



Level Up | New Donor Acquisition

Level Up Training Session | March 19, 2025

DESUS
& MERO SHOWTIME

WHO IS THIS GUY?

Meet Your New NextAfter Trainer



Ardee Coolidge
Senior Optimization Director
NextAfter





A vibrant garden scene featuring a winding stream in the center, surrounded by lush green grass and numerous colorful tulip beds in shades of red, pink, blue, and yellow. Mature trees with green foliage frame the scene, creating a peaceful and scenic atmosphere.

ICE BREAKER

What is one Springtime tradition your family enjoys?

Chat it!

Housekeeping

What to expect from today's session

1

Learn how to write the **outline** of your **first content offer** for new donor acquisition

2

Create your first content offer

Action Item

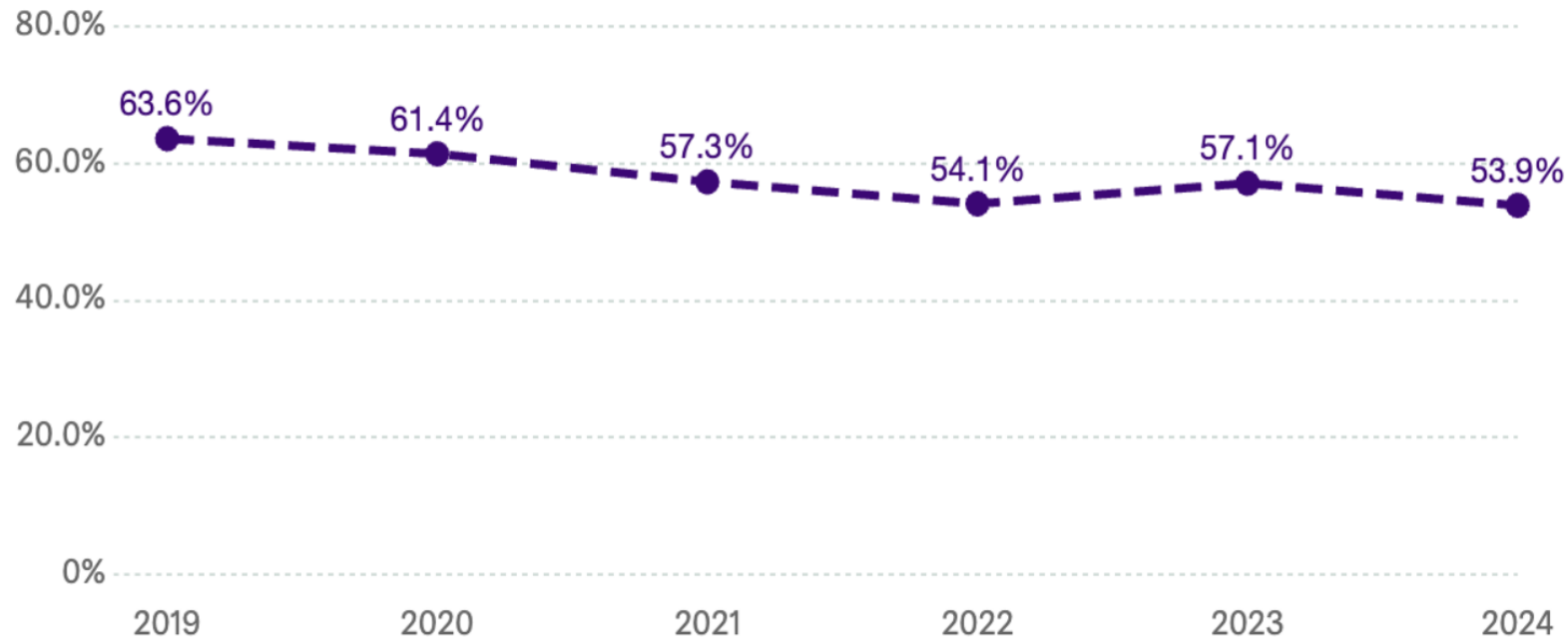
Complete your first content offer for new donor acquisition

Why do we need
more acquisition?

Retention Rate [?]



What percentage of donors were retained from the previous period?

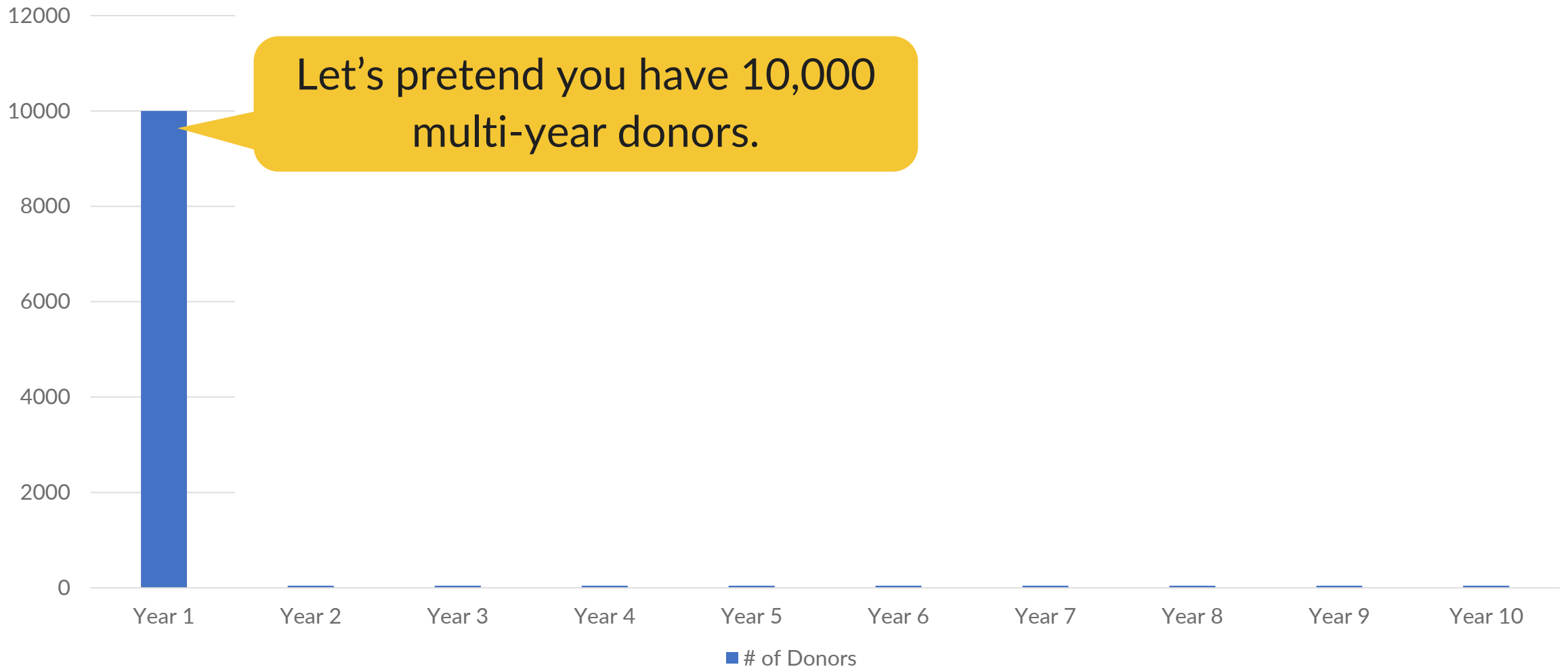


Data Powered By:

