

Incentive Strategy

Using Prizes to Drive More Donations

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

💡 You'll learn:

Why prizes matter (even if you don't win)

How to integrate prizes into your campaign

Actionable timelines to raise more



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



Your Webinar Schedule

October 9 @ 9 AM

Incentive Strategies: CGD Prizes

October 21 @ 9 AM

Your CGD Success Checklist

November 3 @ 10 AM

Colorado Gives Day Kickoff Celebration!

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 Nonprofit Resources

- Nonprofit Resources Page - [click here](#)
- CGD 2025 Nonprofit Toolkit
- CGD 2025 Calendar & Checklist
- CGD Share Your Event Form
- Your Webinar Library
- Customer Support

Merch Store is OPEN: Tell Your Friends!

Merch Store Now Open!

Welcome to your one-stop shop for fun, festive gear to celebrate Colorado Gives Day.

With flat-rate shipping of just \$5.95 per order, it's easier than ever to show your spirit and rally your community.

Don't wait! The shop will close on October 31.





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.

Webinars to Watch in October

 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](#)

 Inbox Impact: Defining Campaign Email Strategy

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

 Rally EOY Supporters: Maximize Appeals + Urgency

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

Prize Overview for Colorado Gives Day 2025



🌟 Why Prizes Matter — Even If You Don't Win

🧠 Deadlines and competition motivate giving — 42% of donors say time-bound campaigns drive them to act (Classy, 2024).

💬 Campaigns mentioning a prize or match see 26% higher click-throughs (Network for Good).

💰 Nonprofits participating in giving events raise 4× more than peers who don't (GivingTuesday Data Commons).

💡 “Even if you don't win the trophy, you still win the crowd.”



Setting Campaign Goals That Drive Action

Why goals matter: they turn “hoping to win” into a measurable plan.

Three essential goal types:

Participation Goals – total donors, % new donors, volunteers.

Fundraising Goals – total raised, average gift, match met.

Engagement Goals – social shares, phone outreach, trivia participation.



Organizations with written goals raise 47% more (Bloomerang).



Tie each goal to your mission: “Winning \$5K = 10 more youth scholarships.”

“Stretch” goals: Have one realistic goal, one reach goal, and one celebration milestone.

Nonprofit Size Categories for Colorado Gives Day

To keep prize opportunities equitable and meaningful for all participants, nonprofits are grouped by total annual revenue:

Small: Less than \$150,000
Medium: \$150,000 – \$999,999
Large: \$1 million or greater

All currently active nonprofits on ColoradoGives.org — as well as those in process for this year — have been assigned a size category based on the most recent available data.

If a nonprofit's financial information isn't available yet, that profile will not have a size assigned. We'll be reaching out to those organizations this month to help complete that step.

The size listed on your profile now will be the one used for Colorado Gives Day participation and prize eligibility. To ensure fairness and consistency for all, size categories are not adjusted on a case-by-case basis.

Nonprofit Size Categories for Colorado Gives Day

Organization Data

Summary

Programs

Financials

Documents

Tax Credits

ORGANIZATION NAME

The Village Institute

YEAR ESTABLISHED

2019

TAX ID (EIN)

86-3160394

CATEGORY

Civil Rights, Social Action & Advocacy,
Education, Youth Development

ORGANIZATION SIZE

Medium Organization

COLORADO STATE TAX CREDITS

Colorado Child Care Credit

ADDRESS

1440 ELMIRA STREET
AURORA, CO 80010

SERVICE AREAS

Aurora, CO, US
Denver, CO, US



There's No Deadline to Participate!

You can enroll and make your organization's page live on ColoradoGives.org at any time — there's no cutoff date to join Colorado Gives Day 2025!

However, to be included in leaderboards and eligible for prizes on Colorado Gives Day (December 9), your organization's page must be live by Sunday, December 8.

We encourage you to update or make live your page NOW so you can take full advantage of donor visibility, leaderboards, and prize opportunities November 1 - December 9th, 2025.

1M+ Incentive Fund (Nov 1 – Dec 9)

Amplify Your Impact for Colorado Gives Day

\$1M+ Incentive Fund

Every donation made and processed during the Colorado Gives Day event is boosted by one of the largest Incentive Funds in the country.

