - Newsletter
- Meta Ads
 - Facebook
 - Instagram
- 5280
 - Ad
 - Sponsored Links
 - Scene Listings
 - Social Posts
- Colorado Sun + Colorado Springs Gazette
 - Newsletters
- Colorado Parent
 - Print
 - Website
 - ROS Ads
- Additional Print
 - Traditional
 - Digital Display

Drive-In Laser Light Show Activation

Tuesday, Dec. 2

- Lakewood
- Fort Collins
- Colorado Springs

GIVING
TUESDAY



Colorado Gives Day Community of Donors Mosaic

Colorado Gives Day is a statewide movement.

Starting at 9 am, donors will have the opportunity to take a selfie after they donate to visually see themselves as part of the statewide movement on ColoradoGivesDay.org.



COLORADO GIVES DAY

Toolkit in Action

T O O L K I T

Colorado Gives Day Merch Store

Opens: Sept. 24

Order Closes: Oct. 31, 2025

Order by Oct. 1
to receive items
by Nov. 1

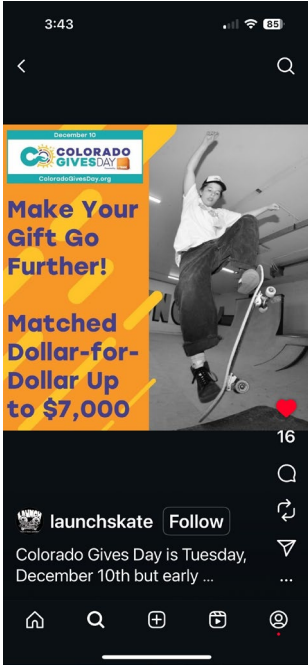
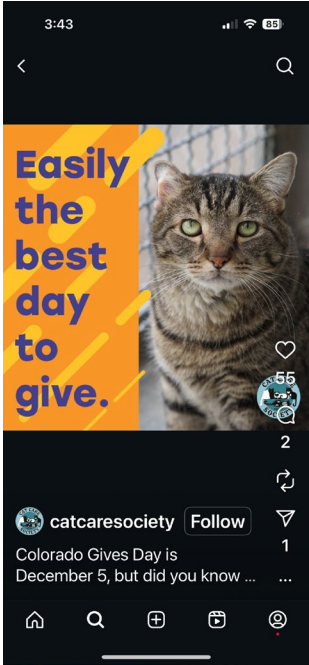
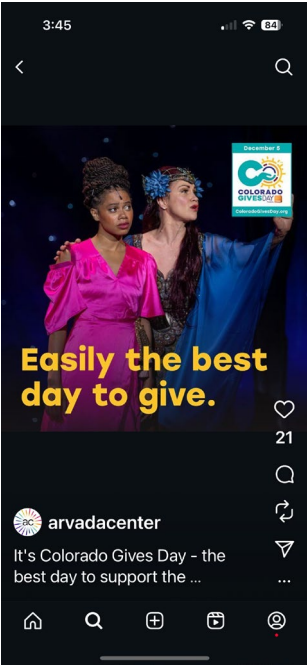


COLORADO GIVES DAY

Inspiration & Best Practice

T O O L K I T

Examples



Catholic Charities of Central Colorado · Follow
December 5, 2024 · 0

We're stronger together. This Colorado Gives Day, let's unite to make a bigger impact for families in need. With a \$75,000 matching gift, your donation to Catholic Cha... See more



Wellspring Community · Follow
November 13, 2024 · 0

Your gift this Colorado Gives season makes moments like this possible! See more



CCAI · Follow
November 4, 2024 · 0

Colorado Gives Day is December 10, but Early Giving is open now! Every donation through December 10 counts toward Colorado Gives Day and the \$1 million+ incentive fund.... See more



Colorado Repertory Singers · Follow
December 9, 2024 · 0

Tomorrow, December 10th, is Colorado Gives Day—a chance to make a lasting impact with CRS! Your generous donations help us fund our mission and bring our dreams for the choir to life. Your support keeps the music flowing and strengthens our community. After you give, spread the love! Share your giving story, tag us @ColoradoRepertorySingers, and use #ColoradoGivesDay. Let's make this day unforgettable—together! #SupportCRS #giveback <https://www.coloradogives.org/.../ColoradoRepertorySingers>



Denver Museum of Nature & Science · Follow
December 10, 2024 · 0

Today is the day! It's #ColoradoGivesDay and this year, your gift can be MULTIPLIED. ... See more



