

A Guide to:

ColoradoGives.org Fundraising Tools

Presented by:
Colorado Gives Foundation
for Colorado Gives Day 2025



www.coloradogives.org

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,
The Colorado Gives Foundation Team



Today's Agenda

Welcome & Icebreaker

Recap of Webinar 1

September Actions

Campaign Tools & Strategy

Welcoming Your Zoom Chat Questions



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.

Welcome + Icebreaker



Hi 🖐️ I'm Jordan Brown!
I am glad you are here ❤️.

Pierogi
aka
"Rogi"



Nonprofit Success Manager ✨
Champion for Causes 🏆
Dog Mom at Heart 🐶

I hope to bring heart, strategy, and humor to my work helping nonprofits thrive.

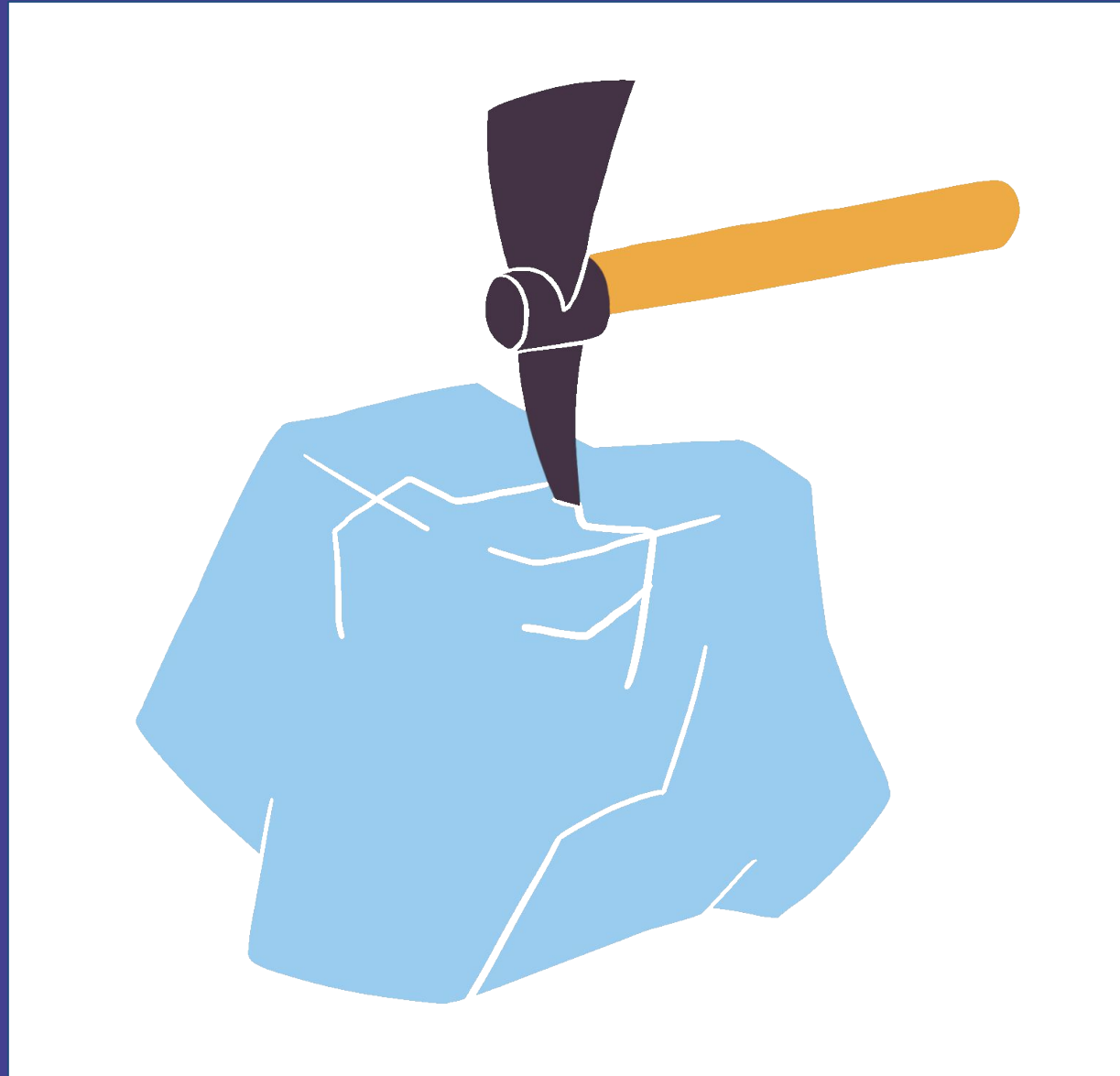
When I am not immersed in digital fundraising, I am out in nature with my 3.5-year-old son, Miles and partner, Erik... and Rogi!

Fun Facts: I majored in Environmental Studies with a minor in English.

My college job was working in a biobank that supported cancer research.



Zoom Chat Icebreaker



In one word,
describe how you are
showing up today.

Examples: curious,
caffeinated, inspired,
overwhelmed.



Your Webinar Schedule

August 26 @ 9 AM

A Guide to Fundraising Tools

September 16 @ 9 AM

Mastering the Toolkit

September 24 @ 9 AM

The Toolkit in Action

October 9 @ 9 AM

Incentive Strategies: CGD Prizes

October 21 @ 9 AM

Your CGD Success Checklist

Free Catchafire Subscription

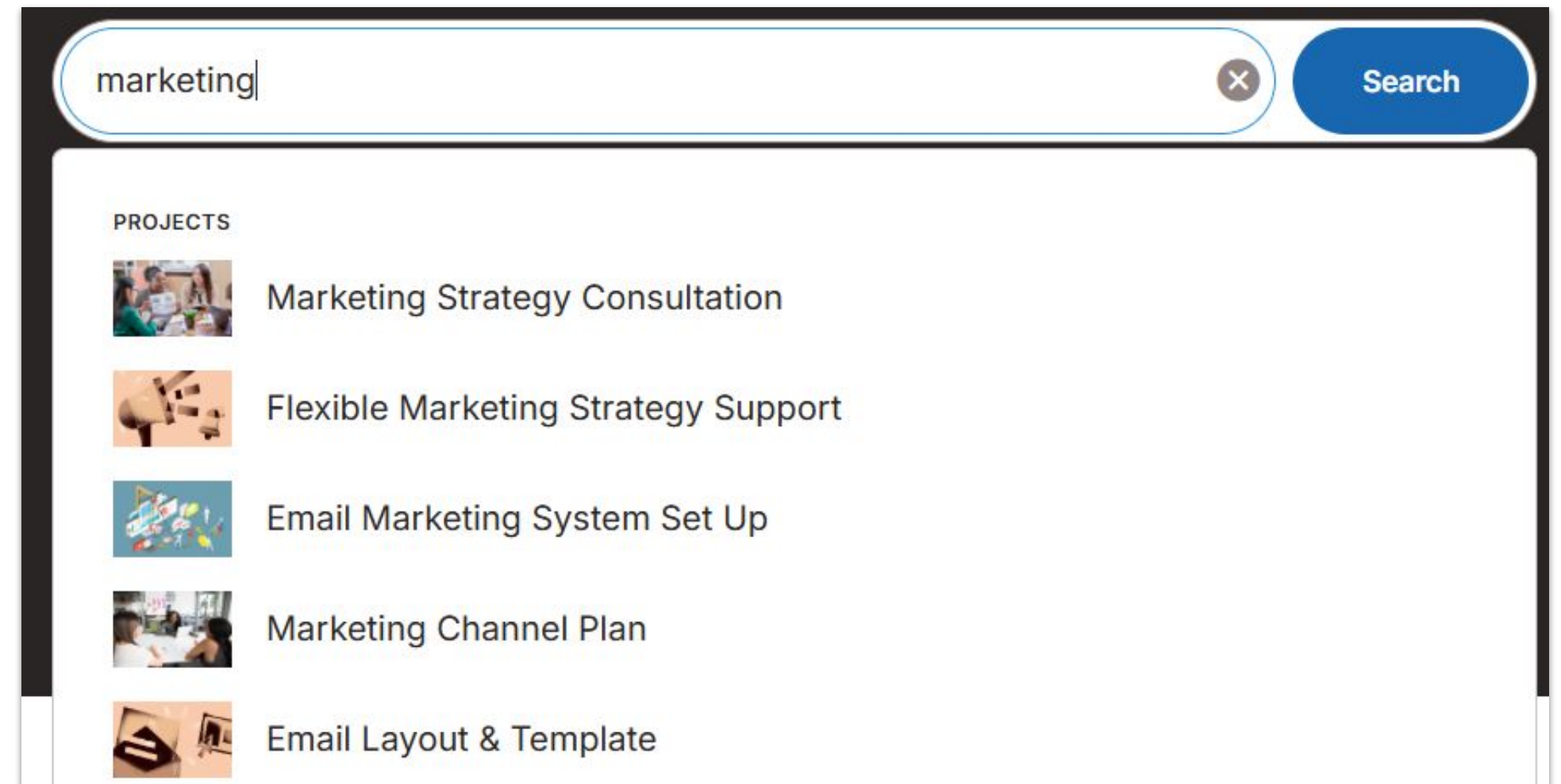
- Get FREE help from talented pro-bono professionals.
- Use Catchafire for Colorado Gives Day & EOY campaigns
- Unlimited access to a suite of capacity building services.
- Start Today! [Click here to get started.](#)
- [Schedule call](#) with Catchafire rep or help@catchafire.org.