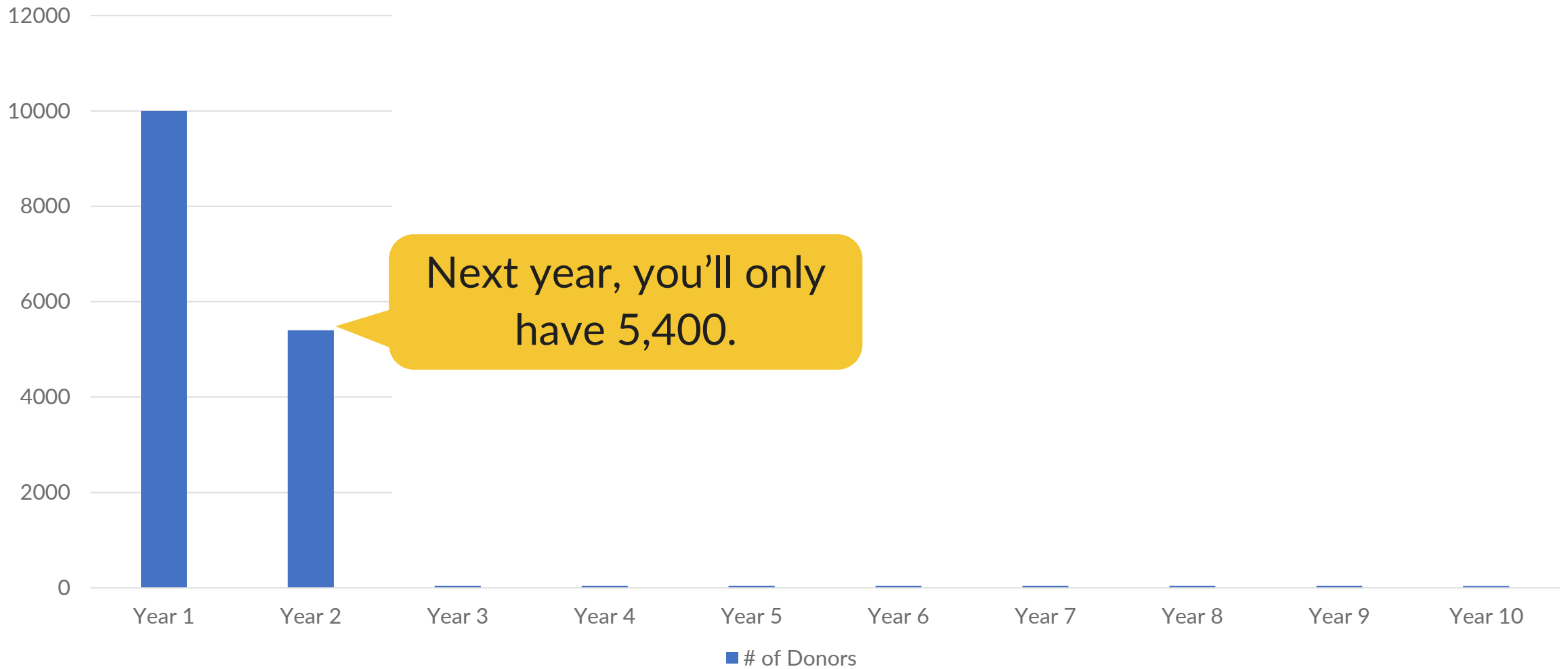


Nonprofits Will **Lose** at Least
46% of Their Donors Every Year

of Donors With No Acquisition



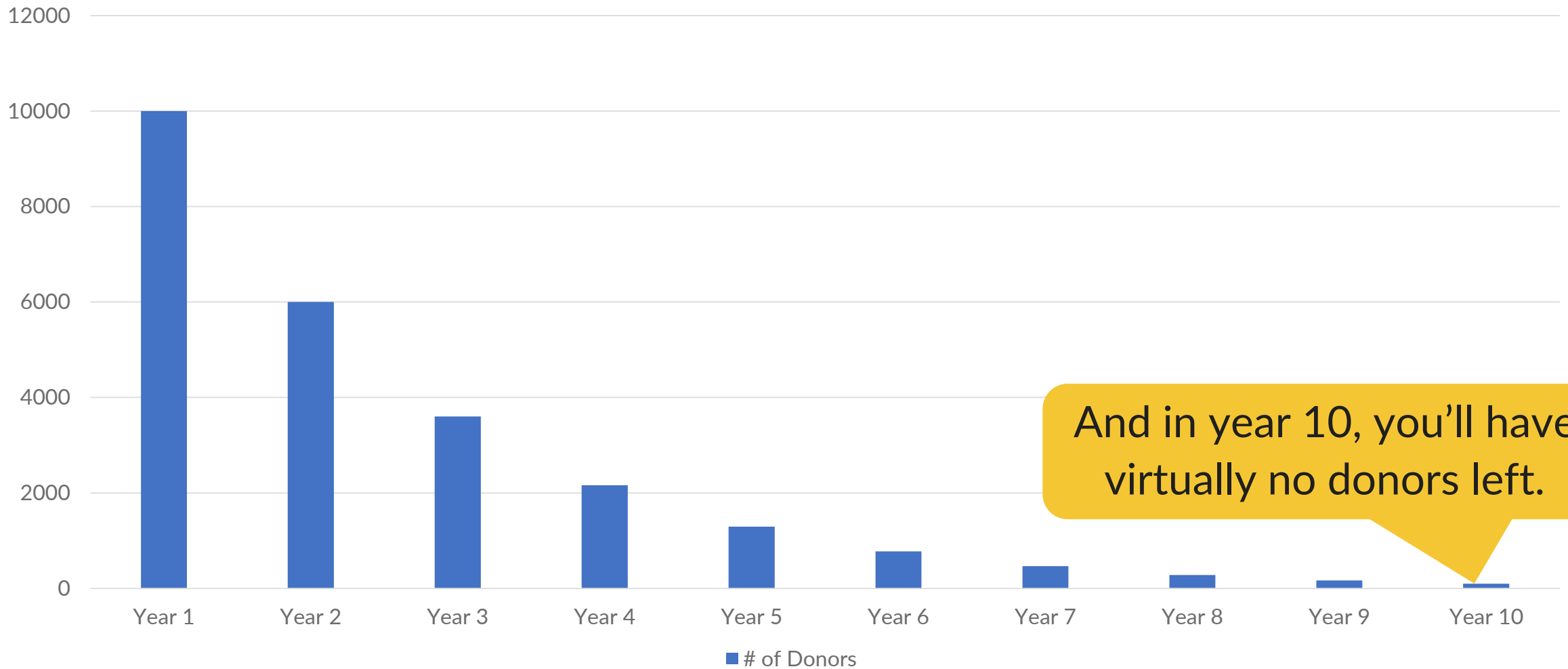
of Donors With No Acquisition



of Donors With No Acquisition



of Donors With No Acquisition



We need a proven strategy
for acquiring donors...

And it starts with “Free”

The Power of Free





1¢

VS



26¢



1¢

VS



26¢

No difference
In Consumption





FREE

VS



25¢



VS



FREE

25¢



90%

Took the Kiss



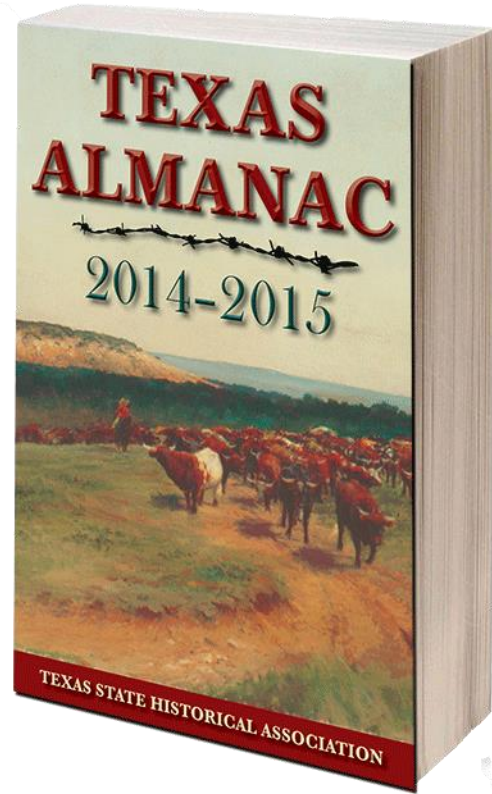
The background is a solid yellow color. In the center, there is a faint, semi-transparent image of a Kisses candy box and a single Kisses candy. The box has the word 'KISSES' at the top and 'FREE' at the bottom. The candy has 'KISSES' on it and '14¢' next to it. A large, semi-transparent 'VS' is overlaid on the background behind the main text.

People want **free** stuff.

Ok...but how does that
lead to **donations**?







Get the Texas Almanac on
CD for \$19.95!

15 Units Sold | \$299.95 in revenue

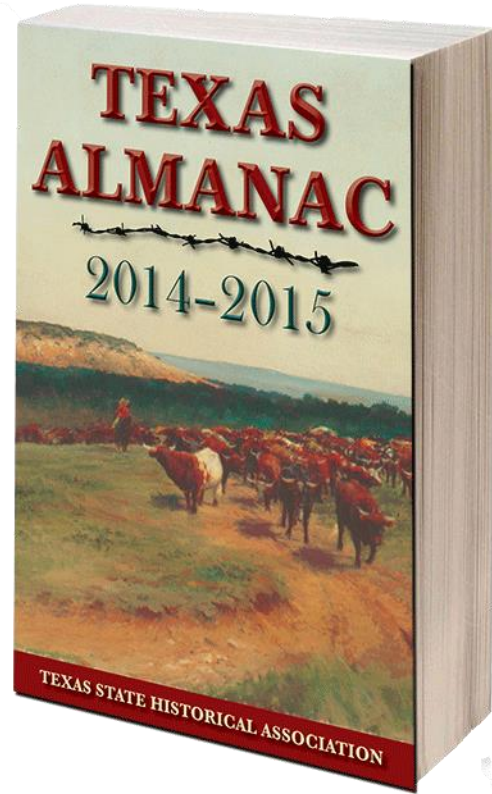




What if you gave it away for *free*?

Get the Texas Almanac on CD for \$19.95!

15 Units Sold | \$299.95 in revenue



Get the Texas Almanac for free as a PDF!!!