Avoid

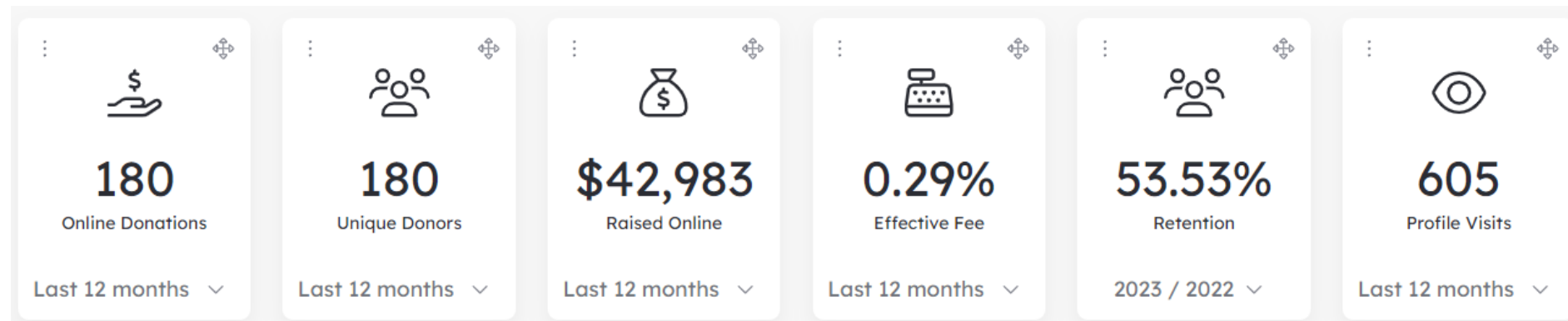
- Overloading with text.
- Changing colors
- Stretching or skewing photos and logos.
- Using low-res images.
- Adding too many extras.
- Using old logos or branding.
- Forgetting to use your ColoradoGives.org/URL or directing to a non ColoradoGives.org URL.



Nonprofit Success Stories: DYAO

2023 Fundraising Success

- +10K growth YOY for CGD 2023
- Understand What Strategy Works for Your NPO
- Competition is good!
- 2K Power Hour Prize
- Trivia Prize on Facebook
- 2 Matching Grants - Individual & Business



2025 Colorado Gives Day Nonprofit Kickoff Celebration!

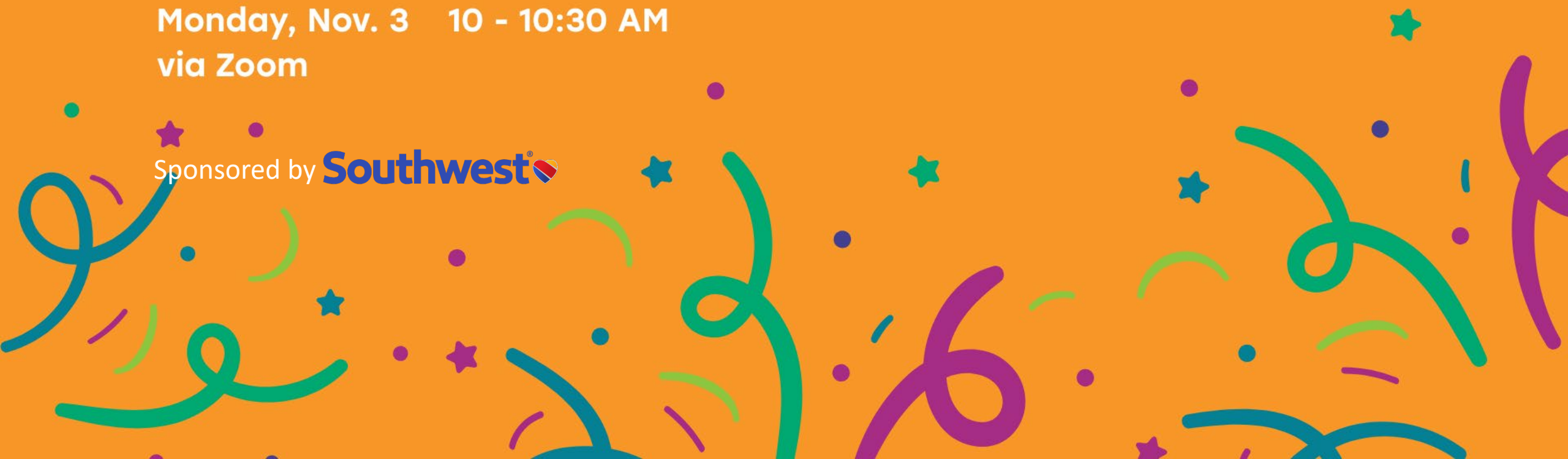
Hosted by Colorado Gives Foundation

Monday, Nov. 3 10 - 10:30 AM
via Zoom

Sponsored by **Southwest** 



RSVP



2025 Colorado Gives Day Kickoff: Nov. 3 10-10:30 AM

- **Emcee:** Michelle Griego, CBS News Colorado
- **Keynote:** Brad Montague
- **Special Performance:** STAMPEDE Step Team
- **Exclusive First Look:** Colorado Gives Day social activation
- **Attendees Giveaway:** 10 pairs of roundtrip Southwest Airline Ticket (must be present to win)