How It Works

All nonprofits receive a percentage of the fund equal to the percentage they raise for Colorado Gives Day. So, if they raise 10%, they get 10% of the Incentive Fund.

Example

Nonprofit A raised (\$10K) divided by the Total Amount Raised on Gives Day (\$10M) x Total Amount in Incentive Fund (\$1M+) = Individual Nonprofit's Share of Incentive Fund (\$1K)*

**All numbers presented in the example are hypothetical (with the exception of the Incentive Fund amount).*

**Incentive Fund dollars BOOST or AMPLIFY every donors online gift -
THERE IS NO “MATCH” aspect - refer to toolkit for correct copy.**



100K in Colorado Gives Day 2025 Prizes



Grand Prizes: 3 × \$10,000 (S/M/L)



2nd Place Prizes: 3 × \$5,000 (S/M/L)



Power Hour Prizes: 15 × \$2,000 each (S/M/L)
7 AM, 10 AM, 3 PM, 7 PM, 10 PM



Regional Champions: \$1,000 (for rallying local regions)



FirstBank Trivia Prizes: 10 × \$1,000 from donor participation



Mark key times: Power Hours + Trivia Week before Gives Day.



Leverage Leaderboard Prizes (Nov 1 – Dec 9)



Grand Prizes: 3 × \$10,000 (Small, Medium, Large Orgs)



2nd Place Prizes: 3 × \$5,000 (Small, Medium, Large Orgs)

Oct 15 – Nov 10: Set Your Goal & Message

- Define your leaderboard category and set a public goal (e.g. “Help us reach Top 10 Small Nonprofits!”)
- Start teasing your participation across email and social.
- 👉 Builds awareness early and gives donors a rallying message.

Nov 11 – Nov 25: Activate Your Ambassadors

- Equip board, staff, and volunteers with sample posts and leaderboard links.
- Encourage them to share “why they give” messages.
- 👉 Expands reach and primes your network before the event.

Nov 26 – Dec 2 (GivingTuesday): Test Real-Time Updates

- Practice posting progress messages: “We’re climbing!” / “Let’s hit #5 by midnight!”
- Use this day to warm up your donors.
- 👉 Builds confidence and engagement before the big day.



Leverage Leaderboard Prizes (Nov 1 – Dec 9)



Grand Prizes: 3 × \$10,000 (Small, Medium, Large Orgs)



2nd Place Prizes: 3 × \$5,000 (Small, Medium, Large Orgs)

