2023 Colorado Gives Day Marketing Toolkit

COLORADO™
GIVES
FOUNDATION

Table of Contents

Getting Started

Colorado Gives Foundation

Colorado Gives Foundation is all about making good happen by connecting people, ideas and nonprofits. We hold a special affinity for Jefferson County with grantmaking, but our vision extends statewide. We're committed to elevating donors and nonprofits across Colorado through both Colorado Gives Day and year-round fundraising on Colorado Gives 365.

We brought the Colorado Gives 365 platform to life to enable our valued donors to spread goodness around the clock, every single day of the year. They have the freedom to choose the causes that matter to them the most and collaborate with incredible nonprofits that are tirelessly working to make good happen in Colorado.

About Colorado Gives Day

Over the years, Colorado Gives Day has evolved into the biggest 24-hour giving movement in the state, bringing in over $415 million since its inception in 2010. Each year, the people of Colorado unite with a shared common purpose: to elevate their community and neighbors by fueling the efforts of nonprofits that make a meaningful change.

Gives Day Highlights 2022

| $53M | $103 | $15K | 3,340 | 101K |
| Total Donated | Most Common Donation | Average Raised per Nonprofit | Nonprofits Recieving Donations | Donors |

Gives Day Growth Since 2010

251,126	3,340	101,639	$53,184,026
Donations in 2022	Nonprofits Receiving Donations in 2022	Donors in 2022	Donated in 2022
20,119	527	12,540	$8M
Donations in 2010	Nonprofits Receiving Donations in 2007*	Donors in 2010	Donated in 2010

| Totals 2010-2022 | 1.7M | 534% | 331K | $415M |
| | Donations | Growth in Nonprofits Receiving Donations | Donors | Total Donated |
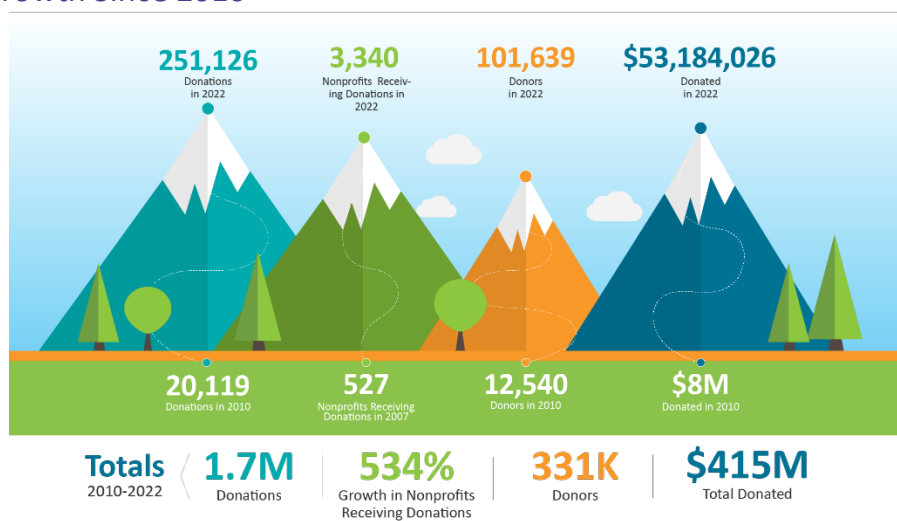
2023 Colorado Gives Day Campaign

Campaign Manifesto

What if there was a day that, as Coloradans, we got to celebrate the impact of coming together and lifting up our local communities? A day when we join arm in arm with our neighbors, jump into the pool of positivity together, and set forth a wave of generosity to ripple out across the state?

Luckily for all of us, there is such a day, and it's called Colorado Gives Day. And on this special occasion, Colorado nonprofits are organized in one place, making it easy to find something you're passionate about. Want to help rescue animals? Click away. Care about providing food for those in need? You can donate here. No matter who you give to or how much you give, the result is the same - we all get to celebrate the magnitude of the good we create together.

Mark your calendar for December 5. Colorado Gives Day. Easily the best day to give.