Key Takeaways

- There are multiple ways to engage your supporters for CGD
- Your job is to pick CGD tools + strategies to support goals
- Do Not Feel Overwhelmed - Online Fundraising is Ongoing
- September Actions You Can Take for CGD Prep
- Resources Available for CGD + Year Round Fundraising

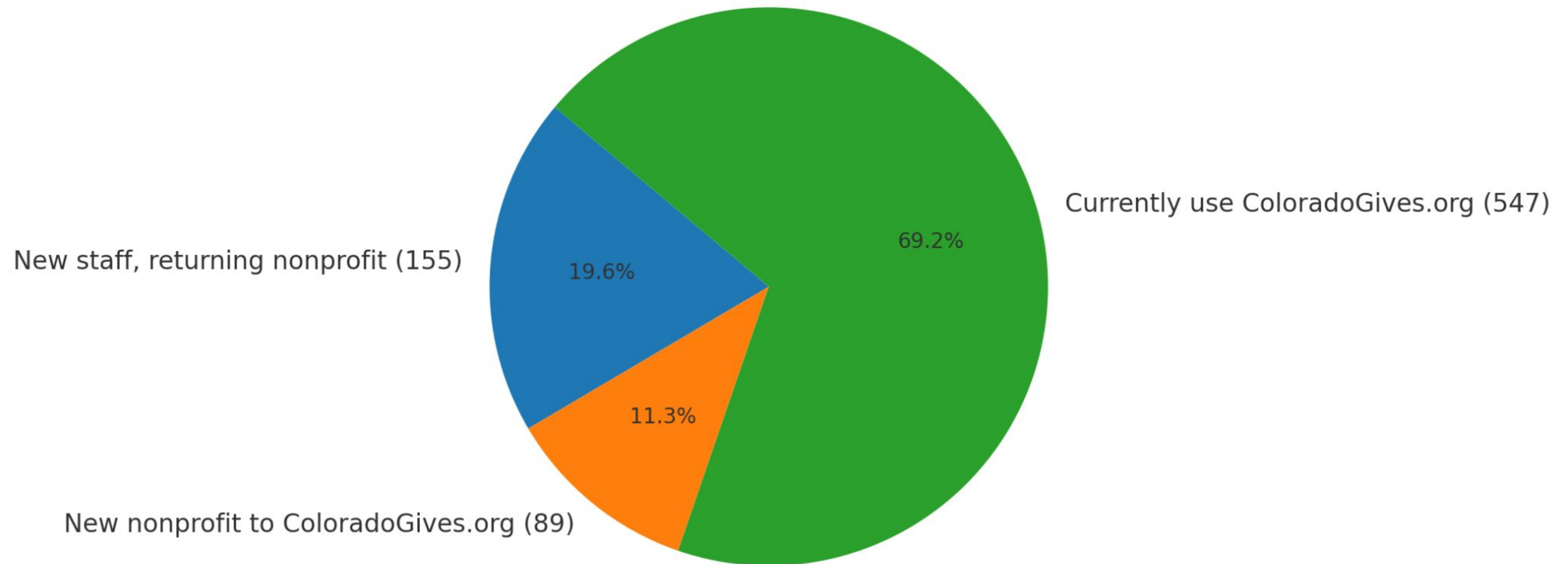
Catchafire is Funded by Colorado Gives Foundation

- Colorado Gives Foundation is committed to providing nonprofit capacity building resources statewide.
- June 2024 the Foundation committed to covering the CAF subscription fee for all nonprofits on ColoradoGives.org
- 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](#)**

Say hello to Your Colorado Nonprofit Peers Today!



Recap of Webinar 1 | 3 Takeaways

1

Start Planning Early

Get ahead on Colorado Gives Day, GivingTuesday and year-end fundraising. The toolkit (coming in Sept.) and Catchafire resources can help you maximize momentum. And good news...Giving is up on [ColoradoGives.org](https://coloradogives.org)!

2

Leverage Matching Grants

Donors love to see their gifts doubled. In fact, 84% are more likely to give if a match is available. Set up a matching grant on [ColoradoGives.org](https://coloradogives.org) and schedule it for Colorado Gives Day to inspire more giving.

3

Focus on Retention

Returning donors give nearly 3x more than new donors (\$724 vs. \$263 in 2024). Use your retention report and engage supporters early with a “pre-thank you” email to get them ready to give starting on Nov. 1.



2024 Record-Breaking Impact

- Total Raised for CGD 2024: \$54.6 million – nearly \$500,000 more than 2023
- Participating Nonprofits: 4,500+ including nearly 800 first-time participants.
- 93% of Donors Covered Transaction Fees on Behalf of Nonprofits in 2024.
- Returning Donors Donated 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 2024 on ColoradoGives.org saw increases in dollars (39%), donors (22%), and donations (44%) for nonprofits.
- 16% increase in nonprofits with donations for Colorado Gives Day 2024.
- “Give Again” Emails raised over \$6 million dollars for nonprofits on Colorado Gives Day.

Recap of Webinar 1 | Webinars to Watch



Featured Resource: Catchafire™ 101



[Watch the Recording](#) |  **[View the Slide Deck](#)**



Compelling Appeals: Crafting Value Propositions



[Watch the Recording](#) |  **[View the Slide Deck](#)**



Optimize Website Donations: Embeddable Forms



[Watch the Recording](#) |  **[View the Slide Deck](#)**



Get Social: Engaging Donors on Social Media



[Watch the Recording](#) |  **[View the Slide Deck](#)**



The Power of Social Media Ads



[Watch the Recording](#) |  **[View the Slide Deck](#)**

Recap of Webinar 1 | Webinars to Watch



Inbox Impact: Defining Your Campaign Email Strategy



[!\[\]\(2020723f97c3fe13d8ecf52b30807736_img.jpg\) **Watch the Recording**](#) | [!\[\]\(9a38ae13328715dc384f8945d159df2b_img.jpg\) **View the Slide Deck**](#)



Rally EOY Supporters: Maximize Appeals + Urgency



[!\[\]\(2becda4813f27b5edb43f5299d7596ac_img.jpg\) **Watch the Recording**](#) | [!\[\]\(27c47164d9d3a94dc500b9c58fcf8215_img.jpg\) **View the Slide Deck**](#)



September Actions For Colorado Gives Day





September is your launchpad for success!

- Nonprofits who actively fundraise in the fall on ColoradoGives.org see donors return again for Colorado Gives Day.
- Our data shows that your fall campaign will NOT cannibalize CGD or end-of-year appeals—when positioned as unique opportunities for greater impact.
- ColoradoGives.org offers industry low transaction fees for multiple built in payment methods to make fall and end of year fundraising a breeze.



Key September Actions



Set Up Your Page: Refresh and update your organization's profile on ColoradoGives.org.



Run Reports: Review last year's donor data and build a retention plan.



Pre-Thank Your Donors: Show gratitude to last year's supporters before asking again.



Rally Your Team: Engage board, staff, volunteers, business partners, and donors early.



Use the Toolkit: Watch for templates + graphics available in early September.