RSVP

COLORADO GIVES DAY

News & Storytelling

T O O L K I T

News Outreach & Toolkit Resources

- 11/3 Release: Early Giving Open and save the date
- 11/13-15: Press Kit
- 11/20 Advisory: Laser Light Show and CGD Reminder
- 12/10 Release: CGD results

Key Links:

- [Share your events](#)
- [Colorado Gives Day Toolkit](#)
 - Proclamation Template
 - News Release Template
- [CGD Planning Calendar](#)

Proclamation + News Release Templates

▼ Sample Proclamation

^ Sample News Release

↓ [Download Template](#)

A press release is a public announcement shared with local media to highlight your organization's work and connect it to Colorado Gives Day. Draft your release using the sample template, add quotes or details specific to your mission, and send it to local newspapers, radio, or TV outlets to generate community awareness.



COLORADO GIVES DAY

Laura Phillips
Managing Editor

P R E S E N T A T I O N



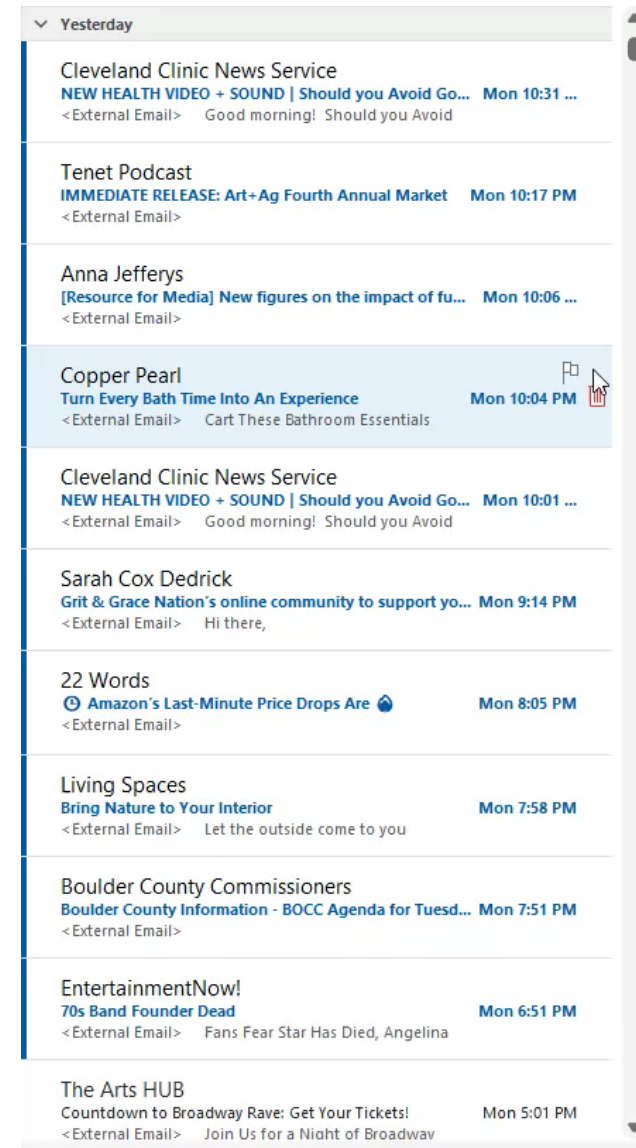
News and Storytelling

Laura Phillips

Managing Editor, CBS News
Colorado

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We get a lot of emails!



WHAT WE'RE LOOKING FOR:

Character-driven
compelling stories
with broad appeal

Show us *who* we
are helping with a
donation

Can my family
relate?

More than a CEO-
type interview

HOW TO MAKE A SOLID PITCH

- Who
- What
- When
- Where

MEDIA ADVISORY

FOR PLANNING PURPOSES

Contact: Team RMP | RMP@skdknicks.com

SATURDAY: DENVER STUDENTS WORK WITH LOCAL NONPROFITS TO PLANT NATIVE POLLINATOR SPECIES

Students From RMP Southwest To Host School Garden Work Day, Highlighting Importance of Environmental Education

DENVER, COLORADO – This Saturday, September 6, dozens of Denver students will be joined by community nonprofits from across the city for a garden **work day refreshing flower beds in their school garden and planting a native pollinator species** to support their Wildlife Habitat. RMP Southwest will be hosting the event in collaboration with Kepner Beacon and [Extreme Community Makeover](#).