Campaign Tagline

Easily the best day to give.

Campaign Look and Feel

Colorado Gives Foundation and FirstBank invest in advertising around the state to promote Colorado Gives Day. We also have support from additional media sponsors that generously bring even more awareness of Colorado Gives Day and early giving. By using toolkit assets, you align your nonprofit with the Colorado Gives Day campaign and help donors recognize you're participating in the event.
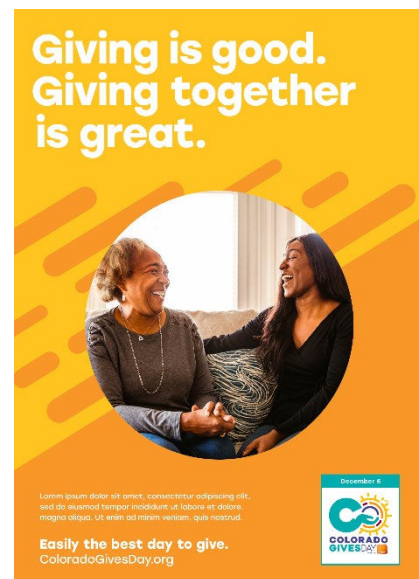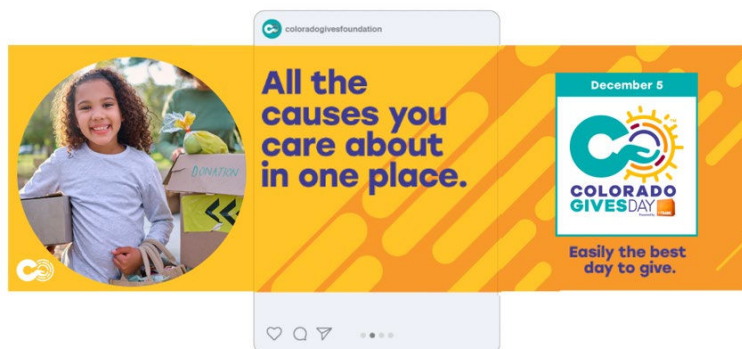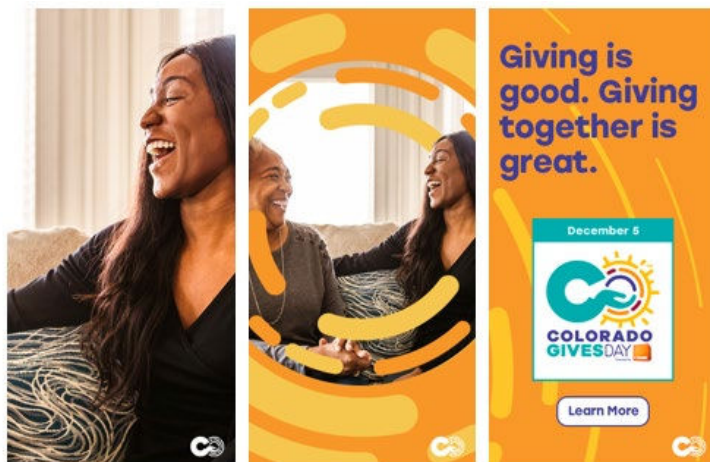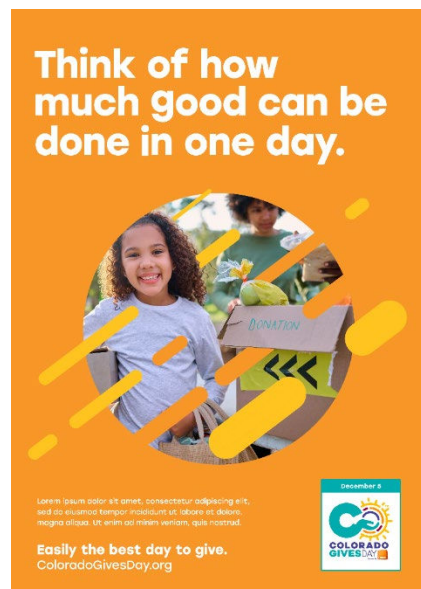
Campaign Guidelines

Logos

As much as possible, use the Colorado Gives Day logo in its entirety. It includes the date and url to include all the important information in one visual element. If you need the logo in a different format, please contact hello@coloradogivesfoundation.org to make that request.