Join Webinars: RSVP on the Nonprofit Resource Page for deeper training.



Secure a Match: Look for matching funds from major donors, business partners, board



Test your ColoradoGives.org embeddable the donation form with free trial.



Pre- Thank You Email

Angel Aloma's test with Food for the Poor is detailed in Roger Craver's wonderful book Retention Fundraising:

Amongst our highest donors, we tested two groups. At the beginning of the year we sent a sincere, simple thank you card [in an envelope; not a postcard] to 25,000 donors for their past generosity – no ask, no reply piece, no [reply] envelope. The other group didn't receive this [special thank you].

Both groups gave almost identical numbers of gifts that year, but the group that received the thank you gave almost \$450,000 more."

Pre- Thank You Email

2024 Donor Example

Subject: Because of you, Colorado Gives Day will be stronger ✨

Body: Dear [First Name],

Before Colorado Gives Day even begins, we want to pause and say thank you. Because of your generosity, you've already made a real difference in the lives of [youth/families/clients served].

Colorado Gives Day (Nov 1 - Dec 10) is more than a fundraising event to us—it's a day when Coloradans come together to celebrate the impact of giving. Thanks to your support in 2024, we know our community will show up in a powerful way.

We'll keep you updated as the big day approaches, but today, please know: you've already helped us take a huge step forward.

With gratitude,
[Name]
[Title]

Pre- Thank You Email

2023 Lapsed Donor Example

Subject: You helped make a difference—and we'd love to celebrate you again 💙

Body: Dear [First Name],

As Colorado Gives Day approaches, we can't help but think back to your generosity in years past. Your gift in 2023 fueled [impact statement: "hundreds of hours of mentoring," "after-school meals for kids," etc.].

This year, our community is rallying once again. While we'll officially invite you to give soon, today is just a moment to say: thank you for being part of our story. Your past support continues to inspire us and makes us hopeful for what we can achieve together in 2025.

We'd be honored to have you with us again this year.

With appreciation,

Pre- Thank You Email

Major Donors Example

Subject: You make Colorado Gives Day possible 🌟

Body:

Dear [First Name],

Colorado Gives Day is nearly here—a day when generosity shines across our state. But the truth is, leaders like you make it possible long before the day arrives.

Your steadfast support has built the foundation for everything we do. Because of your generosity, we are ready to meet this moment with strength and confidence. Every gift received will be amplified by the impact you've already made.

This note isn't an ask—it's a heartfelt thank you. We are deeply grateful for your partnership, and we can't wait to celebrate the collective impact you've helped make possible.

With gratitude,

✨ Each action now multiplies Colorado Gives Day!



Every step your nonprofit takes in September and October builds momentum that compounds into greater impact on Colorado Gives Day.

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)

✨ Each action now multiplies Colorado Gives Day!

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)

💡 That means your September prep—refreshing your page, thanking past donors, rallying your board, and securing matches—doesn't just set you up for one campaign, it multiplies impact across Colorado Gives Day, GivingTuesday, and year-end fundraising.

Zoom Chat Temp Check



In a few words,
describe what you are
focusing on this
September/October and
how it supports your larger
2025 goals.



ColoradoGives.org Campaign Tools + Strategy



Start Your Engines! Tools + Strategy

- Effective Fee Rate
- Tax Credits
- Disbursements
- Org Page URLs, Settings, Reports, form
- Marketing Referral Codes
- Colorado Gives Day Search
- Fundraising Tools: Campaigns + Templates
- 3 Levels of Board Fundraising
- Fundraising Tools: Embeddable Donation Forms
- Fundraising Tools: Matching Grants
- 3 Levels of Business Giving

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Effective Fees – [GET FAQ HERE \(Link\)](#)

Effective Fee







The processing fee for donations on ColoradoGives.org is 3.99% per transaction. Donors are given the option to cover this fee on behalf of your organization, and 85% of donors do so bringing the average effective fee paid by nonprofits to 0.42%.


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.

Overview

☒ Your organization is registered for Col

- Overview
- Organization Page
- Supporters
- Fundraising Tools

 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
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Tax Credits – [GET FAQ HERE \(link\)](#)

Summary

Programs

Financials

Documents

Tax Credits

Tax Credits

Please note: Only the donation amount may be considered for state tax credits. Platform and processing fees are not eligible.

Colorado Enterprise Zone Credit Disabled

Description

Take advantage of the Enterprise zone tax credit. You must make a donation of \$100 or more this calendar year to qualify.

Minimum cumulative gift amount

\$100

Colorado Child Care Credit Disabled

Description

Our organization qualifies for Colorado State Tax Credits. Gifts as low as \$5.00 qualify.

Disbursements – [GET FAQ HERE \(link\)](#)

Colorado Gives Day Timeline (extra disbursement)

- Donations made in November will be disbursed by December 20.
- Donations made in December related to Colorado Gives Day (i.e., donations made between December 1 – Gives Day) plus any Colorado Gives Day Prizes and your organization's proportionate share of the incentive fund will be disbursed by December 31.
- Donations made in December not related to Colorado Gives Day (i.e., donations made between December 11 – 31) will be disbursed by January 22.

**All donations made between
November 1 - December 09, 2025 count toward
Colorado Gives Day, the incentive calculation,
and prize determinations.**

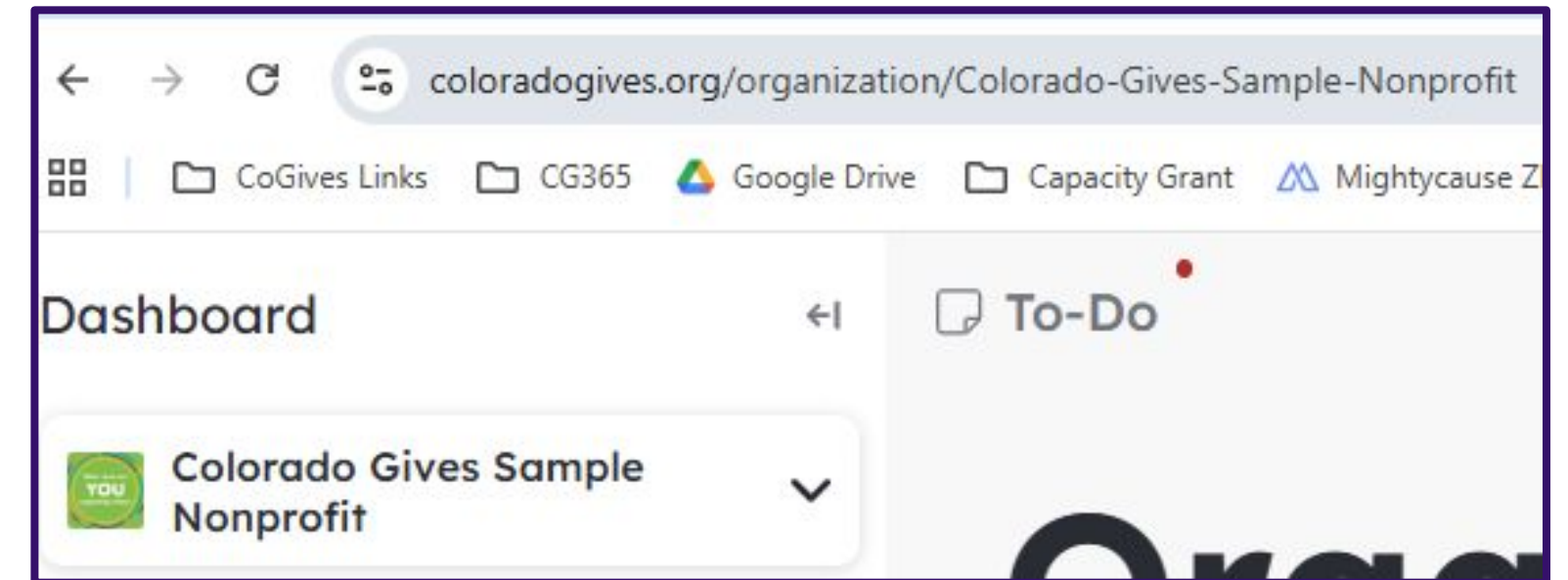
Start Your Engines! Tools + Strategy

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🚧 Org Page URLs – GET FAQ HERE (link)