The school garden works with three community nonprofits to directly benefit students and their families throughout the year: [Re:Vision](#), which helped produce over 600+ pounds of food delivered directly to families; [SustainEd](#), which provides environmental programming to kids throughout the school year; and [Denver Urban Gardens](#), which is helping to build a food forest that students and families will have access to.

Environmental education is more important now than ever, and these students and community members are coming together to make their neighborhoods more beautiful and sustainable for all. **Students and volunteers will be available for interviews during the work day to discuss their work. The garden will provide beautiful b-roll opportunities for those interested.**

WHAT

- School Garden Work Day at RMP Southwest

WHERE

- 1000 South Lowell Boulevard, Denver, CO 80219

WHO

- 15-20 Students
- Community Volunteers
- Local Nonprofits

WHEN

- Saturday, September 6, 2025
- 9 a.m. - 3 p.m.

ABOUT ROCKY MOUNTAIN PREP

Rocky Mountain Prep is a network of twelve college preparatory charter schools in the Denver metro area serving students as young as twelve weeks through twelfth grade. RMP is a movement comprised of incredible educators, families, scholars, and advocates who are changing the face of public education in Colorado by democratizing college access and preparation for historically marginalized students and families. Our mission is to empower every student to reach their full potential through a rigorous, loving, transformative academic experience, preparing them to excel in college, career, and life.

EVEN BETTER

- Tell me about the character
- Attachments (photos, narrative, etc)

Lakewood Woman Loses 78.5 Pounds Through Local Non-Profit TOPS, Named 2024 Colorado Queen: KCNC-TV Channel 4



Dave Amoroso <dave@rspr.com>

To @KCNC-TV News (CBS DL)



Tue 9/16/2025 8:52 AM



Susan Miller Narrative.docx
22 KB



Susan Before.jpeg
4 MB



Susan After.jpeg
3 MB



TOPS 2024 Colorado Queen Announcement Release.docx
26 KB

Good Morning:

Losing weight can seem intimidating, especially when you consider that 1 in 3 American adults is obese, and Colorado has an obesity rate of 24.9%. Obesity can cause an array of medical conditions, including heart disease, stroke, type 2 diabetes, and certain types of cancer. People can achieve weight loss and overall wellness by committing to a healthier lifestyle.

For instance, Susan Miller of Lakewood dropped 78.5 pounds through the non-profit TOPS (Take Off Pounds Sensibly), a non-commercial weight loss, education, and support organization. As a result of her weight loss, Susan was named the 2024 TOPS Colorado Queen, meaning she lost more weight than any other female TOPS member in the entire state and reached her goal weight.

In 2024, Colorado TOPS members lost a total of 3,978 pounds. Susan attributes her weight loss success to the support she received from her fellow TOPS members, along with portion control and regular exercise. I have attached a personal narrative, before and after photos, and a TOPS news release.

In the hopes of helping others, Susan is willing to share her story. I'd like to speak with you about arranging an interview with Susan for a personal health or human-interest story that I believe your audience would find informational and inspiring.

TOPS is not a diet. It is a lifestyle change for a lifetime. TOPS has been fighting obesity since its founding in 1948. TOPS has tens of thousands of members – male and female, age seven and older – in its network of thousands of weight-loss support chapters throughout the United States and Canada. According to a fall 2023 survey of TOPS members, with more than 15,600 responses ...

- 53% of respondents indicated that finding a program that would hold them accountable for weight loss/healthy lifestyle goals was one of the primary reasons for first joining TOPS.
- The median length of membership with TOPS is 10 years, while one in four survey respondents had been a member for 20 years or more.
- 75% of respondents indicated that continued support for losing weight/maintaining a healthy lifestyle is one of the primary reasons for continuing to be a member.
- More than 90% of respondents said the organization has provided them with friendships, membership is a good value for the price, and the organization offers valuable support.
- 57% of the respondents first learned about TOPS through a friend or family member.

Please let me know if we can arrange a time for you to speak with Susan. I appreciate your consideration and look forward to hearing from you. Thank you.

