



Catchafire Accelerator Workshop

Welcome! It's so
good to be together



Welcome!

Take a moment to arrive here, now

I'm so glad you're here!

Do whatever you need to do to be present



Welcome!

Audience-led

Presentation deck and recording

One-question poll:

Have you used Catchafire before?



Today's presenter



Sean Rose (he/him)

[linkedin.com/in/seanvrose](https://www.linkedin.com/in/seanvrose)

Director of Nonprofit Success

- > 15 years of experience in the nonprofit sector
- > Background in Strategic Planning, Fundraising, and Community Engagement
- > Advise, support, and train nonprofits

Agenda

The fundamentals of Catchafire: what is it, how does it work, and why should you use it?

How to explore the Catchafire menu of offerings

How to use Catchafire to support your Colorado Gives Day outreach.

Your questions and curiosities about Catchafire!



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!



Catchafire is...



Free

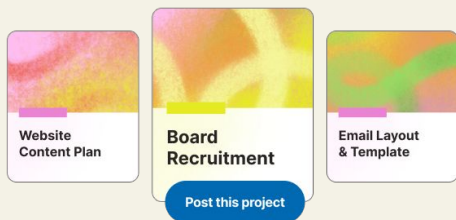


Flexible



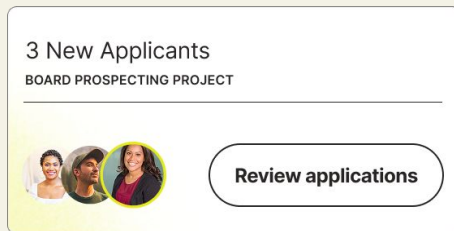
Unlimited

How it works



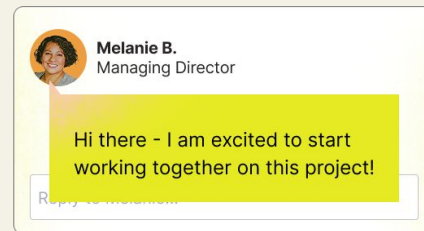
STEP ONE

Explore projects



STEP TWO

Find your
volunteer



STEP THREE

Get the help you
need



Ways to connect with volunteers



Consultations

- 1 hour call or Quick Advise
- Ask a question
- Get feedback or advice
- Thought partner or brainstorm different ideas with each other



Projects

- Browse our menu of 140+ fully scoped-out projects
- Get work done by our volunteers
- Free fundraising, marketing, and help with human resources



Projects

The screenshot shows the Colorado Gives Foundation website. The header includes the logo, navigation links (Explore, Volunteer, Donate, Impact, My dashboard), and user profile options. The main section is titled "Projects" with a subtitle "Pre-scoped templates that you can customize to fit your needs". Below this, there are eight category cards, each with a title, a right-pointing arrow, and a project count. At the bottom, there are tabs for "Most popular", "New", and "Bundles", with a link to "See all most popular". Two project cards are visible: "Marketing & communications" and "Infographic".

coloradogivesfoundation.catchafire.org/menu/projects

COLORADO GIVES FOUNDATION

Explore Volunteer Donate Impact My dashboard

Projects

Pre-scoped templates that you can customize to fit your needs

- Executive leadership
22 projects
- Finance & operations
39 projects
- Fundraising
40 projects
- Human resources
32 projects
- Marketing & communications
66 projects
- Professional development
17 projects
- Program management
46 projects
- Technology
46 projects