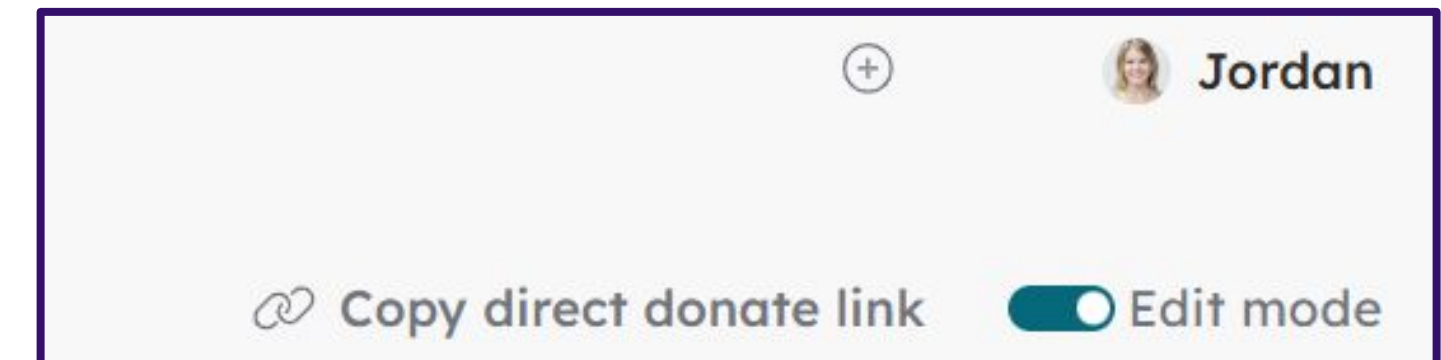
Level 1 URL Sharing:

- You can share & edit your Org Page URL
- Your Org Page is Likely What Users Find in Search
- You can Copy/Paste This to your Emails & Social Media



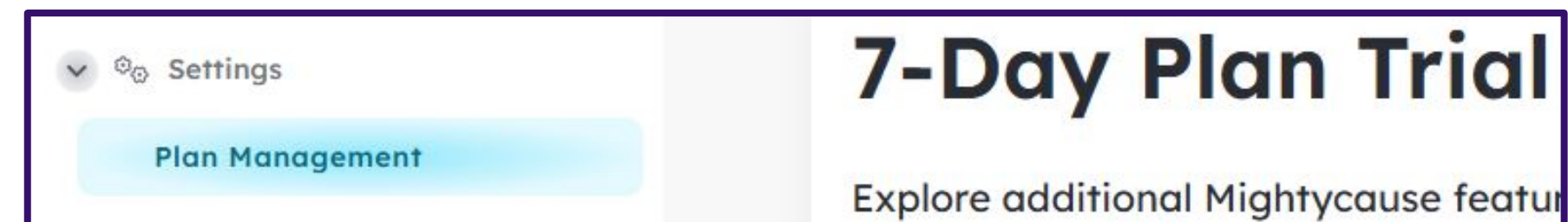
Level 2 URL Sharing:

- You can streamline a donors experience by using a different URL
- Go to Check Out_Donation Form_Copy Direct Link to Donate
- You Can Manipulate this URL for: recurring and amount
 - Add ?recurring=true for monthly gift default
 - Add ?amount=50 to default to a \$50 suggested amount



Level 3 URL Sharing:

- You are leveraging the embeddable donation form
- You keep donors on your external website
- All Donations through form count towards CGD



**But, where are all the
buttons to click?**



Go to “Settings” on Org Page

Plan Management = Embeddable Form + Advanced Features (optional) Subscription

General Settings = Update Org Page URL, Alternative Search Names + Tags

Organization Info = Public Facing Content, Legal Info, CO SOS

Disbursements = Where we disburse funds raised online year-round to your organization

Admins = Please Update Your Admins for Security Purposes

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.

Go to “Reports” on Org Page

All Donations Report

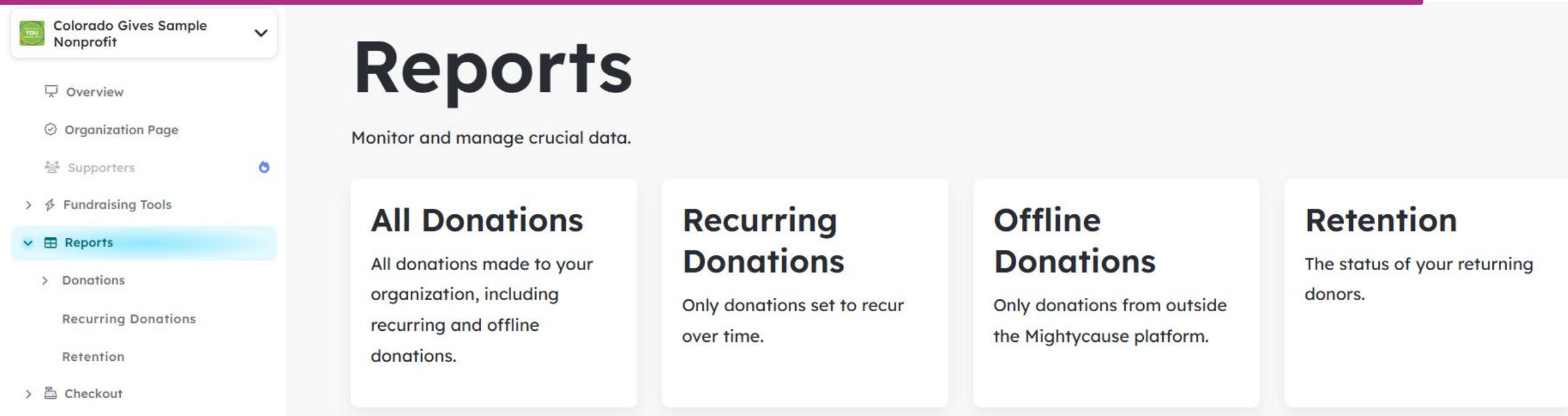
Download to see full scope of donation data by custom date or by Giving Event
Reports are real time - use this to your advantage during Colorado Gives Day
Download all donor data 1 year span at a time (ie. Jan 1 2024 - Dec 31, 2024)

Retention Report

See those who DID come back (to thank them)

See those who DID NOT come back (to re-engage them)

Retention Should be Your Biggest Focus as it results in the highest donations when compared to cost to get a new donor.



The screenshot shows the 'Reports' section of the Mightycause organization page. On the left is a sidebar with navigation links: Overview, Organization Page, Supporters, Fundraising Tools, Reports (highlighted), Donations, Recurring Donations, Retention, and Checkout. The main content area is titled 'Reports' with the subtitle 'Monitor and manage crucial data.' Below this are four report cards: 'All Donations' (describing all donations including recurring and offline), 'Recurring Donations' (describing donations set to recur over time), 'Offline Donations' (describing donations from outside the platform), and 'Retention' (describing the status of returning donors).

Colorado Gives Sample Nonprofit

Overview

Organization Page

Supporters

> Fundraising Tools

> Reports

> Donations

Recurring Donations

Retention

> Checkout

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.

Using Referral Codes – [GET FAQ HERE](#)

Simply Add: ?referral_code= to the end of the URL you are sharing.
After =, enter the code that you have created.