Dave

DIFFERENT COVERAGE OPTIONS

- TV PKG OR VOSOT
- LIVE INTERVIEW
- PRE-RECORDED INTERVIEW
- ON-SET GUEST
- STREAMING AND SOCIAL MEDIA
- NEWSPAPER ARTICLE
- WEBSITE ARTICLE

PITCH YOUR STORIES TO HYPER-LOCAL OUTLETS



NEWSPAPERS

NEWSLETTERS (PRINT + EMAIL)

FACEBOOK GROUPS

How can we best connect with media to see if an interview is possible?

01

Call the newsroom!

02

Find who books guests

03

Ask about reporter “beats”

How can we best
connect with media
to see if an interview
is possible?

01

Call the
newsroom!

CBS News
Colorado →

02

Find who
books
guests

Any executive
producer

03

Ask about
reporter
“beats”

Community
reporters assigned
geographically

How do small
NPs get media
attention?

Size shouldn't matter!

As long as you have a
compelling story to tell,
media should be willing to
share it

What is the best way to prepare a press kit pitch ahead of Colorado Gives?

Be ready to say “yes” immediately

Be ready to wait

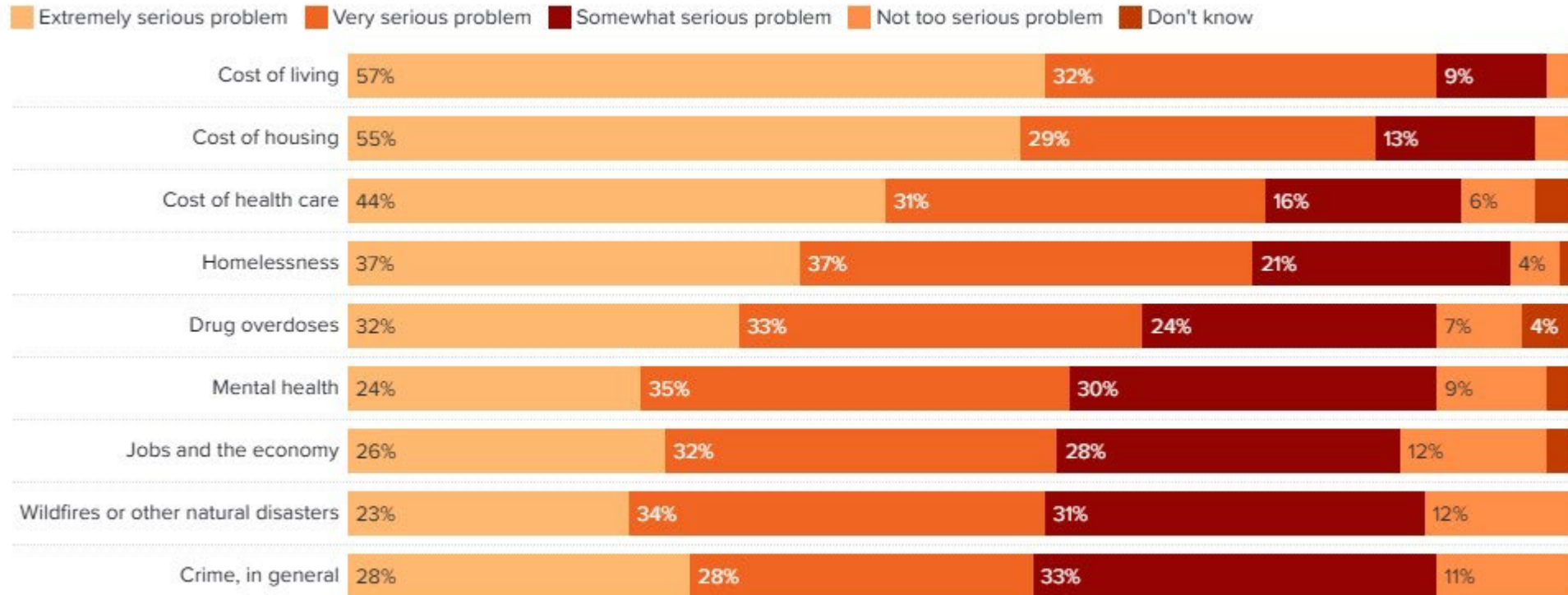
Have your “character” and NP representative lined up


Consider the visual elements

What type of Colorado Gives Day stories do reporters tend to cover as packages? What are top of mind topics that we can build on?

Costs and housing rated most serious problems

When asked to consider suggested issues facing Colorado, respondents rated issues related to cost as extremely serious problems.





What's a story archetype or angle that used to be a shoe-in for airtime but is now less appealing for coverage?



zoom

- Laura Phillips laphillips@cbs.com
- Jeff Todd jdtodd@cbs.com
- yourreporter@cbs.com
- kcncnews@cbs.com



COLORADO GIVES DAY

Q & A

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