Dec 3 – Dec 8: Countdown to Colorado Gives Day

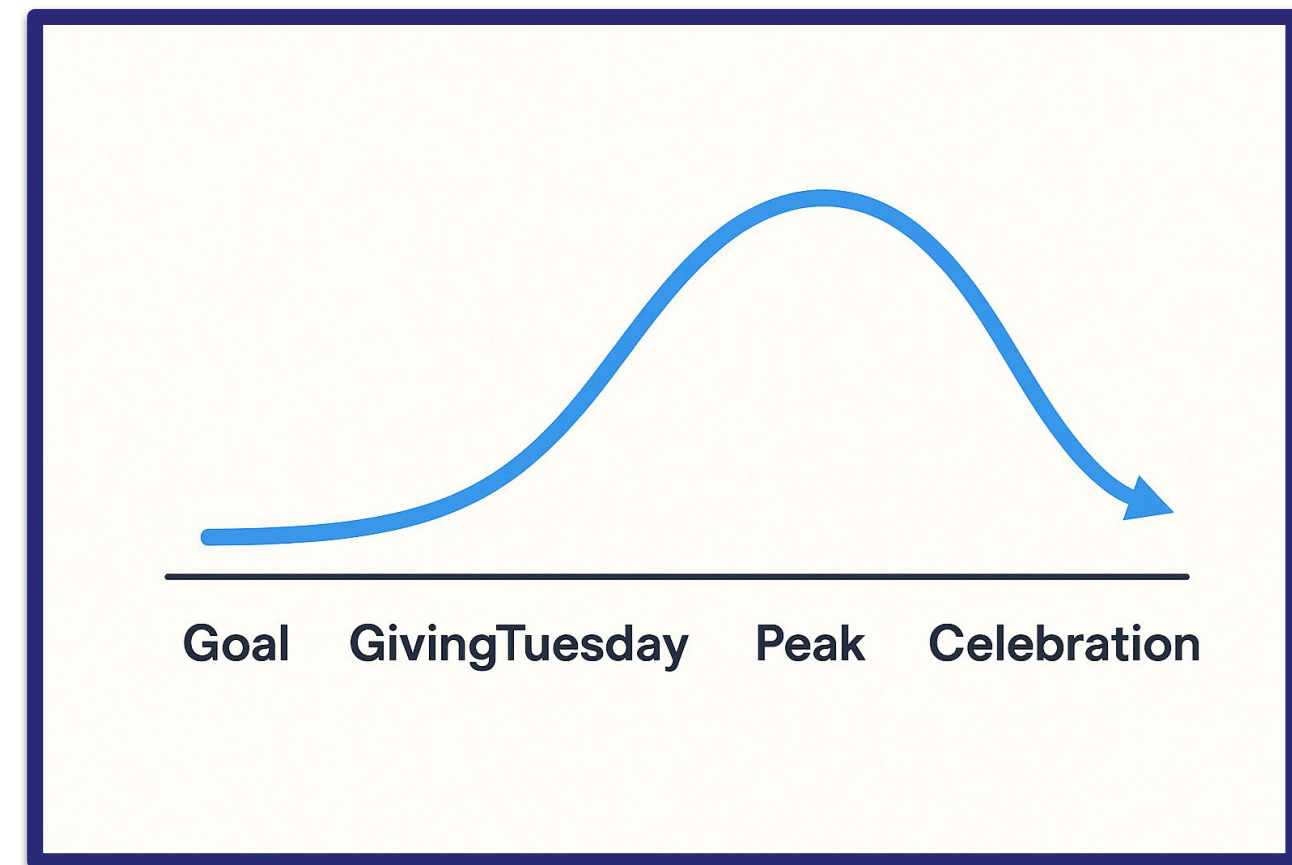
- Share daily leaderboard teasers: “We’re aiming for a spot—every gift helps!”
- Remind donors that prizes reward momentum.
- 👉 Builds urgency and anticipation.

Dec 9: Go All-In on Urgency (Colorado Gives Day)

- Share leaderboard progress hourly on social and email.
- Use matches, phone calls, and texts to drive last-minute gifts.
- 👉 Real-time energy = higher giving and visibility.

Dec 10 – Dec 13: Celebrate & Report Back

- Thank donors and share your final ranking and total raised.
- Highlight impact stories and next steps.
- 👉 Gratitude builds loyalty for next year.





Leverage Power Hours: Drive Peak Giving Energy



Power Hour Prizes: 15 × \$2,000 each (7 AM, 10 AM, 3 PM, 7 PM, 10 PM)

1 Before Power Hour (15–30 minutes prior)

- Announce: “Our Power Hour starts soon — help us win \$2,000!”
- Alert your team to be online and ready (social posts, texts, calls).
- Send a donor reminder email or text: “Your gift this hour could help us win \$2,000!”



Creates urgency and positions your nonprofit at the top of mind.

2 During Power Hour

- Post progress updates every 15–20 minutes: “We’re halfway there!” / “15 min to go!”
- Celebrate each gift publicly on social — tag donors or share milestones.
- Have staff / board / volunteers calling donors to ask for gifts in real time



Keeps your feed active, builds social proof, and encourages bandwagon giving.



Leverage Power Hours: Drive Peak Giving Energy



Power Hour Prizes: 15 × \$2,000 each (7 AM, 10 AM, 3 PM, 7 PM, 10 PM)

3 After Power Hour (immediately following)

- Thank donors publicly within minutes: “You powered us through! 73 gifts in one hour!”
- Keep momentum by announcing the next goal: “Let’s carry that energy into the next hour!”
- Ask staff / board /volunteers to personally thank top donors via phone.



Converts quick donors into loyal supporters and keeps energy up for the next push.

4 Between Power Hours

- Keep short, upbeat updates: “We’re recharging for our 3 PM Power Hour!”
- Encourage recurring gifts: “Missed the Power Hour? Make your impact monthly instead.”



Bridges the gap and maintains steady traffic to your giving page.

FYI: Power Hours work — giving platforms consistently see 2–3× higher donation volume during these windows due to urgency, visibility, and shared excitement.