Colors

HEX #FFC429
RGB 255 196 41
CMYK 0 24 94 0
PMS 1235 C

HEX #F89728
RGB 248 151 40
CMYK 0 48 95 0
PMS 1235 C

HEX #434090
RGB 67 64 144
CMYK 85 85 0 10
PMS 7672 C

Font
Calibri

Title/Headlines	**Bold**
Body Copy	Regular

Logo Placement

- Place the logo on your nonprofit's photography but be sure to anchor the logo to the image edge/border.
- Place your nonprofit's logo alongside the Colorado Gives Day logo which should always be anchored to the image edge. Logo placement can be adjusted to best fit the photography.

Don'ts

- Don't change colors.
- Don't cut out or separate elements.
- Don't make the logo one color. Use the one color logo provided, if needed.
- Don't rotate.
- Don't add drop shadows.
- Don't add elements to logo.
- Don't put in container shapes.
- Don't skew.

Campaign Headlines

Giving is good. Giving together is great.
Easily the best day to give.

Think of how much good can be done in one day.
Easily the best day to give.

It only takes a little to make a big impact.
Easily the best day to give.

The day that keeps on giving.
Easily the best day to give.

All the causes you care about in one place.
Easily the best day to give.

Home to the causes you care about the most.
Easily the best day to give.

Good, on a monumental scale.
Easily the best day to give.

Let's elevate our giving this Dec. 5th.
Easily the best day to give.

Let's start a wave of generosity.
Easily the best day to give.

Let's discover how much good we can create together.
Easily the best day to give.

Let's take "doing good" to new elevations.
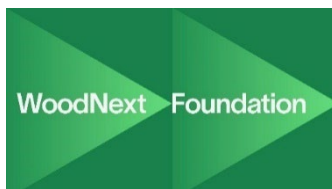Easily the best day to give.

Imagine the amount of good we can do together.
Easily the best day to give.

Outreach & Sponsorships

Colorado Gives Day is presented by FirstBank and supported by many generous sponsors who provide donations or in-kind support.

Key Messages

These key messages help you build talking points when speaking with board members, community and donors about Colorado Gives Day.

General

- Colorado Gives Day is Tuesday, Dec. 5.
- Early giving begins November 1. (Note – There is no longer a need to schedule a donation. All donations are processed when they are made.)
- Colorado Gives Day is the biggest 24-hour giving movement in the state and one of the most successful giving days in the nation.
- Last year, more than $53 million was raised for Colorado nonprofits on Colorado Gives Day.
- Colorado Gives Day began in 2010 and has raised more than $415 million.

Prizes

Nonprofits can win $100,000 worth of prizes thanks to FirstBank, the Colorado Gives Day presenting sponsor. Donors who give $100 or more to a single nonprofit could win round-trip airfare from Southwest Airlines.

Nonprofit Prize categories are: Small = Less than $200,000 in total revenue; Medium = $200,000 - $999,999 in total revenue; Large = $1 million or greater in total revenue as reported in 2022.

New Nonprofits - 1 prize of $5,000

$5,000 will be awarded to a <u>new nonprofit</u> that raises the most online through Coloradogives.org during early giving (Nov. 1 - Dec.4).

Sample post: Help **[Your Organization]** win $5,000 for raising the most online through ColoradoGives.org. Donate Nov. 1 – Dec. 4 to help us win.

Growth Prize - 1 prize of $5,000

$5,000 will be awarded to a <u>returning nonprofit</u> with the biggest year over year growth on Coloradogives.org (Nov. 1 – Colorado Gives Day 2022 vs. 2023) for dollars raised on ColoradoGives.org.

Sample post: Help **[Your Organization]** win! If we have the biggest fundraising growth compared to last year we could win $5,000. Donate Nov. 1 – Dec. 5 to help us win.