Most popular New Bundles See all most popular

Marketing & communications

Infographic

2-5 weeks

<https://coloradogivesfoundation.catchafire.org/menu/projects?category=36>

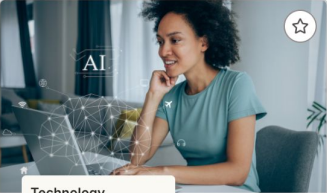


Consultations

← → ↻ coloradogivesfoundation.catchafire.org/menu/calls ☆ 🗑️ 📄 Work ⋮

Showing 20 consultation topics


Sort by Name (A-Z) ▾



Technology

Artificial Intelligence Consultation


🕒 1 Hour



Marketing & communications

Brand Messaging Consultation


🕒 1 Hour



Marketing & communications


Communications Consultation

🕒 1 Hour



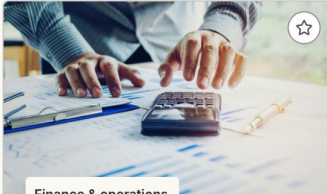
Program management

Data & Analytics Consultation



Fundraising

Event Management Consultation



Finance & operations

Finance Consultation

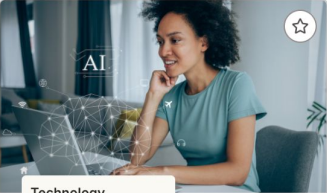
📬

Quick Advise

← → ↻ coloradogivesfoundation.catchafire.org/menu/calls ☆ 🗑️ 📄 Work ⋮

Showing 20 consultation topics


Sort by Name (A-Z) ▾ 🗑️ 📄



Technology

Artificial Intelligence Consultation


🕒 1 Hour



Marketing & communications

Brand Messaging Consultation


🕒 1 Hour



Marketing & communications


Communications Consultation

🕒 1 Hour



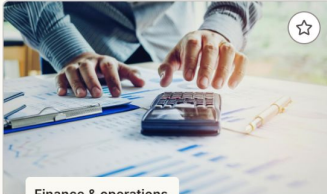
Program management

Data & Analytics Consultation



Fundraising

Event Management Consultation



Finance & operations

Finance Consultation

🗑️ 📄

Catchafire.org is a separate platform from ColoradoGives.org

- > Your org page must be live and searchable on ColoradoGives.org before signing up for Catchafire
- > You can email help@catchafire.org for speedy assistance or schedule a 1:1 [call](#) with us to get started
- > We're here to help! Reach out to us anytime (help@catchafire.org)
- > Open-access orientation [webinars](#)



Our volunteer community

16 years

of professional experience
on average

84,000+

registered volunteers

67%

have experience working
with nonprofits outside of
Catchafire



How can I use Catchafire year-round?

Donor outreach

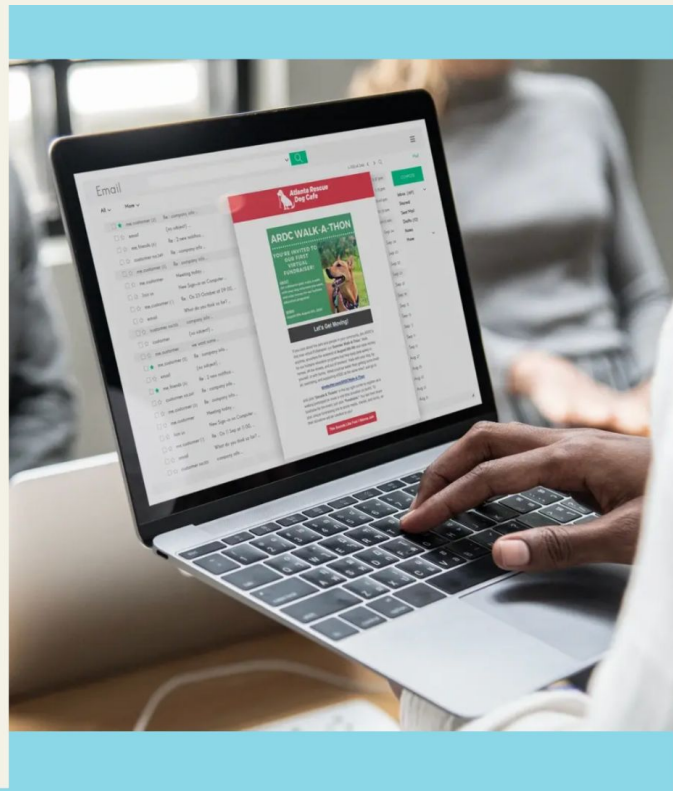
Atlanta Rescue Dog Cafe worked with email analyst and volunteer Daniel R. to discuss an email fundraising strategy to promote their walk-a-thon. The conversation led to a campaign strategy helping ARDC raise 25% more than their goal of \$2000 for their virtual walk-a-thon.

IMPACT

\$110,867

saved on 51 projects and calls

SPONSORED BY



How can I use Catchafire year-round?

Fundraising events

Sacred Heart Community Clinic worked with volunteer Joanna J. to create an invite for their annual gala. This event is the primary fundraiser that enables them to provide free medical and dental care for low income, uninsured patients.