- **61k visitors**
- **16.8k emails acquired**
- **258 new members**
- **\$53 avg. gift size**
- **\$13k in member revenue**







\$13k





\$13k >





$\$13k > \299





Free > Paid



The Free » Valuable Content Donor Model





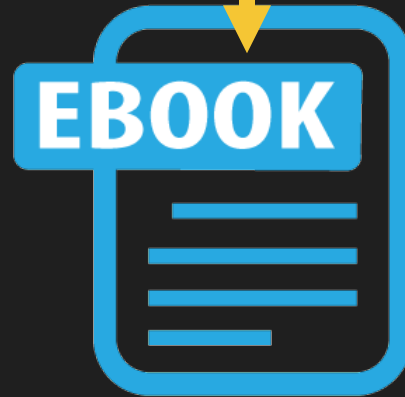
Email



**Landing
Page**



**Instant Donation
Page**



Email Offer





Email

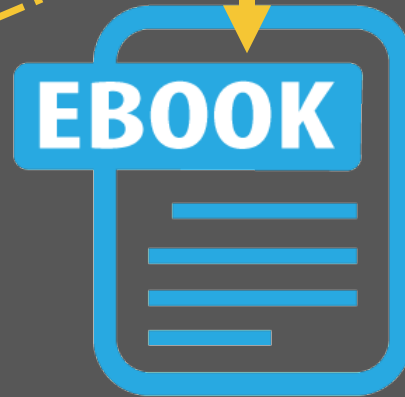


Landing
Page



Instant Donation
Page

Sent By Email



Email Offer





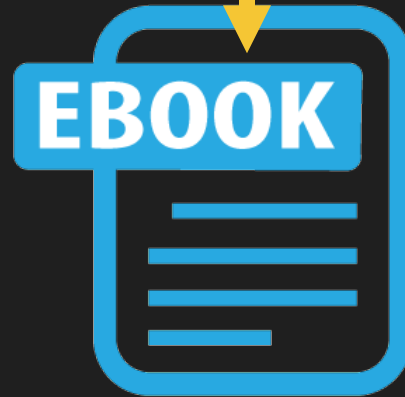
Email



**Landing
Page**



**Instant Donation
Page**



Email Offer



8 NEW DONOR WELCOME SERIES EMAILS YOU COULD SEND



The Thank You
Email



The Welcome
Email



The Content Offer
Email



The Survey Email



The Impact/Story
Email



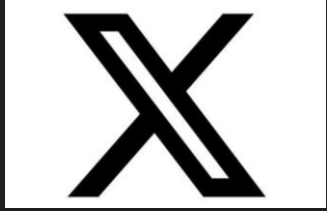
The Monthly Ask
Email



The Reply Back
Email



The Transition
Email



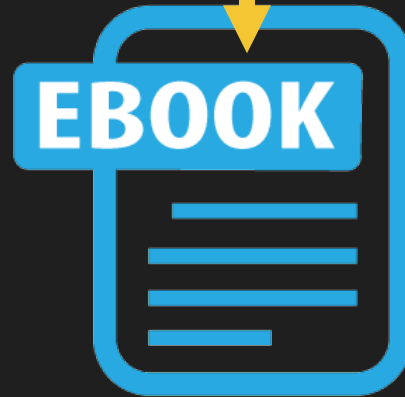
**Organic
or Paid**



**Landing
Page**



**Instant Donation
Page**



Email Offer



Content Offer:

Something of value you get in exchange for an email address.



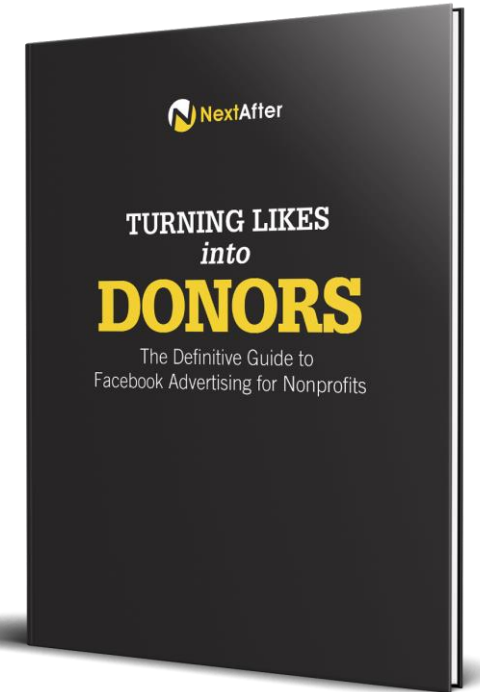
eBooks

Get content *they're* interested in.

3 Things Homeless people wish you knew

Five things every parent should do before flu season

40 Parish Approved Recipes for Lent



Quizzes

Test *they're* knowledge on interesting content.

The screenshot shows a quiz interface with a yellow header bar containing the question: "Which email sender name will get more opens – one that includes the organization's name or the one that only uses the person's name?". Below the question is a yellow banner with the text "Is it a cold or the flu?". Underneath are two smartphone mockups showing an email inbox. The right mockup shows an email from "Person's Name" with a subject line "Is it a cold or the flu?". Below the mockups is another yellow banner with the text "Is it recyclable?". The main content area displays "You are correct!" in green, followed by the text: "In this experiment, using only the person's name saw an 18% lift in open rate. People give to people, not email machines. Including the name of your organization in the sender line is often a giveaway that your email is some form of marketing. Try testing a believable person as the sender of your next email." Below this is a link that says "Continue to the next question »". At the bottom left is the NextAfter logo, and at the bottom right are four buttons with the numbers 949, 10, 0, and 2.

How Much Do You Really Know About Online Fundraising?

Which email sender name will get more opens – one that includes the organization's name or the one that only uses the person's name?

Is it a cold or the flu?

Person's Name

Is it recyclable?

You are correct!

In this experiment, using only the person's name saw an 18% lift in open rate.

People give to people, not email machines. Including the name of your organization in the sender line is often a giveaway that your email is some form of marketing. Try testing a believable person as the sender of your next email.

[Continue to the next question »](#)

NextAfter

949 10 0 2



Petitions

Give voice to a cause *they* believe in.

Stop the burning of the Amazon rainforest!



[Gabriel Santos](#) started this petition to Governo Federal and [1 other](#)

My name is Gabriel, I am a lawyer and I live in Rio Branco, in the heart of the Amazon. I am here because we need to ask all levels of Government in Brazil to mobilise and **help us put an end to the burning of the Amazon rainforest!**

We are asking the authorities to set up an inquiry to investigate what is leading to the increase in fires in this region and **hold the**

4,852,487 have signed. Let's get to 6,000,000!



- Victoria Wen signed 21 minutes ago
- Melany Corona signed 29 minutes ago

Lewisville, 75067
United States



Display my name and comment on this petition

Sign this petition

By signing, you accept Change.org's [Terms of Service](#) and [Privacy Policy](#), and agree to receive occasional emails about campaigns on Change.org. You can unsubscribe at any time.



Surveys

Give input on a topic *they* care about.

Friends of Belmont Abbey College Survey

Belmont Abbey College is seeking your feedback as a valued friend of the college. Your input on the survey below will be used to help inform our decisions as we plan for the future.

Please take a moment to complete your survey now.

1. How important is it that we glorify God by living a life of virtue?

- Extremely important
- Somewhat important
- Not very important
- Not important at all

2. How important is it to you to know that a monastic community of your brothers in Christ are praying for you daily?

- Extremely important
- Somewhat important
- Not very important
- Not important at all

3. Do you believe that our culture has largely turned its back on forgiveness and the offer of redemption for those we disagree with due to a lack of civil discourse?

- Yes
- No

4. Which of the following resources have you requested from Belmont Abbey College?

- Abiding in His Providence: Monthly Reflections 2021
- Five Reflections from the Life and Miracles of Saint Benedict
- Mary Help of Christians Novena
- Meditations on the Stations of the Cross
- Novena to the Immaculate Heart of Mary
- Saint Benedict and You! Course
- The Benedictine Hallmarks
- The History and Meaning of the Jubilee Medal of Saint Benedict
- The Scriptural Stations of the Cross
- The Seven Sorrows and Seven Joys of Saint Joseph Devotional
- Truth and Knowledge Course

5. Which of the following resources would you like Belmont Abbey College to create for you?

- Resources about the Catholic Seasons such as Advent and Lent
- Course featuring Cardinal Newman
- Resources about Saint Benedict
- eBook about the Catholic influence on America's Founding
- Resources about other Saints such as Saint Scholastica
- Recording of the Belmont Abbey Vespers
- Novenas about Hope and Healing
- Resources about Catholic and Benedictine Principles
- Course featuring Thomas Aquinas
- eBooks about Civil Virtue and the Public Square
- Pre-Life Resources
- Resources about Natural Law vs. Political Correctness
- Spiritual resources about anxiety and doubt

6. Are there any other topics that you would like resources created for that are not in the list above? If so, please tell us in the field below:

7. Is there anything else that you feel that we should know as we plan our efforts for the next year?

First Name *

Last Name *

Email *

[SEND MY SURVEY!](#)



Offers need to be for **THEM**.



Control

Big Way →

Boys Town Youth receives Unique Gift from Patrick Kennedy →

Mom Finds Solutions to Daughters Medical and School Challenges →

Sign up for our Newsletter

Choose the content you'd like to receive. We're here to help you keep in touch with Boys Town and keep in sync with your family.

[SIGN UP NOW](#)



Tantrums offer

Big Way →

Gift from Patrick Kennedy →

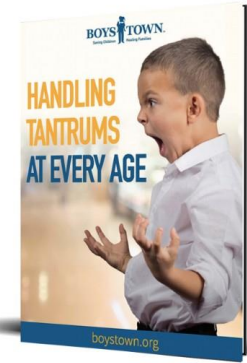
Medical and School Challenges →

Handle Tantrums At Any Age

From from the “bedtime crier” to the “sore loser”, tantrums are an inevitable part of raising kids and they can happen at EVERY age.

Teaching your child a healthy way to respond when they are angry or don't get their way will set them up for success for years to come.