Grand Prizes - 3 prizes of $10,000 each

There's $10,000 up for grabs with the Grand Prize leaderboard. The nonprofit that raises the most money on ColoradoGives.org during Colorado Gives Day (Nov. 1 – Dec. 5.) will win.

Sample post: You can help us win a Grand Prize by making a donation on **[Your ColoradoGives.org profile page link]** between Nov. 1 and Dec. 5.

Facebook Trivia Contest - 10 prizes of $1,000 each

Game on! Enjoy Colorado Gives Day Trivia on Facebook, hosted by FirstBank. Anyone can play and when they guess the correct answer, they also name the nonprofit they are playing for. FirstBank selects two (2) nonprofits to win $1,000 each. Nonprofits can increase their odds of winning by inviting donors, employees, volunteers, families, friends – ANYONE - to play! The 2023 fun is set for Monday, Nov. 27 – Friday, Dec. 1. FirstBank hosts this on their Facebook page. Look for the @ColoradoGives tag. Questions are posted twice a day and winners are randomly drawn from all the correct answers. FirstBank announces winners and their chosen nonprofits on FirstBank's Facebook page within two hours of posting each question.

Sample post: We invite you to play Trivia with Colorado Gives Foundation and FirstBank and help **[Your Organization]** win $1,000. Visit the FirstBank Facebook page each day the week of Monday, Nov. 27 – Friday, Dec. 1. Look for the @ColoradoGives tag, answer the question correctly and name [Your Organization] to get us into the drawing!

Power Hours - 15 prizes of $2,000 each

Fifteen (15) nonprofits can win an extra $2,000 prize on Colorado Gives Day. The nonprofit that is ranked #1 on each of the three leaderboards (small, medium and large nonprofits) at the end of the power hour will win $2,000.

Sample post: Help **[Your Organization]** win by donating on Colorado Gives Day, Tuesday, Dec. 5 during these hours - 7AM-8AM   10AM-11AM   4PM-5PM   7PM-8PM   10PM-11PM.

Sample post: It's Power Hour Time! Donate in the next 60 minutes and help increase **[Your Organization]'s** chances of winning a $2,000 power hour prize!

Rally Around the State - 15 prizes of $1,000 each

We love and appreciate our Regional Champions. That's why we're spreading the love across the state by giving each of our 15 Regional Champions $1,000.

Host an Event - 1 prize of $5,000

Do you have an event planned? Use the Colorado Gives 365 Event Fundraising Page anytime between Nov. 1 -Dec. 5 and you could win a $5,000 prize. Event pages must have a minimum of two (2) active fundraising pages to be eligible. The event page with the most dollars raised online through coloradogives.org will be awarded the prize. Final determination of prizes and awards will be made at the discretion of Colorado Gives Foundation.

Donor Prize: Southwest Airlines Prize

Make a donation of $100 or more to a single nonprofit on ColoradoGivesDay.org on Dec. 5 and you're automatically entered into an hourly random prize. One winner each hour will win a Southwest Airlines voucher good for round trip airfare up to $400. Colorado Gives Foundation will also award a bonus roundtrip ticket after midnight from all donors who give $100 or more to a single nonprofit in the 24-hour period on Dec. 5.

GivingTuesday and GivingTuesday Prize (Nov. 28, 2023)

Thanks to Janus Henderson, Colorado Gives Foundation is giving away six $4,000 prizes to randomly selected small and medium nonprofits that receive a donation on GivingTuesday through the ColoradoGives.org platform.

Sample post: In Colorado, we celebrate GivingTuesday by giving for Colorado Gives Day on ColoradoGives.org. Donate and help your favorite small or medium nonprofit win one of six $4,000 random prizes.

GivingTuesday is a global generosity movement, unleashing the power of people and organizations to transform their communities and the world.

In Colorado, we celebrate GivingTuesday by giving to our favorite local nonprofits on ColoradoGives.org.

All donations made on GivingTuesday count toward Colorado Gives Day incentives and prizes.

This year, Janus Henderson is proud to be the official sponsor of GivingTuesday on ColoradoGives.org.