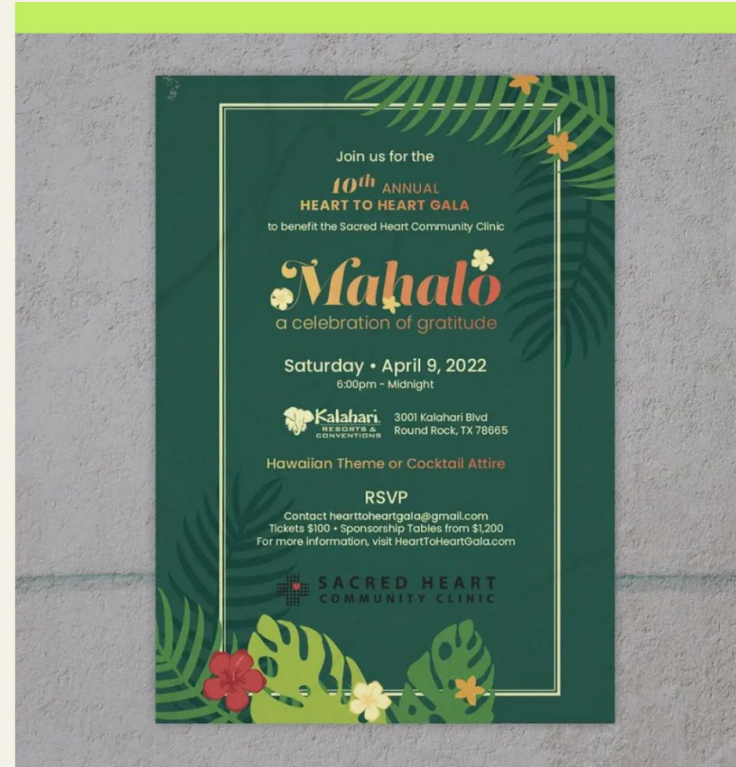
IMPACT

\$12,711

saved on 12 projects and calls

SPONSORED BY

**StDavid's
FOUNDATION**



How can I use Catchafire year-round?

Donor letter

Newly founded **Freedom Voice Reports** (an initiative of Venezuelan American Archives Foundation) worked with professional writer and volunteer Coryn P. to draft an appeal letter.

IMPACT

\$92,987

saved on 22 projects and calls

SPONSORED BY



How can I use Catchafire year-round?

Donor presentation

William Trippley Foundation worked with marketing expert and volunteer Linh L. to create a beautiful powerpoint presentation that outlines the value of their organization to capture the attention of potential sponsors and donors.

IMPACT

\$255,852

saved on 81 projects and calls

SPONSORED BY

**PHILADELPHIA
FOUNDATION**



How can I use Catchafire year-round?

Annual reports

Designer and volunteer Rebecca S. helped **ONEgeneration** showcase their work. With the savings on this project, ONEgeneration was able to provide meals and in-home support to older adults, transportation to medical appointments and social services to seniors in need.