Example Referral code - Facebook

https://www.coloradogives.org/organization/NPOname?referral_code=Facebook

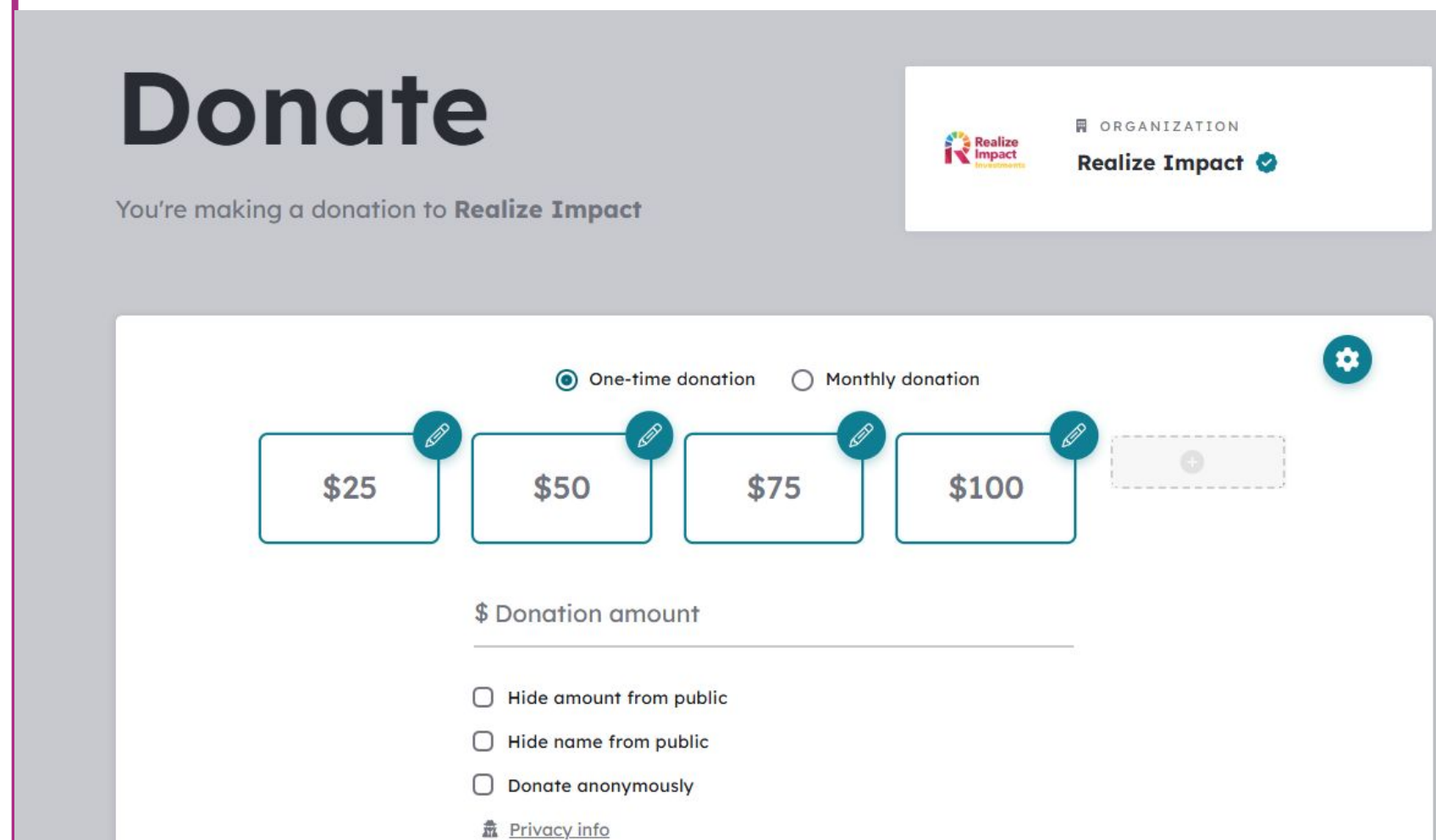
Example Referral Code - Newsletter

https://www.coloradogives.org/organization/NPOname?referral_code=newsletter

When donors click to donate through these urls with a referral code, you will be able to see this information in your downloaded Donations Report.

Go to “Check Out” then Donation Form

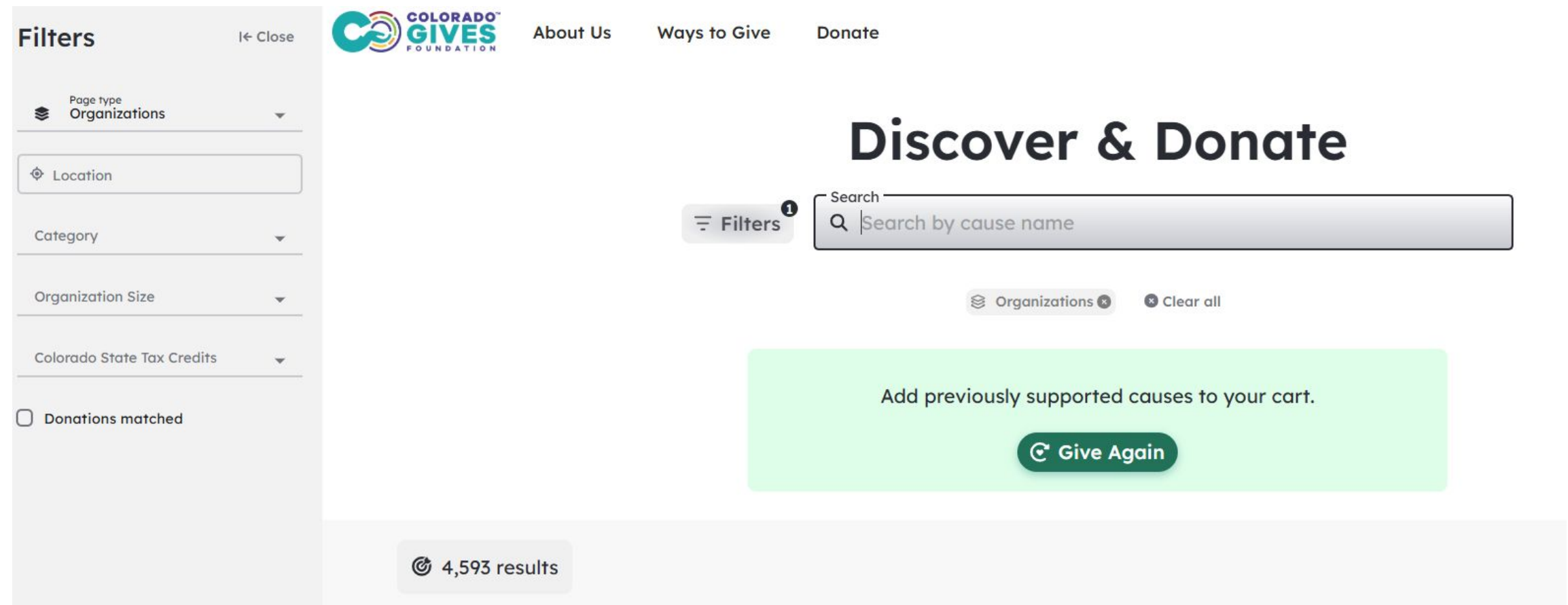
- Keep form on ONE TIME donations - use ?recurring=true instead
- Create UNIQUE suggested donation amounts that match your campaign goals + messaging
- DO NOT use a “designation” option if you do not need it - keeps funds unrestricted for you
- DO add custom “Phone Number” as optional if that data point is important to you
- DO add a optional question such as “How did you find out about us” or “What made you give today” to get to better know donors
- Up to 2 Custom Questions to Add on Form
- THIS FORM IS FREE
- THIS FORM INCLUDES IRA/DAF/WIRE/STOCK



The screenshot shows the 'Donate' page for Realize Impact. The header includes the 'Donate' title and the text 'You're making a donation to Realize Impact'. The Realize Impact logo and 'ORGANIZATION' label are in the top right. The main form area has two radio buttons for 'One-time donation' (selected) and 'Monthly donation'. Below these are four suggested donation amount boxes: '\$25', '\$50', '\$75', and '\$100', each with a pencil icon for editing. To the right of these boxes is a dashed box with a plus sign. Below the boxes is a text input field labeled '\$ Donation amount'. Underneath the input field are three checkboxes: 'Hide amount from public', 'Hide name from public', and 'Donate anonymously'. At the bottom left of the form area is a link for 'Privacy info'.

ColoradoGives.org Search Strategy

- DO NOT make your donors search for you - only use direct links
- DO make sure location and category details are correct in “Org Info” on Org Page Settings
- DO include alternative search names
- DO Set up one or multiple Matching Grants for Colorado Gives Day timeline (Nov 1 - Dec 9)



The screenshot displays the ColoradoGives.org search interface. On the left, a 'Filters' sidebar is open, showing options for 'Page type' (Organizations), 'Location', 'Category', 'Organization Size', 'Colorado State Tax Credits', and a checkbox for 'Donations matched'. The main header includes the ColoradoGives.org logo and navigation links for 'About Us', 'Ways to Give', and 'Donate'. The main content area is titled 'Discover & Donate' and features a search bar with the placeholder text 'Search by cause name'. Below the search bar, there are buttons for 'Filters', 'Organizations', and 'Clear all'. A green call-to-action box prompts users to 'Add previously supported causes to your cart.' with a 'Give Again' button. At the bottom, a status bar indicates '4,593 results'.