[GET THE FREE EBOOK NOW »](#)

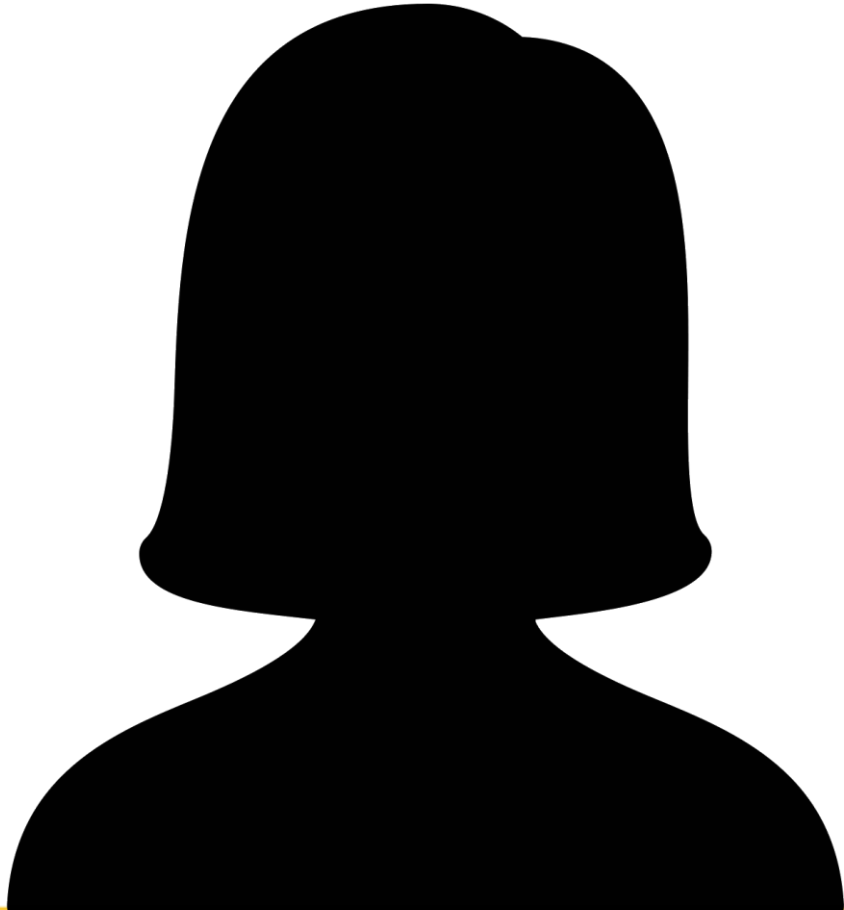


172%

In Email Acquisition



For the offer to be accepted and valued, it must be **RELEVANT** to your donor's interests.

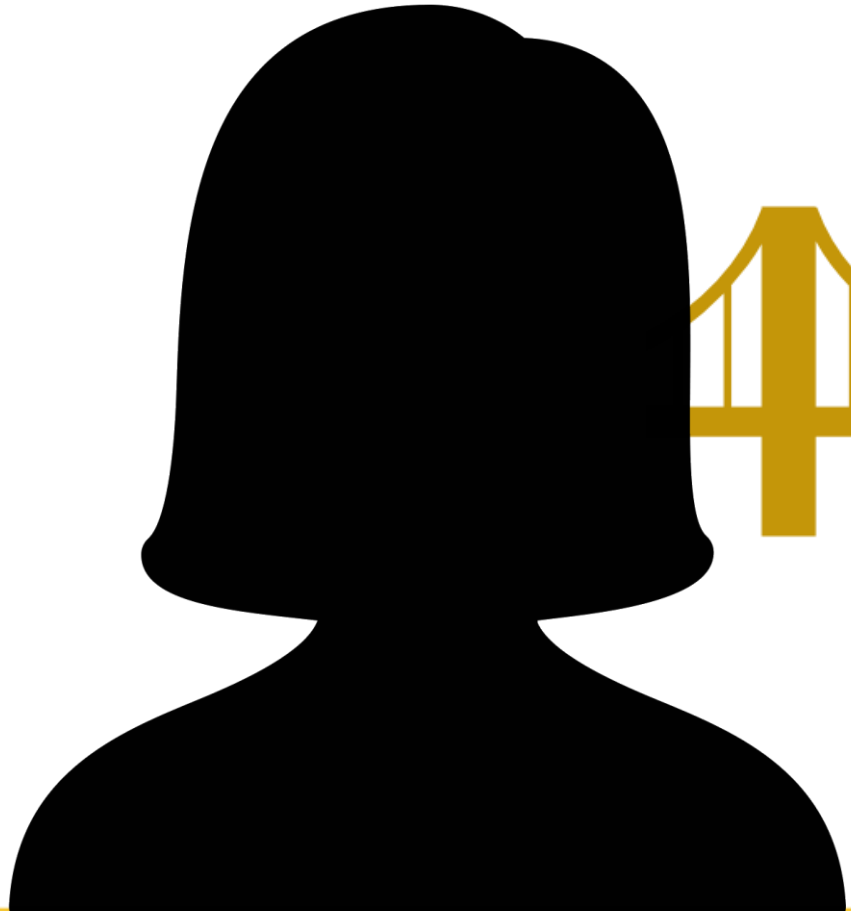


Question...

What *insider knowledge* does your organization have that would be value to your donors?

For the offer to be accepted and valued, it must be **RELEVANT** to your donor's interests.

For the offer to effectively serve your organization, it must be **RELEVANT** to your cause.



The offer is not:

- ✘ your organizational value proposition.
- ✘ a request to help you.
- ✘ free concert tickets or something unrelated to your cause. (THIS VIOLATES THE TERMS OF COLORADO GIVES CAMPAIGNS)



What you

PUT INTO

an offer has an effect on what you

GET BACK

from it.



Time Investment VS Conversion Rate

Offer	Donor Time Investment	Cost Per Email	Instant Conversion Rate
Petition	10 seconds	\$1.36	0.9%
Survey	2-5 minutes	\$2.87	2.5%
eBook	10-20 minutes	\$3.55	2.8%
Online Course	4-8 weeks	\$10.51	6.4%

SOURCE: A NextAfter Clients from Jan. 1, 2019 – Dec. 31, 2021



probably

You already have the
content you need.



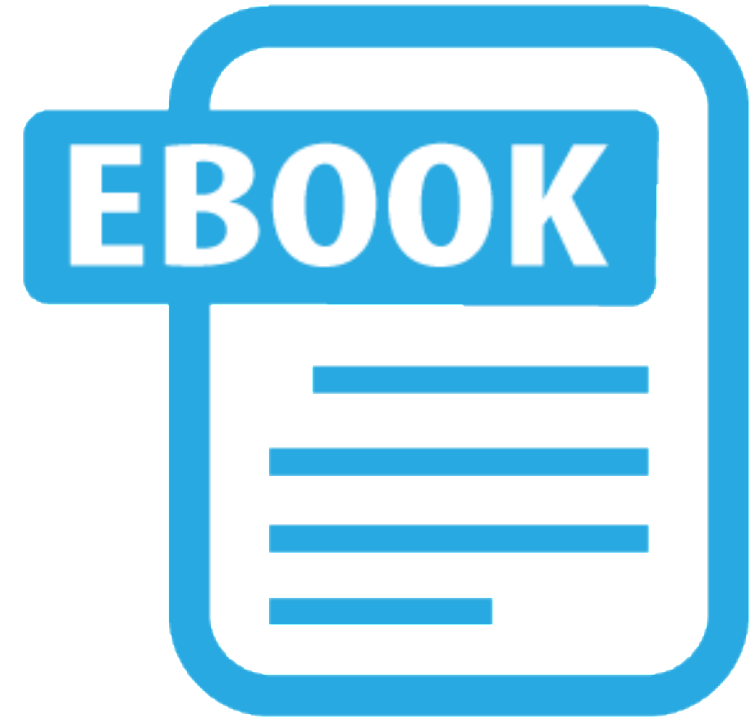
Blogs?

Videos?

Podcasts?

Stories of Impact?

News or Articles?



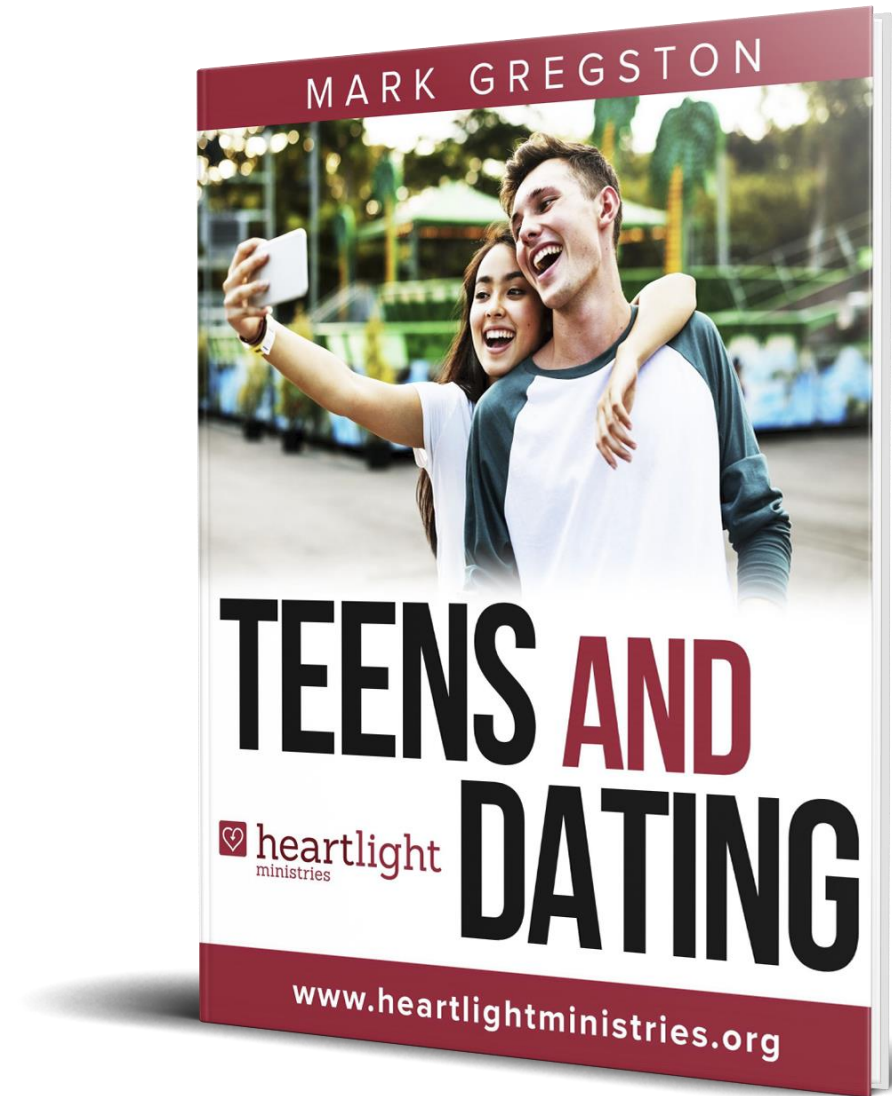
Blogs?