IMPACT

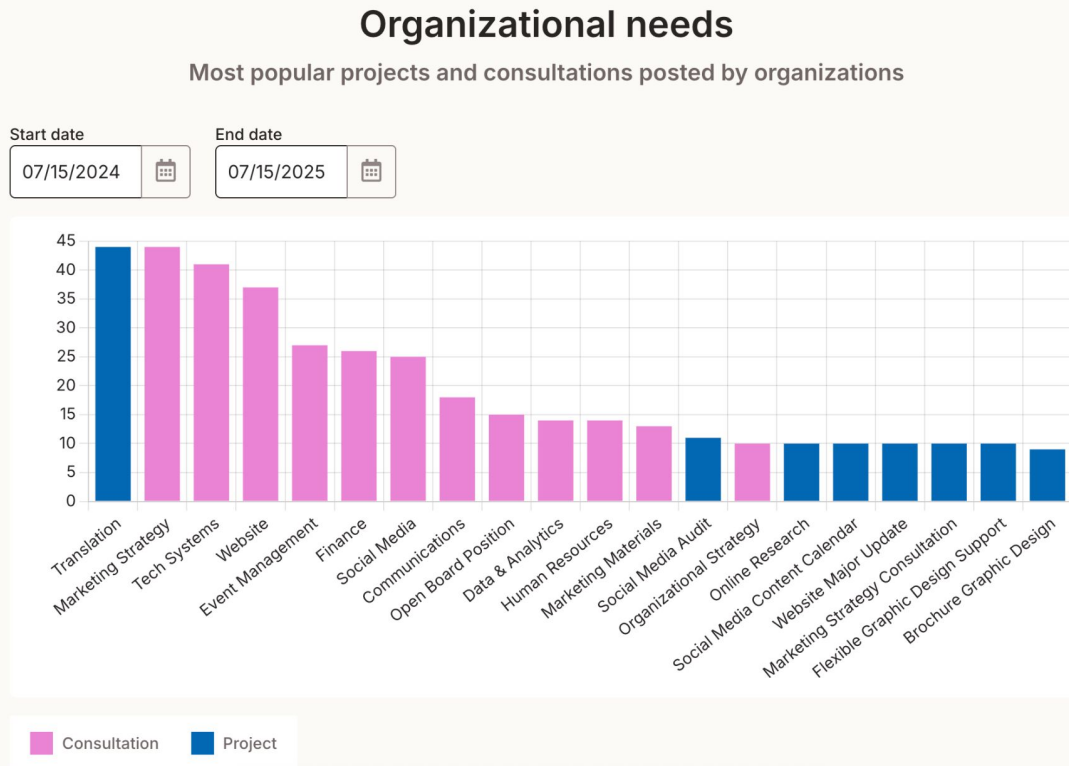
\$12,438

saved on 51 projects and calls


SPONSORED BY



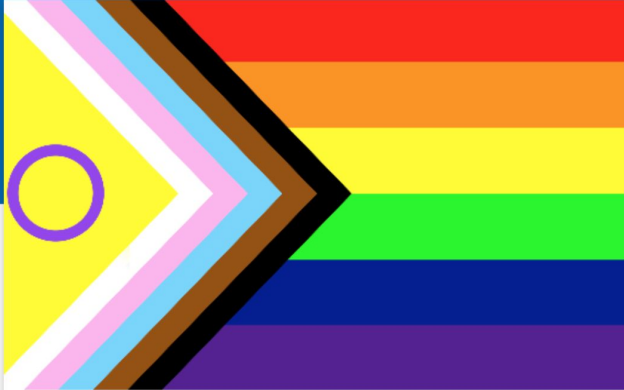
How are other CO orgs using Catchafire?




How are other CO orgs using Catchafire?




See how Naidile M. helped Artistic Apothecary on a Marketing Strategy Consultation project










Kuwa-Jasiri I.
Founding Steward



Naidile M.
Volunteer

Matched on	Saved 	Hours given
Jan 4, 2025	\$2,998	10

Share this story:    

How are other CO orgs using Catchafire?

What did they have to say?



Naidile is a gem to work with. Clear communication, expert deliverables!
Taught us ways to optimize our bulk email system.



Kuwa-Jasiri I.

Founding Steward
Artistic Apothecary





Review 5 Ways You Might Use CAF NOW for CGD Nov 1 – Dec 9 2025

- [Embed Donation Form project](#)
- Many NPOs subscribe to their embeddable form and add it to their website for October – December giving to take advantage of Colorado Gives Day and industry low transaction fees.
- [Schedule 1:1 with Jordan to learn more!](#)




Review 5 Ways You Might Use CAF NOW for CGD Nov 1 – Dec 9 2025

Explore Volunteer ▾ Donate Impact ▾ My dashboard ▾ 

Website Minor Update: Embed Donation Form

Update your Organization's website to include your ColoradoGives.org Donation Form





Time frame
1-5 days

Deliverable type
Training



Professional skills needed
Web design, Web development




Fundraising Projects

 Explore Volunteer ▾ Donate Impact ▾ My dashboard ▾ 

Results


Projects **28** Consults 8 Bundles 11  

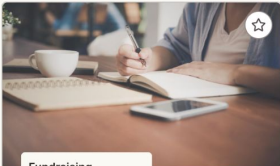
Showing 28 projects for 'fundraising'



Fundraising


Fundraising Plan Assessment


 1-3 weeks



Fundraising


Individual Donor Letter


 1-2 weeks



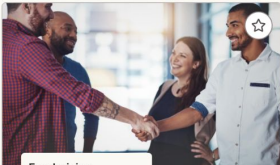
Fundraising

Thank You Letter

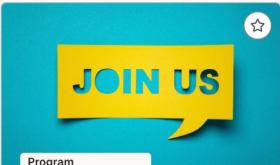
 1-2 weeks



Fundraising







Fundraising





Program management





Marketing Projects

coloradogivesfoundation.catchafire.org/menu/projects?order=&q=marketing&results=true


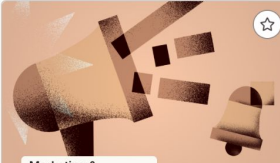
Explore Volunteer ▾ Donate

Impact ▾ My dashboard ▾  ▾

Results


Projects **63** Consults 9 Bundles 24  



Showing 63 projects for 'marketing'



Marketing & communications


Flexible Marketing Strategy Support



 4 weeks



Marketing & communications


Marketing Strategy Consultation



 3-5 weeks





Marketing & communications

Marketing Channel Plan



 2-4 weeks



Marketing & communications



Marketing & communications





Program management





Copywriting Projects


coloradogivesfoundation.catchafire.org/menu/projects?order=&q=copy&results=true

 Explore Volunteer ▾ Donate Impact ▾ My dashboard ▾ 

Results

Projects **30** Consults 0 Bundles 19  


Showing 30 projects for 'copy'