Let's Look at the ColoradoGives.org Search



Start Your Engines! Tools + Strategy

- Effective Fee Rate
- Tax Credits
- Disbursements
- Org Page URLs, Settings, Reports, Form
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- Fundraising Tools: Campaigns + Templates
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Campaigns, Templates + Board Fundraising



Campaigns (aka fundraisers) on ColoradoGives.org

- MANAGE ALL FUNDRAISERS YOU CREATE AS AN ORG
- MANAGE ALL FUNDRAISER PAGES CONNECT TO YOUR ORG
- ENABLE A REVIEW / APPROVAL PROCESS IF DESIRED
- RUN REPORTS, TOGGLE OFF DISCOVERABILITY AND MORE!

Colorado Gives Sample Nonprofit

Overview

Organization Page

Supporters

Fundraising Tools

Campaigns

Embeds

Matching Grants

Automated Emails

Text-to-give

Opportunities

Fundraiser Templates

Campaigns

All active pages, embeds, and other fundraising components that benefit your organization.

2
Total Campaigns

0
Peer-to-peer Campaigns

Search

Campaign type
All

Discoverability
All

Owner
Anyone

\$ Min. donation

\$ Max. donation

Reset filters

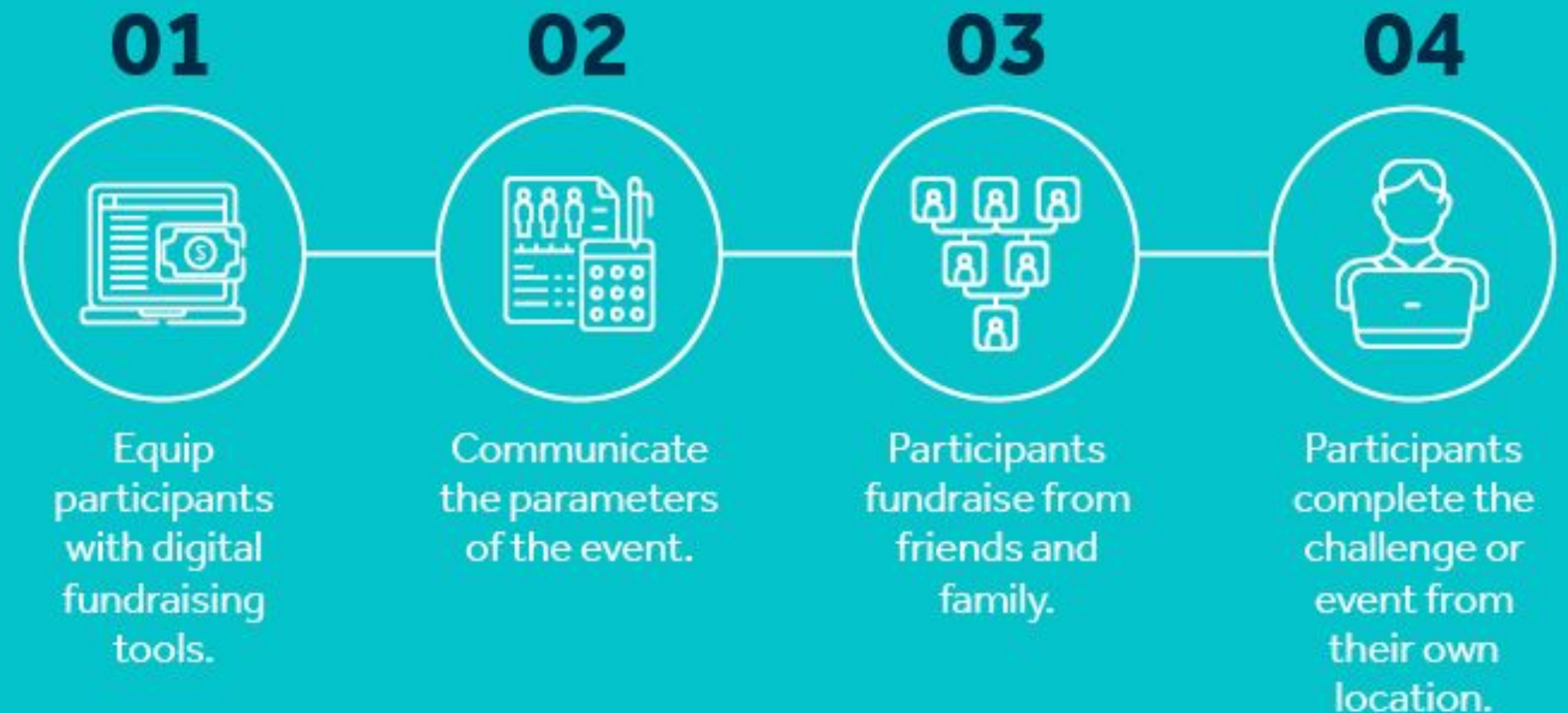
Campaign name	Type	Raised	Last change	Owner	Created	Published	Tracking ID	Status	
Example Template	Fundraiser	\$0	02/10/25 9:07 AM	Admin	Feb. 10, 2025	Feb. 10, 2025		Published	
King Soopers Longmont Local Fundraiser	Fundraiser	\$0	09/21/23 8:10 PM	Admin	Mar. 10, 2023	Mar. 10, 2023		Published	

Campaigns (aka fundraisers) on ColoradoGives.org

4 Types of Fundraiser Pages

1. Individual Fundraiser Page -
Donate, Specific Campaign Goals + Story
2. Team Fundraiser Page -
Donate, Teams of Individuals Raising Funds
3. Event Fundraiser Page -
Donate, Teams, Individuals and Donors
4. “Group” or Business Giving Page -
For Employee Giving Campaigns

Virtual Peer-to-Peer Fundraiser Timeline



#Step 1: Set Up a Template(s)

Set Up a Template on:

- Your Organization Page for Individual Fundraisers
- Your Team Page to Make Fundraising a Breeze
- Your Event Pages so Everyone Can Join + Donate with Ease

Admin Note

Describe the template to members of your team, so you can easily identify its purpose. (Internal, not a part of the fundraiser).

Admin Note
Example

7 / 50

Fundraiser Title

Suggest a title suitable for fundraisers supporting your organization. No need to put your organization's name here - that will be displayed on the fundraiser page.

Fundraiser Title
Example Template

16 / 50

Funding Goal

How much do you hope to raise? Set a funding amount for fundraisers to aim for.