Videos?

Podcasts?

Stories of Impact?

News or Articles?



Transcribing audio?



Rev.com

Book cover design?



Canva.com

Literally anything else...



fiverr.com

Pro Tip:

**Browse your website / Dropbox /
GoogleDrive / File Server and note all the
content you could use as raw materials
for an eBook.**

Videos • Blogs • Articles • Stories • Curriculum • Resources for people you serve • Podcasts •
Broadcasts • Social Media Videos • Annual Report Stories • News • Products • Speakers & Events

How to create an eBook

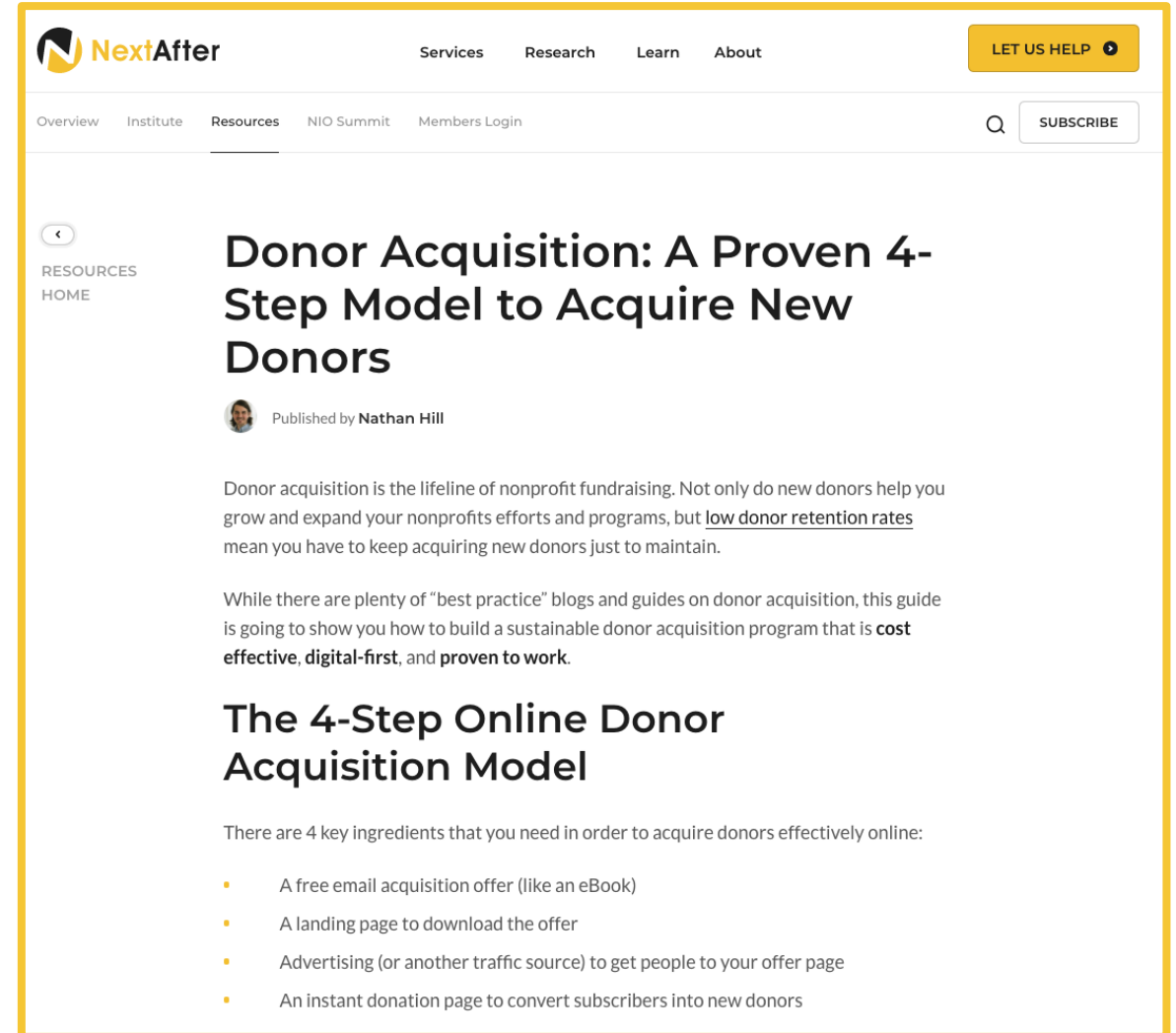
If you've been participating, you'll finish this session with an actual eBook outline.



Step 1

Gather your raw materials.

Blog Post: <https://www.nextafter.com/donor-acquisition-a-proven-4-step-model-to-acquire-new-donors/>



The screenshot displays the NextAfter website's 'Resources' page. The header includes the NextAfter logo, navigation links for Services, Research, Learn, and About, and a 'LET US HELP' button. Below the header, there are links for Overview, Institute, Resources (which is underlined), NIO Summit, and Members Login. A search bar and a 'SUBSCRIBE' button are also present. The main content area features a breadcrumb trail 'RESOURCES HOME', a back arrow, and the article title 'Donor Acquisition: A Proven 4-Step Model to Acquire New Donors' by Nathan Hill. The article text discusses the importance of donor acquisition for nonprofits and introduces a 4-step model. The steps listed are: a free email acquisition offer, a landing page, advertising, and an instant donation page.

NextAfter Services Research Learn About LET US HELP

Overview Institute Resources NIO Summit Members Login Q SUBSCRIBE

RESOURCES HOME

Donor Acquisition: A Proven 4-Step Model to Acquire New Donors

Published by Nathan Hill

Donor acquisition is the lifeline of nonprofit fundraising. Not only do new donors help you grow and expand your nonprofits efforts and programs, but low donor retention rates mean you have to keep acquiring new donors just to maintain.

While there are plenty of "best practice" blogs and guides on donor acquisition, this guide is going to show you how to build a sustainable donor acquisition program that is **cost effective, digital-first, and proven to work.**

The 4-Step Online Donor Acquisition Model

There are 4 key ingredients that you need in order to acquire donors effectively online:

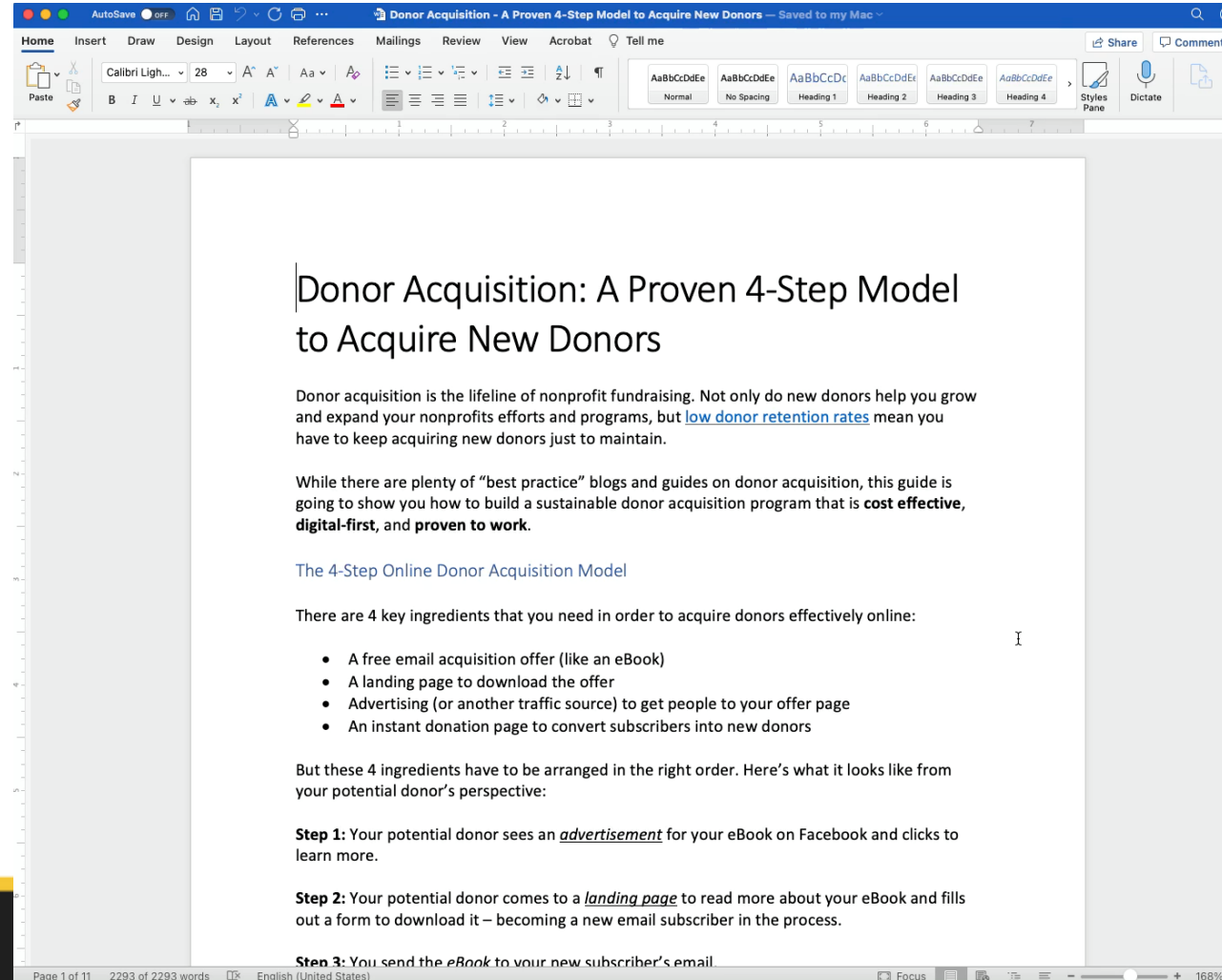
- A free email acquisition offer (like an eBook)
- A landing page to download the offer
- Advertising (or another traffic source) to get people to your offer page
- An instant donation page to convert subscribers into new donors



Step 2

Turn your raw materials into raw text.

Starting with a blog



The screenshot shows a Microsoft Word document with the following content:

Donor Acquisition: A Proven 4-Step Model to Acquire New Donors

Donor acquisition is the lifeline of nonprofit fundraising. Not only do new donors help you grow and expand your nonprofits efforts and programs, but [low donor retention rates](#) mean you have to keep acquiring new donors just to maintain.

While there are plenty of “best practice” blogs and guides on donor acquisition, this guide is going to show you how to build a sustainable donor acquisition program that is **cost effective**, **digital-first**, and **proven to work**.

The 4-Step Online Donor Acquisition Model

There are 4 key ingredients that you need in order to acquire donors effectively online:

- A free email acquisition offer (like an eBook)
- A landing page to download the offer
- Advertising (or another traffic source) to get people to your offer page
- An instant donation page to convert subscribers into new donors

But these 4 ingredients have to be arranged in the right order. Here’s what it looks like from your potential donor’s perspective:

Step 1: Your potential donor sees an [advertisement](#) for your eBook on Facebook and clicks to learn more.

Step 2: Your potential donor comes to a [landing page](#) to read more about your eBook and fills out a form to download it – becoming a new email subscriber in the process.

Step 3: You send the [eBook](#) to your new subscriber’s email.

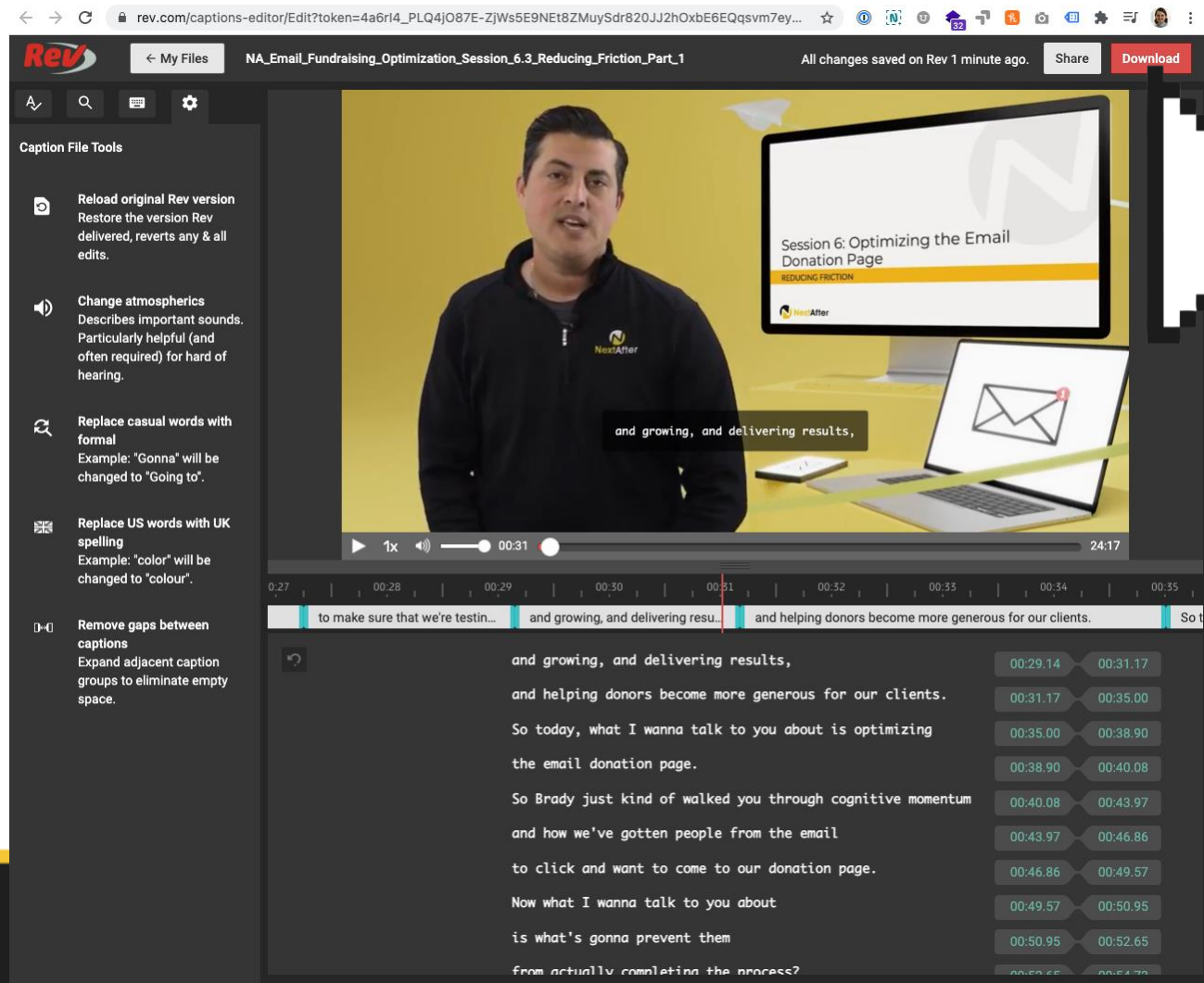
The document interface includes a ribbon with tabs for Home, Insert, Draw, Design, Layout, References, Mailings, Review, View, and Acrobat. The status bar at the bottom indicates 'Page 1 of 11', '2293 of 2293 words', and 'English (United States)'.



Step 2

Turn your raw materials into raw text.

Starting with a video or podcast



The screenshot displays the Rev.com captions editor interface. At the top, the browser address bar shows the URL: `rev.com/captions-editor/Edit?token=4a6r14_PLQ4j087E-ZjWs5E9NEt8ZMuySdr820JJ2hOxbE6EQqsvm7ey...`. The interface includes a navigation bar with "My Files", "NA_Email_Fundraising_Optimization_Session_6.3_Reducing_Friction_Part_1", and a "Download" button. A sidebar on the left lists "Caption File Tools" such as "Reload original Rev version", "Change atmospheric", "Replace casual words with formal", "Replace US words with UK spelling", and "Remove gaps between captions". The main area features a video player with a man speaking, a progress bar, and a caption editor showing the video's transcript with time-coded segments.

Rev.com
← My Files NA_Email_Fundraising_Optimization_Session_6.3_Reducing_Friction_Part_1 All changes saved on Rev 1 minute ago. Share Download

Rev.com
Caption File Tools

- Reload original Rev version
Restore the version Rev delivered, reverts any & all edits.
- Change atmospheric
Describes important sounds. Particularly helpful (and often required) for hard of hearing.
- Replace casual words with formal
Example: "Gonna" will be changed to "Going to".
- Replace US words with UK spelling
Example: "color" will be changed to "colour".
- Remove gaps between captions
Expand adjacent caption groups to eliminate empty space.

and growing, and delivering results,

0:27 00:28 00:29 00:30 00:31 00:32 00:33 00:34 00:35

to make sure that we're testin... and growing, and delivering resu... and helping donors become more generous for our clients. So t

and growing, and delivering results, 00:29.14 00:31.17
and helping donors become more generous for our clients. 00:31.17 00:35.00
So today, what I wanna talk to you about is optimizing 00:35.00 00:38.90
the email donation page. 00:38.90 00:40.08
So Brady just kind of walked you through cognitive momentum 00:40.08 00:43.97
and how we've gotten people from the email 00:43.97 00:46.86
to click and want to come to our donation page. 00:46.86 00:49.57
Now what I wanna talk to you about 00:49.57 00:50.95
is what's gonna prevent them 00:50.95 00:52.65
from actually completing the process?