250K in Recurring Match Prize (Nov 1)

Starting Nov. 1, we'll match a donor's first monthly gift to your organization.

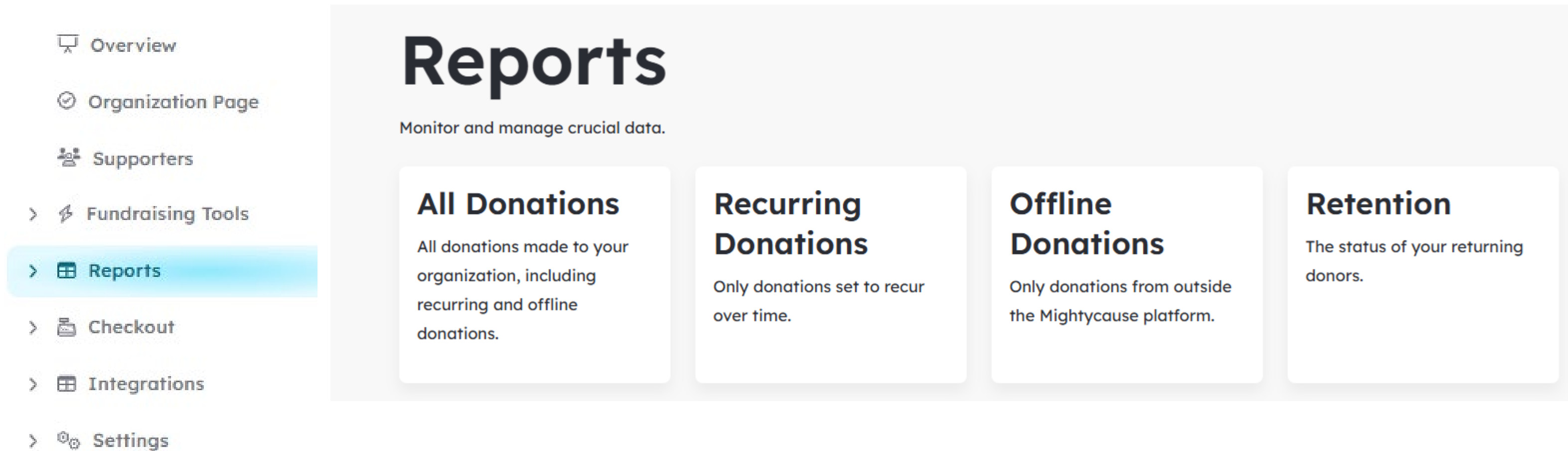
When a donor sets up a **new** monthly donation between Nov. 1 and Dec. 9 on ColoradoGivesDay.org, Colorado Gives Foundation will automatically match your first month's gift up to \$100. With \$250K available in matching funds across all nonprofits, now is the perfect time to make donor support go twice as far.

Why Monthly Giving Matters

- Donors can provide steady support nonprofits can count on all year long.
- Donors can give NPOs the confidence to plan ahead and grow sustainably.
- Donors consistent generosity—no matter the size—creates lasting change.



How to Identify Monthly Donors in Your Database



The screenshot shows the 'Reports' section of the Mightycause dashboard. On the left is a sidebar with navigation links: Overview, Organization Page, Supporters, Fundraising Tools, Reports (highlighted), Checkout, Integrations, and Settings. 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).

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.

New monthly givers might be mid-to lower level sporadic donors, event attendees, volunteers, friends and family or alumni of your programs (just to name a few).

Results from 250K Recurring Gift Match Prize

Timeframe: Gives Day 2023

- Return for Nonprofits: \$1.9M* (16x)
- 2,667 donors set up a new recurring donation
- 1,282 nonprofits received a new recurring match
- 19 months later, 42% of recurring matches remain active

*ROI as of 8/1/2025

Timeframe: Gives Day 2024

- Initial activation rates mirror 2023
- 4,271 donors set up a new recurring donation
- 1,757 nonprofits received a new recurring match; over 40% of nonprofits who received a donation during Gives Day received a new recurring match.