Marketing & communications

Copyediting


1-2 weeks



Marketing & communications

Brochure Writing


2-4 weeks



Marketing & communications


Copywriting

2-5 weeks




Marketing & communications

Fundraising





Fundraising



Marketing & communications

Website Projects


coloradogivesfoundation.catchafire.org/menu/projects?order=&q=website&results=true

 Explore Volunteer ▾ Donate Impact ▾ My dashboard ▾ 

Results

Projects **36** Consults 4 Bundles 15


Showing 36 projects for 'website'



Technology

Website Audit


2-3 weeks



Technology

Website Usability Audit

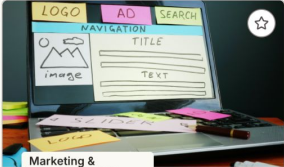
2-3 weeks




Technology

Website Set Up (CMS-Based)


4-9 weeks



Marketing & communications



Technology



Technology



We're on your team



Community



Capacity



Coaching

Volunteer management mastery

Understanding volunteer motivation, recruitment, communication, and retention



Volunteer management: Why it matters

- ✓ **Real people**
- ✓ **Repeat volunteers**
- ✓ **Getting things done**
- ✓ **Future donors/Board Members**



Expectation setting

Before a project begins, everyone should know exactly what the project is, what it's not, and what it will look like when it's done.

Treat them exactly as you would a paid consultant, they want you to!

Even if flexible, have a deadline.





Communication

During the interview process, one of the most important things you can clarify is "How often should we check-in, and what days/times work for you?"

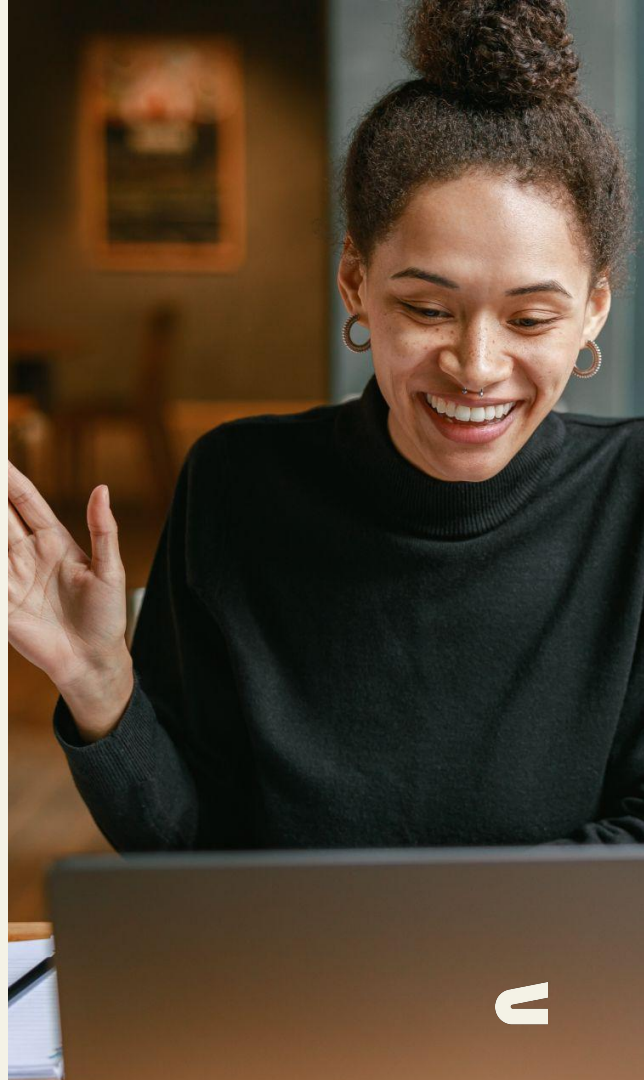
Provide meaningful feedback, even if it's hard. You need to get what you need, and they want to give you what you need.

If different needs arise, reach out to us!

Appreciation

The best way to either retain a volunteer for more projects, or evolve the relationship, is to show appreciation! Wondering how a volunteer wants to be appreciated? ASK THEM!

Some examples: Highlighting them on your website, Catchafire testimonial, writing them a LinkedIn review, being a reference, a personalized thank you card.





Post-project Networking

Once a project is complete and you are satisfied with the results, don't forget to ask the volunteer who they can connect you with. They may have passionate friends with other skills you need, and can even connect you with potential donors and corporations looking for grantees.



Choosing the right volunteer



Right for you



Request a volunteer tool



Be picky, be deliberate, be thorough



Follow your existing processes

Jump (back) in!

You all have free access to the world's largest capacity building tool!



Thank you!

Welcome to the Catchafire community.

Contact us

help@catchafire.org