Step 3

Come up with a title.

Focused on value to the donor. Educational. Empowering. Click-bait FTW.



Control

Variation 1



Things To Do in North Carolina: The Great Outdoors

Put sunshine on your calendar with *Things To Do in North Carolina: The Great Outdoors*

As your local resource for high-quality news and analysis, we at WUNC want to help you take advantage of the warmer weather and explore all that our beautiful state has to offer.

That's why our staff members have teamed up to create a brand-new eBooklet, called *Things To Do in North Carolina: The Great Outdoors*, to introduce you to some of our favorite outdoor spots and activities.

With it, you'll be able to fill your weekends with activities including:

- Enjoying jazz concerts at the North Carolina Museum of Art in Raleigh
- Spending a Saturday exploring in Saxapahaw
- Visiting a North Carolina State Park
- Playing a game of disc golf
- And so much more!

Get your free copy of *Things To Do in North Carolina: The Great Outdoors* by completing the form below.



REQUEST MY FREE EBOOK

We do not sell or share your information with anyone.

Stay Connected



Privacy



Fill Your Weekend With WUNC's Guide - *Things To Do in North Carolina: The Great Outdoors*

Put sunshine on your calendar with *Things To Do in North Carolina: The Great Outdoors*

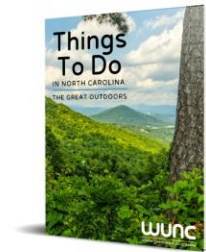
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REQUEST MY FREE EBOOK

We do not sell or share your information with anyone.

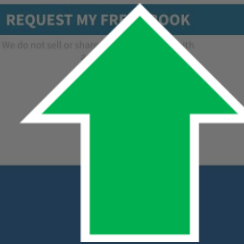
Stay Connected



Privacy



Relevant



20%

In Email Acquisition



Step 3

Come up with a title.

Focused on value to the donor. Educational. Empowering. Click-bait FTW.

- **Environment & Wildlife:** *10 Daily Habits to Help Reduce Your Carbon Footprint*
- **Faith-Based:** *40-Day Devotional to Prepare Your Heart for Easter*
- **Public Policy & Advocacy:** *6 Proven Ways to Reduce Police Violence*
- **Social Services:** *5 Practical Ways You Can Help Serve the Homeless in Your Community*



Step 3

Come up with a title.

Focused on value to the donor. Educational. Empowering. Click-bait FTW.

**Five things every parent should
do before flu season**



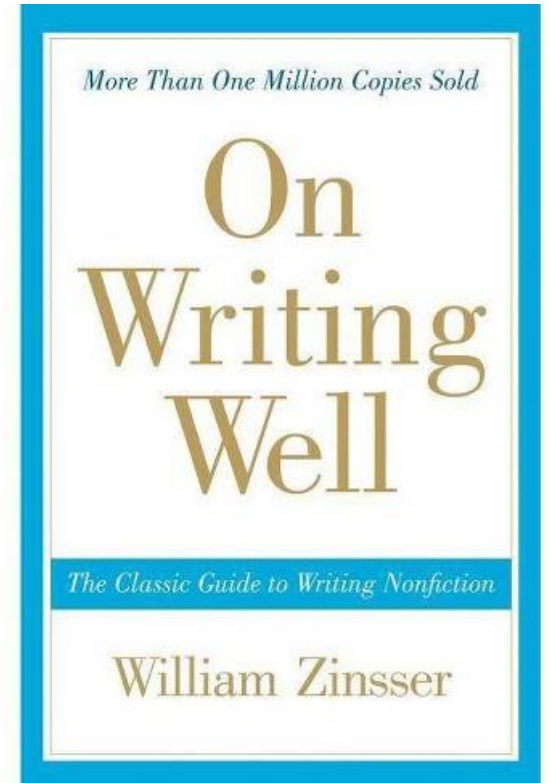
Step 4

Edit your copy down to fill ~10 pages.

2000-2500 words should be plenty. (Like an extra-long blog post)



“Clear thinking becomes clear writing; one can’t exist without the other.” – William Zinsser



Step 4

Edit your copy down to fill ~10 pages (in layout).

2000-2500 words should be plenty. (Like an extra-long blog post)

1. Clearly define at least 5 key takeaways.
2. Arrange your copy to support each of your main points.

3. Cut, Cut, Cut, Cut, Cut.

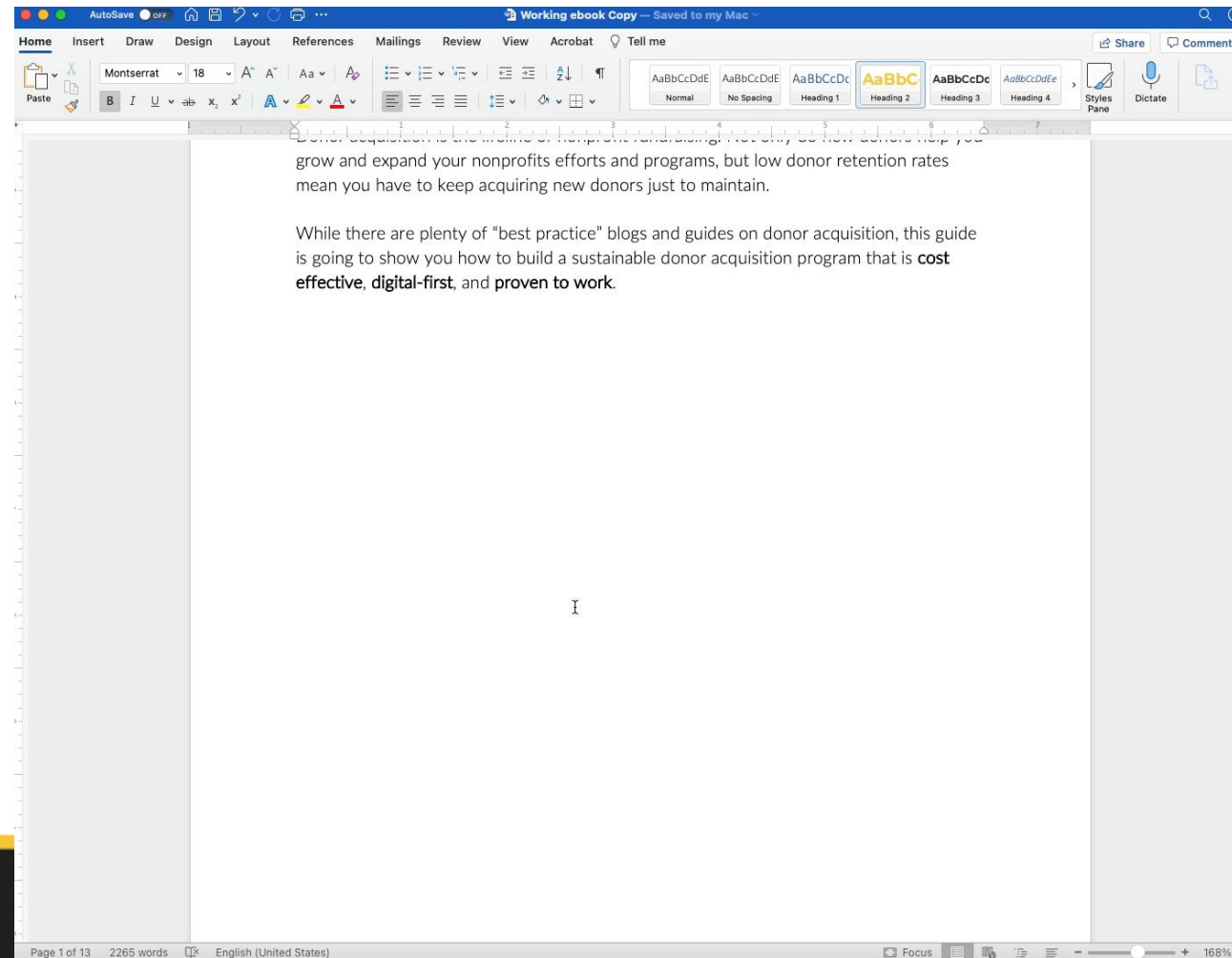
“Strip every sentence to it’s cleanest components.”



Step 5

Make your copy look pretty.

Images. Page numbers. Page headers. Text formatting. Branding in the header/footer.



Step 6

Create your eBook cover.

Simple is better. Use Canva. Use a [3D book image generator](#).