Funding Goal
\$ 1,000

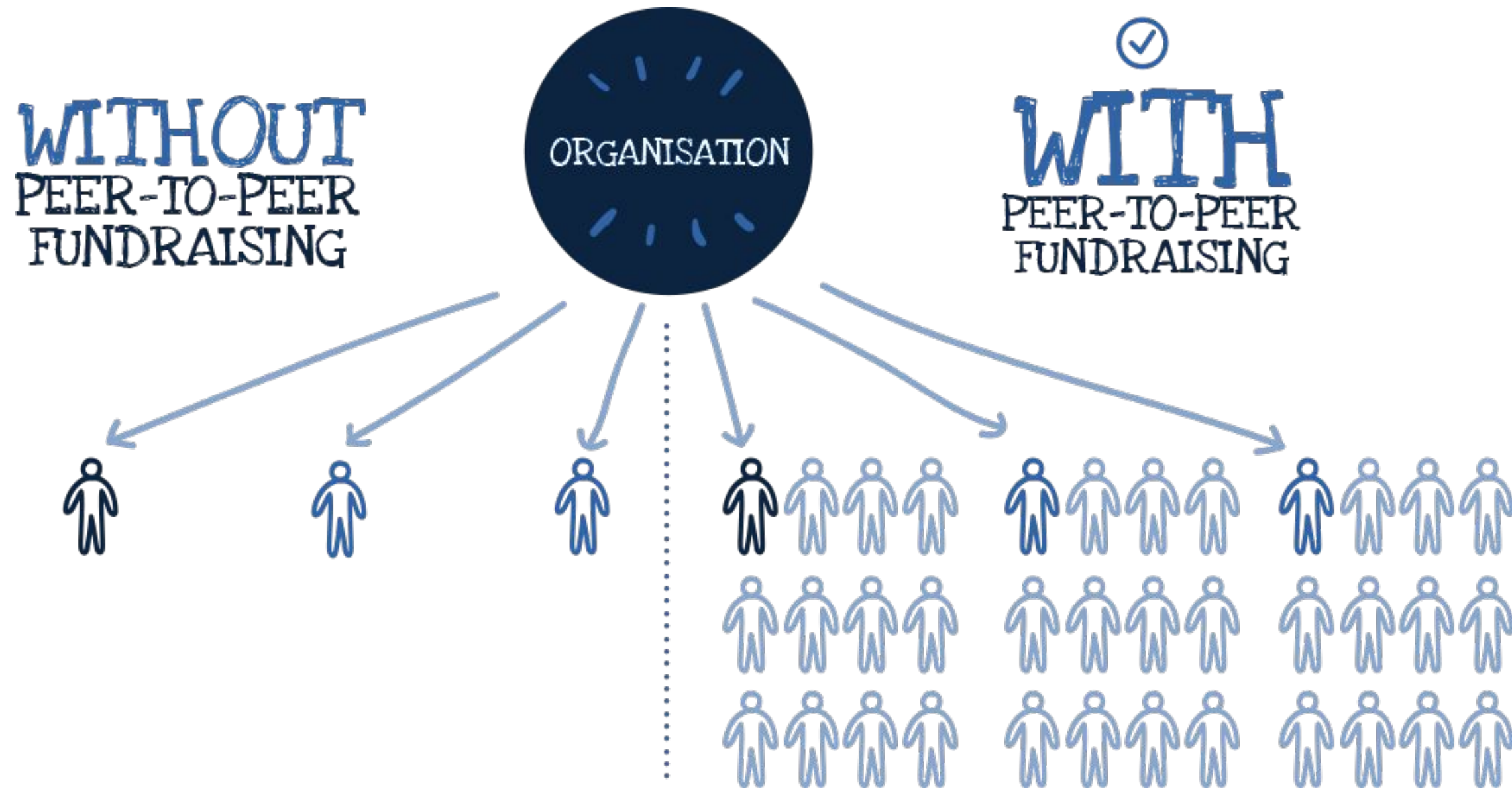
Fundraiser Image

Provide an image or video that will be the face of your member's fundraiser pages. We recommend using an image that is 1280x720 pixels or larger.



#Step 2: Decide Who You Will Ask

- Board Members
- Staff + Volunteers
- Program Participants
- Program Alumni
- Friends & Family
- Event Attendees
- Businesses
- Others who can “Amplify”



#Step 3: Right Click to Grab the “Fundraise” Link

✓ A nonprofit organization

Donate

Fundraise

↪ Share this organization

Step 4: Ask Them to Create a Page

Board Member Colorado Gives Day Ask

Subject line idea: Board Leaders: Help Us Shine on Colorado Gives Day

Dear Board Members,

Colorado Gives Day is one of the most important opportunities of the year for [Organization Name]. To make the biggest impact, we're asking every board member to take one simple but powerful action: Create and share your own ColoradoGives.org fundraising page.

Why this matters:

- Supporters are far more likely to give when asked by someone they know and trust.
- Each board-led page shows our community that our leadership is personally invested.
- Peer-to-peer fundraising consistently raises 30% more than organizational pages alone.

Step 4: Ask Them to Create a Page

Program Alumni Example – Peer-to-Peer Ask

Subject line idea: Share your story and make an impact this Colorado Gives Day

Hi [First Name],

You know firsthand the difference [Organization Name] makes—because you lived it. This Colorado Gives Day, we'd love for you to share your story and inspire others to give.

By creating your own fundraising page on ColoradoGives.org, you can:

- Highlight how the program shaped your journey
- Rally your friends, family, and network to support future participants
- Multiply your impact by showing others what's possible

It's simple to set up, and we'll provide a templates and graphics to make it easy. Your voice and story can open the door for more young people to have the same opportunities you had. Ready to create your page and make an impact? [Insert CTA button: Start Your Fundraising Page]

Levels of Board Fundraising

Level 1 = Create Email + Social templated for them to share Nov 1 - Dec 9 2025

Level 2 = Ask Board Members to POOL DONATIONS to provide a Match for CGD

Level 3 = Ask All Board Members to share ONE BOARD FUNDRAISER PAGE

Level 4 = Ask EACH Board Member to Create Their Own Fundraiser Page + Use Template

Level 5 = YOU create all fundraiser pages FOR your board using the template



Levels of Business Fundraising

Level 1 = Create Email + Social templated for them to share Nov 1 - Dec 9 2025

Level 2 = Ask Company to Provide a Match OR set up group giving page for CGD

Level 3 = Ask Company to Provide a Match + Set Up Group Giving Page

Explore Business Giving - <https://www.coloradogives.org/p/business-giving>

Example Page Creation (3 clicks!)



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- Org Page URLs, Settings, Reports, Form
- Marketing Referral Codes
- Colorado Gives Day Search
- Fundraising Tools: Campaigns + Templates
- Levels of Board + Business Fundraising
- Fundraising Tools: Embeddable Donation Forms
- Fundraising Tools: Matching Grants

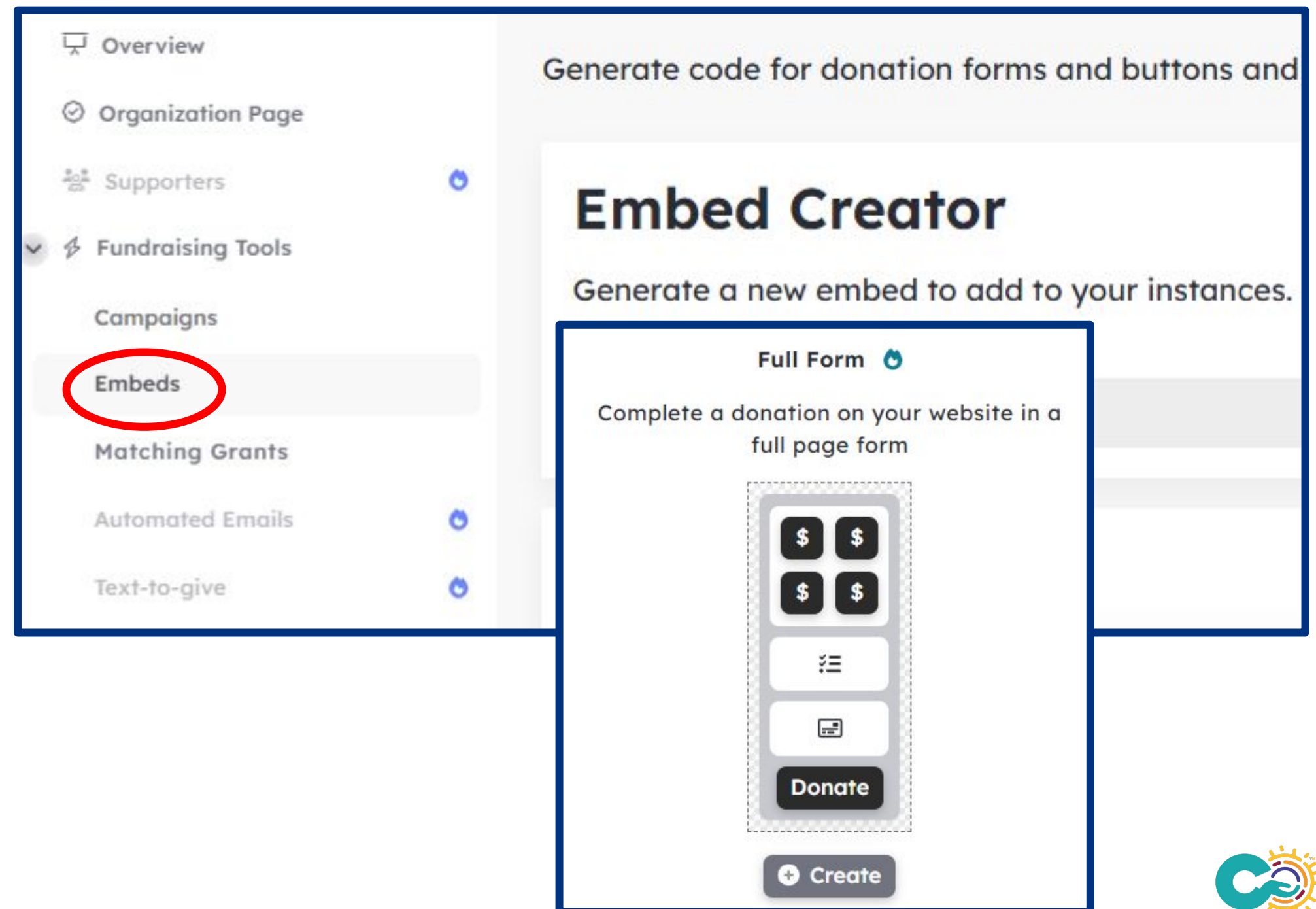
Why Now to Upgrade Your Donation Form & Website Page

- Increase website giving with a customizable, mobile-friendly form
- Accept one-time + monthly gifts with multiple payment options
- Keep more of what you raise with industry-low transaction fees
- All donations thru form (Nov. 1) count for Colorado Gives Day 2025
- Start Acclimating Donors to Giving Online Now



Where do I Find my ColoradoGives.org Donation Form?