Colorado Gives Foundation is giving away six $4,000 prizes to randomly selected small and medium sized nonprofits that receive a donation on GivingTuesday through the ColoradoGives.org platform.

Matching Donations

Matching donations encourage action and boosts 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 match.

You can set up a match using to support **[Your Organization]** here.

The Incentive Fund

Every donation made Nov. 1 – Colorado Gives Day is boosted by one of the largest community Incentive Funds in the country!

Here's how it works. All nonprofits receive a % of the fund equal to the % they raise for Colorado Gives Day. Raise 10%, get 10% of the Incentive Fund.

The incentive fund is made possible by Colorado Gives Foundation, FirstBank and other generous sponsors. It totals more than $1,000,000.

Nonprofits receive their share of the incentive fund with the December 2023 disbursement.

Corporate Challenge presented by Delta Dental of Colorado

The 2023 Colorado Gives Day Corporate Challenge is presented by Delta Dental of Colorado to inspire workplace giving in Colorado.

The first 100 companies to raise $1,000 between Nov. 1 and Dec. 5 get another $1,000 for their designated nonprofit(s) from Delta Dental of Colorado.

By giving, you can support all the causes you care about most in one place, choosing from more than 3,400 nonprofits across Colorado.

Short Newsletter Blurb: We invite **[Your Corporate Partner Company Name]** to take the Corporate Challenge presented by Delta Dental of Colorado and support **[Your Organization]**. Discover how much good we can create together. Get started here and select **[Your Organization]**.

Email Outreach:

[Your Name]

Subject: Amplify Your Positive Impact with Delta Dental on Colorado Gives Day!

Hello [Name], I hope this message finds you well. I'm reaching out on behalf of Colorado Gives Foundation to extend a warm invitation to your company to join us in the Corporate Challenge, sponsored by Delta Dental of Colorado on Colorado Gives Day!

What is the Corporate Challenge:
• From Nov. 1 up until Colorado Gives Day (Dec 5th), the goal is to raise $1,000.
• The first 100 companies that raise $1,000 for nonprofits will get an extra $1,000 to share with their designated nonprofit(s) thanks to Delta Dental of Colorado.
• Support the causes you care about and choose from over 3,400 nonprofits

Why should [COMPANY] step up to the challenge?
• It's a wonderful opportunity to foster team spirit and spread a wave of generosity.
• You can make a meaningful impact within your community supporting nonprofits.
• It won't cost you a dime. And we can customize it to represent your company's brand.
• We'll arm you with toolkits to make promoting it to your staff easy.

Let's chat about how I can help [COMPANY] spark a spirit of generosity to support the nonprofits that make Colorado so special together. Could we set up a brief meeting to go over the next steps?

Looking forward to connecting,
[Your Name]

Recurring Match

Monthly donations can have a large impact on nonprofits. When nonprofits receive a monthly gift, it provides them with a sustainable source of funds to support their projects and programs.

When your donors set up a NEW monthly donation to a nonprofit on Coloradogives.org, the Colorado Gives Foundation will match the SECOND donation up to $100 and up to $250,000 in total across all organizations!

This limited time offer starts Monday, Nov. 20. Lock in your monthly donation before the $250,000 match runs out.

Planning Calendars

OCT 2023

Checklist:
- ☐ Download Toolkit.
- ☐ Invite your corporate partners to participate in Corporate Challenge and support you.
- ☐ Add #ColoradoGivesDay Campaign logo/visual to your outreach materials.
- ☐ Review and test your giving page (on mobile phones, too!). Make any necessary updates.
- ☐ Draft & schedule campaign announcements for social
- ☐ Send Email #1: Save the Date
- ☐ Equip your p2p fundraisers, board with key messages and graphics.
- ☐ Finalize your matching gifts.
- ☐ Ask staff to update email signatures with your campaign visuals.
- ☐ Announce your campaign.
- ☐ Develop your donor thank you plan.
- ☐ Register for Kickoff and Webinars.
- ☐ Attend Office Hours for extra help.