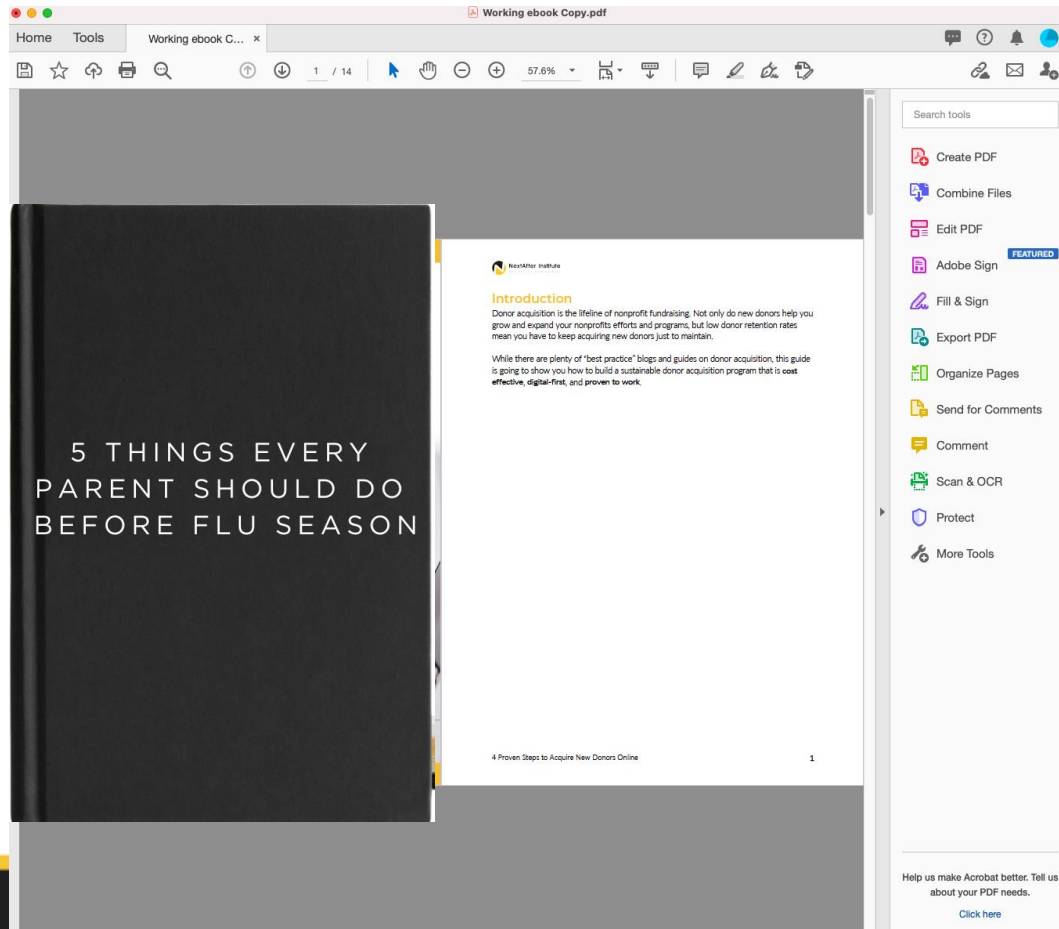
Canva (for free)



Step 7

Stitch it all together.

Save your text as a PDF. Add your cover page. Done.



Total Time

2.5 Hours (while building these slides)



Homework



Homework: Part 1

Create your own Content offer outline.

- Create a working title.
- Outline 5 key points or takeaways.
- Start filling in content (or note where to get it from).

Homework: Part 2

Create your content offer.

- Create your winning content offer using the outline you made in part one

Level Up Homework | Month 9, New Donor Acquisition

Your homework this month is to outline and write your content offer to email subscribers. Complete the 7-step *How To Create an eBook* outline from our workshop and then submit the completed eBook using the form below.

When you're finished, share what you worked on in Slack!

ardee@nextafter.com [Switch account](#)



The name, email, and photo associated with your Google account will be recorded when you upload files and submit this form

* Indicates required question

Email *

Your email

Save your eBook as a PDF or .doc and upload it here. *

Upload 1 supported file: PDF, document, or image. Max 10 MB.

[Add file](#)

Submit

Clear form

This form was created inside of NextAfter.
Does this form look suspicious? [Report](#)


Google Forms



Instructions

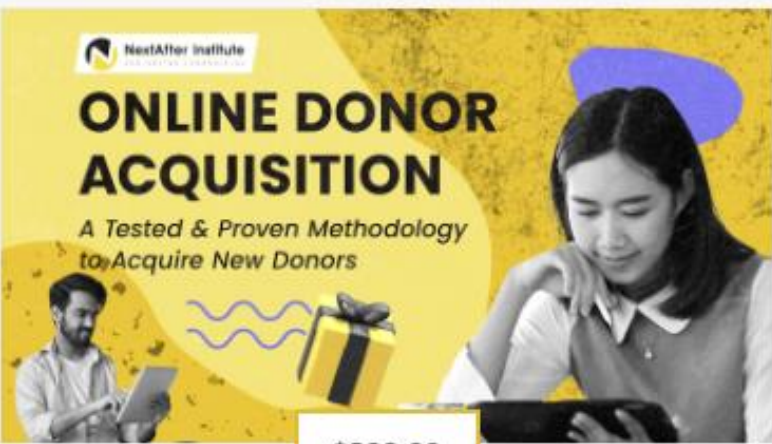
1. Complete the 7-step guide to creating your content offer
2. Upload your Content Offer using the Google Form

Dive Deeper



ONLINE DONOR ACQUISITION

A Tested & Proven Methodology to Acquire New Donors



\$299.00

Online Donor Acquisition

In this 6-session course, you will learn the 4-step model to acquiring new donors online that can be used over a wide variety including web traffic, email, Facebook advertising, Google Ad grants, and more.

Included in your NextAfter Institute membership!



<https://nextafter.com/level-up-membership>

Dive Deeper with Digital Fundraising Courses

from the NextAfter Institute





Level Up Resources



The screenshot shows the Colorado Gives website with a navigation bar at the top containing 'About Us', 'Ways to Give', and 'Donate'. A search icon and the name 'Nathan' are also visible. The main header features a photo of four people in a meeting. Below this, the page is titled 'Level Up Digital Fundraising Resources' with a sub-note 'Made possible by Schlessman Family Foundation'. The content is organized into sections: 'Onboarding Resources' with a brief introduction and a link to support FAQs; 'Fundraising Strategy Courses' with a list of video thumbnails for topics like 'The Basics', 'Beyond The Basics', and 'Easy Form Fixes & Website Best Practices'; and 'NextAfter™ Training Webinars' with a list of upcoming events such as 'WEBINAR 1 | Goals & Metrics: Your Data-Driven Guide to Colorado Gives Day 2024' and 'WEBINAR 2 | Crafting Compelling Appeals: Mastering the Art of Value Propositions'.



Don't forget to embed your donation form to streamline your campaign!

Questions?



LEVEL UP | NextAft... ▾

Home

Threads

Drafts & sent

DMs

Activity

Channels

- # general
- # homework
- # introductions
- # random
- # resources
- + Add channels

Direct messages

- Brianna K
- Emily Barker
- Joel Newton
- Jordan Brown
- Nick Scheidies
- Nathan Hill you
- + Add coworkers

Apps

- Slackbot
- + Add apps

general ▾

2 Pinned Level Up Program Reso... +

<https://outlook.office365.com/book/ConnectwithJordanBrown@coloradogives.org/> Thursday, July 18th 10:00 AM (edited)

1 reply 4 days ago

Pinned by Jordan Brown

Jordan Brown 4:03 PM

Please note the updates to the Level UP Copywriting Course schedule to provide participating nonprofits more details:
<https://www.coloradogives.org/p/nonprofits/LevelUpYR2-Resources>

image.png ▾

Copywriting Course

Presented by Institute for Sustainable Philanthropy™

Copywriting 1.0 (First-Year) Participants:
At the end of this course, you will emerge with expertise in Fundraising Copywriting. You will discover how to apply Philanthropic Psychology as you craft compelling campaign content. You will learn how organizations can significantly enhance their marketing campaigns and donor drive rate.

Copywriting 1.0 Program Details:
This course is a four-module, four-week boot camp, delivered entirely online. You will have 2 main staff participant complete and become certified through the course.

Please plan to commit to 5 hours per week to complete readings, listen to brief lectures, and complete assignments. This virtual, learn at your own pace course, begins on:

- ✓ Enrolled to Canvas Mid-August 2024
- ✓ Course Access Begins September 3, 2024
- ✓ Final Assignment Submitted Mid-October
- ✓ Colorado Gives Day is Nov 4 - Dec 30, 2024

Copywriting 2.0 (Returning) Participants:
This advanced Copywriting 2.0 Course is reserved for organizations that have completed the Copywriting 1.0 Course. It serves as a capacity-building workshop aimed at embedding philanthropic psychology principles throughout your entire organization.

Copywriting 2.0 Program Details:
This course offers 3 x half-day virtual training sessions with instruction for Sustainable Philanthropy. This virtual, multi-team member workshop begins on:

- ✓ September 13, 2024 @ 9:00 AM - 12:30 PM
- ✓ September 21, 2024 @ 9:00 AM - 12:30 PM
- ✓ October 4, 2024 @ 9:00 AM - 12:30 PM

Zoom invites will be sent directly to participating nonprofits in August 2024.

Please ensure to include email a staff to members per participating nonprofits. Staff members attend the workshop in real time and/or watch the recordings.

- Consider inviting from your team CEO, C-suite director of communications, C-suite director of programs and the Copywriting 1.0 graduates
- Please send all communication requests per participating nonprofit to brand@coloradogives.org by July 15, 2024

ColoradoGives.org

Level Up Your Digital Fundraising

LEVEL UP will help organizations that use Colorado Gives fundraising tool make the most out of the Colorado Gives features like CRM, application integration, text-to-give and more.

B I U Link List Bulleted List Code

Message #general

+ Aa Emojis @ Attachments Voice Video