- Log in at ColoradoGives.org
- Go to your Nonprofit Dashboard
- Click "Fundraising Tools"
- Select "Embeds"
- Customize colors, logo, & giving options
- Copy the embed code provided



How Do I Add it to My Nonprofit's Website?

Do it yourself (DIY-friendly!)

- Paste the embed code into your website's donation page HTML
- Test the form on desktop & mobile
- Use this [FAQ to Speed Along Your Process](#)

Need Help?

- Use Catchafire.org and a volunteer expert can embed the form for free. [Use this pre-built Catchafire project](#) to get started today!
- Email customer support for hand holding - email is best, let them know you are a part of the Level Up program using this form.



Embedding vs Linking — Know the Difference!

What NOT to Do: Linking

Don't use a donate button that just links to your ColoradoGives.org profile. This redirects donors away from your site and decreases conversion.

Bad Website Setup Example:

Donate Button → Opens new tab to coloradogives.org/your-nonprofit - which is your org page URL on ColoradoGives.org.



Embedding vs Linking — Know the Difference!

What You MUST Do: Embed the Form

- Customize Form, Thank You Page & Receipt
- Unlimited Number of Forms Available
- Embed your donation form directly on your website
- Keeps donors on your domain for the entire experience
- Higher conversion rates = more donations
- Looks and feels like your site, not someone else's

 Goal: Donation experience stays seamless and branded, from start to finish for Colorado Gives Day & year-round if you choose.



Let's Make It Easy for Donors to Give this Colorado Gives Day!

- ✓ This form is Mobile-ready & easy to use
- ✓ Supports credit card, bank transfer, PayPal, Google Pay & Apple Pay
- ✓ Compatible with recurring gifts made on ColoradoGives.org
- ✓ Keeps donors on your site, not redirected elsewhere

If Embedded Correctly You'll Notice:

- The web address is still the nonprofit's website
- The donation form loads within the page
- Donors never leave the site



Arkansas River Watershed Coalition

<https://arkcollaborative.org/donate/>



Donate Today

Join Us in Making a Difference

Your donation can ignite change and foster resilience in our communities. Together, we can tackle challenges like overstocked forests, escalating wildfires, and water quality issues head-on. Every contribution, large or small, fuels our mission and empowers us to implement effective, community-centric solutions.

Your Support is Our Strength

Donate now to ARWC and be a part of a vital movement. Your generosity is not just a donation; it's an investment in a healthier, safer, and more sustainable future for our communities and the environment.

Together, we can protect and rejuvenate the Arkansas River Watershed. Join us in this crucial mission.

☒ One-time donation ☐ Monthly donation

\$25

\$50

\$100

\$250

\$1,000

Westminster Public Schools

<https://www.fundwps.org/donate/donate.html>

obstacles and thrive.

will change a life. With your help, the extraordinary becomes
le—and you make it happen.

You are a catalyst for dreams. You are the key that unlocks opportunity, ignites potential, and changes the trajectory of a student's life forever.

When you open your heart to Westminster Public Schools' students, you are offering something extraordinary: a lifeline to the students who need it most, in a time when schools are asked to do more with less. You are stepping in when it matters most, and that's powerful.

Your kindness closes the gap. You become the bridge that ensures every student, no matter their circumstances, gets the chance to thrive. You are the reason a talented student secures a scholarship to pursue their dreams. You are the comfort a student feels when they can finally see the whiteboard in class because they have a new pair of glasses. You are the reason the arts—often underfunded but essential to a well-rounded education—continue to flourish in our schools.

You are fostering potential. You are equipping students with the tools, resources, and opportunities they need to succeed. Whether it's supporting scholarships through the Post-Secondary Success Initiative, fostering creativity in the Performing Arts, or championing critical District Initiatives, **you are making a lasting difference where it matters most—in the lives of students.**

Why Now? The needs in our community are greater than ever. Schools across the nation are struggling with fewer resources, and in Colorado, we rank 40th in the country for per-pupil funding. But in the face of this challenge, you can be the light that changes everything. Your gift ensures that Westminster Public Schools can continue to innovate, adapt, and meet the diverse needs of every student.

☒ One-time donation ☐ Monthly donation

\$50

You provided a high school student with school
supplies!

\$100

You purchased a new pair of glasses for a student.

Cat Care Society

<https://www.catcaresociety.org/donate/>

[About ▾](#)[Adoptions ▾](#)[Get Involved ▾](#)[Programs & Events ▾](#)[Resources ▾](#)[Shop ▾](#)[Donate](#)

Donate to Cat Care Society

Your financial gift today helps us achieve our mission to be a safe and enriching place for all cats on their journey to a loving home.

Questions? Reach out to Director of Philanthropy, Ashleigh Leader, at aleader@catcaresociety.org for more information or to schedule a tour of the animal shelter.

☒ One-time donation ☐ Monthly donation

\$25

pays for one neuter surgery

\$50

pays for two weeks of diabetic food for a cat

\$100

covers a year of arthritis medication for 6 cats

\$300

covers a dental procedure and bloodwork for a senior cat



Archway Communities

[https://www.
archwaycom
munities.org/
donate/](https://www.archwaycommunities.org/donate/)

Your support makes a tremendous impact.

Your contribution can change lives:

Safe and affordable housing: Provide a stable home for individuals and families experiencing homelessness or at risk of losing their housing.

Comprehensive supportive services: Contribute to increased food security, employment support, youth development and other essential services that help residents succeed.

Community belonging: Support the development of vibrant, connected communities where everyone can thrive.

When you make a gift to Archway, **you're building a future of hope, resilience, and opportunity** for families and individuals in Colorado.

Join the Archway Giving Circle

The Archway Giving Circle is a passionate community dedicated to changing the lives of Archway residents through pre-set, monthly gifts. By giving just \$10, \$25, or \$50 monthly, you will be providing consistent, reliable support that helps Archway residents thrive – not just today, but for years to come.

Circle Benefits

- An Archway mug and canvas tote
- An exclusive first look at Archway events and fundraisers
- Invitations to community site visits and guided tours
- Recognition on our website as an Archway Giving Circle member



ARCHWAY
GIVING CIRCLE

Help build the Archway to a more equitable future:

☐ One-time donation ☒ Monthly donation

\$25 /month

\$50 /month

\$75 /month

\$100 /month

Get Support for Your Nonprofit's Embeddable Form

 Questions? We've got your back.



Email ColoradoGives.org Support Team

Email support@coloradogives.org



Need step-by-step instructions?

Read the [How-To Guide](#)



Want hands-on help?

Post this project on [Catchafire](#)



Let's See the Embeddable Form in Action



Who in your network (business, major donor, board member etc.) can earmark matching funds? Identify funds and schedule your match for November 1 to garner excitement for Colorado Gives Day!

Matching Grants DO NOT need to be paid through ColoradoGives.org but they can be.

This is a visual tool to promote and track matching dollars for your online campaign.

Setting Up a Match also makes you easier to find to donors searching on ColoradoGives.org

Matching gifts encourage 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 donation amount from mentioning matching

Let's Set Up a Matching Grant Example



Welcoming Your Questions

Please submit a **question** using the Zoom chat button at the bottom of your screen.



making
good
happen

Thank you!