16X

ROI



Invite Businesses to Join the Movement

Your business has the power to make a big impact on Colorado's nonprofit community. One way to get involved is by joining the Colorado Gives Day Good for Business Challenge! Here's how it works for a business:

- 1. Create a Group Giving Page:** Set up your page in just a few clicks to showcase your business's impact. (It's free!)
- 2. Select Your Cause(s):** Select from thousands of Colorado nonprofits on ColoradoGives.org. Your business can support one or many.
- 3. Engage Your Team + Network:** Rally your employees, customers, board and other partners to give between Nov. 1 and Dec. 9.
- 4. Get on the Leaderboard:** Once you collect your first donation on your Group Giving Page between Nov. 1 and Dec. 9, you will be added to the leaderboard the following Friday.
- 5. Compete to Win Extra Support:** Raise at least \$1,000 during Colorado Gives Day (Nov. 1 – Dec. 9) and your business will be entered to win 1 of 25 \$1,000 cash prizes for your chosen nonprofit(s).



Invite Businesses to Join the Movement

Encourage local businesses to make generosity part of their workplace culture this Colorado Gives Day!

- 1. Centralized Giving Hub:** Businesses create a custom Group Giving Page for free in seconds to allow employees to give in one easy place.
- 2. Flexible Options:** Highlight specific causes a business supports or let employees choose from thousands of Colorado nonprofits.
- 3. Simple Tracking:** Access real-time donation reports to see participation, measure impact, and understand the causes your team cares about most.
- 4. Branded Experience:** Customize your page to reflect your business's brand.



Southwest[®] Ticket Giveaway

On Dec. 9 only, donors who give \$100+ ***to a single nonprofit*** are automatically entered in an hourly drawing to win a Southwest Airlines ticket.



Self-Identified Prizes | Don't Wait – Create Your Own!

Matching Grants - Partner with a board member or business to create a match challenge (e.g. “Your gift doubles up to \$5,000!”) Matching challenges increase conversion by +71% (Double the Donation, 2023).

Board or Peer Challenges - “When 50 people give, our board chair will jump in with \$500.”
Friendly internal competitions — e.g., departments or alumni teams.

Donor Milestone Celebrations - “If we hit 100 donors before noon, a surprise donor unlocks an extra \$1,000.” “Every \$10 gift this hour enters you to name our next team mascot.”

Community or Business Sponsorships - Turn business partnerships into co-marketing: “Support [Org] this hour, win coffee for a month at [Local Café].” (pool of donors - random winner selected)

Mission-Driven Incentives - Tie prizes to outcomes: “If we reach our goal, we’ll sponsor 10 youth for camp.”

Where do I find all this
on ColoradoGives.org?



Building Your Prize Strategy



Build Your Incentive & Prize Strategy

Three pillars:

-  Plan: Choose 2–3 prizes or matches to focus on.
-  Promote: Integrate prize messaging into every channel (email, phone, social).
-  Personalize: Have your board or volunteers make live calls during Power Hours.

Each call increases likelihood of a gift by 40% (Bloomerang, 2024).

“We’re aiming for the \$2,000 Power Hour this morning — can we count on you this morning?”



Timing Is Everything

Action Plan & Checklist

- ✓ Identify Prizes, Goals & Strategy that fits
- ✓ Review the Toolkit for copy & images
- ✓ Prepare email + social content
- ✓ Line up matching donors / businesses etc.
- ✓ Schedule Power Hour Calls
- ✓ Get Ready for Real-Time Thank Yous

November 1 - December 9th

1M+ Incentive Fund
Leaderboards
250K Recurring Match
Business Challenge
Your Matching Grant(s)
First Bank Trivia

24 Hours of December 9th

1M+ Incentive Fund
Leaderboards
Power Hours
Business Challenge
Your Matching Grant(s)
Southwest Ticket GiveAways



Measure, Learn, Celebrate

Track total raised, new donors, average gift, Power Hour success, calls made.

Send results update within 48 hrs — boosts retention by 50% (Neon One).

Celebrate your community: “Because of you, we nearly won a prize — and we did win 45 new donors!”

Celebrate on social media, live stream, in person, over the phone, by text!

⚠ Watchouts & Wisdom

Don't over-emphasize “winning” over impact.

Space out appeals — focus on high-energy moments.

Keep donor joy at the center: prizes are the excuse, not the reason.

✨ 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)

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)

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 9) 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,

Welcoming Your Questions

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



making
good
happen

Thank you!