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10 Crafting a Value Proposition	11	12	13	14
15	16	17	18	19 OFFICE HOURS 9 - 10 am	20	21
22	23	24	25	26 Beyond the Basics	27	28
29	30	31				

IMPORTANT: November 1 is the first day of Early Giving. All gifts made Nov. 1 - Dec. 5 count toward prizes & Incentive Fund.

NOV 2023

Checklist:
- ☐ Register for and attend Kickoff.
- ☐ Update your social pages using Colorado Gives Day graphics.
- ☐ Announce that you're participating.
- ☐ Use the hashtag #ColoradoGivesDay.
- ☐ Make sure your volunteers are lined up and ready to assist with Thank You calls.
- ☐ Plan an employee or volunteer event to celebrate Colorado Gives Day (breakfast, virtual pep rally, dance party!)
- ☐ Review your Colorado Gives Day Checklist.
- ☐ Issue your local news release.
- ☐ Plan your day-of and think about who will do social outreach, staff the phones, answer media questions, etc.
- ☐ Email past supporters to announce #ColoradoGivesDay participation and the focus of your campaign.
- ☐ Increase social media posts.
- ☐ Email supporters encouraging them to participate in your campaign.
- ☐ Submit op-ed to newspaper. If it does not get picked up, use in social channels as blog.

SUN	MON	TUE	WED	THU	FRI	SAT
Statewide media campaign begins			Early Giving Begins 1 EVENT: kickoff 9 - 10 am	2	3	4
5	6	7	8	9	10	11 Veterans Day
12	13	14	15	16 OFFICE HOURS 9 - 10 am	17	18
19	20	21	22	23 Happy Holidays! Our office is closed.	24 Happy Holidays! Our office is closed.	25
26	27 TRIVIA	GIVING TUESDAY Janus Henderson 28 TRIVIA	29 TRIVIA	30 TRIVIA		

IMPORTANT: November 1 is the first day of Early Giving. All gifts made Nov. 1 - Dec. 5 count toward prizes & Incentive Fund.

DEC 2023

Checklist

- ☐ Post on social regularly to keep donors engaged. Consider going live on social!
- ☐ Create a sense of urgency and build excitement with followers.
- ☐ Reply, comment and tag on social.
- ☐ Highlight any matching donors you have, or talk about the Incentive Fund and how you get a % of the pie.
- ☐ Thank your donors with a phone call and email.
- ☐ Share your results and thank your donors on social media.
- ☐ Share your results on social.
- ☐ Thank your board, staff and volunteers.
- ☐ Steward your new donors for end of year giving.

SUN	MON	TUE	WED	THU	FRI	SAT
	PRIZE	Power Hours - 15 prizes of $2,000 each: Nonprofit on top of leaderboard wins 2k during these hours on Gives Day - 7AM-8AM 10AM-11AM 4PM-5PM 7PM-8PM 10PM-11PM.			**1** TRIVIA	**2**
3	**4**	**5** COLORADO GIVES DAY	**6** Have volunteers call donors to say thank you!	**7** Share your success with your board and say thank you!	**8**	**9**
10	**11**	**12** OFFICE HOURS 9 - 10 am	**13**	**14**	**15**	**16**
17	**18**	**19**	**20**	**21**	**22** Happy Holidays! Our office is closed.	**23**
24 **31**	**25** Happy Holidays! Our office is closed.	**26**	**27**	**28**	**29**	**30**

Upcoming deadlines: CGD disbursements will be made before the end of the year! Prizes are disbursed in January 2024.

Materials and Graphics

The Colorado Gives Day Toolkit provides images you can use to promote the day, and ones you can customize for your nonprofit. Add your logo or drop a photo in the transparent space to show your nonprofit's impact. These assets are also available in Spanish.


There are several formats available, including an option to customize in Canva.

Tip: A PNG file has transparent space for you to put your own photo in. You can use this file type in many applications.

Word / Powerpoint:
Open a new document. Insert the image and right click to adjust layout options (see example). Then open an image, adjust the layout options, then with the image selected, right click and send to back. This will put your image behind the transparent frame. When you like the way it looks, right click and save as picture.
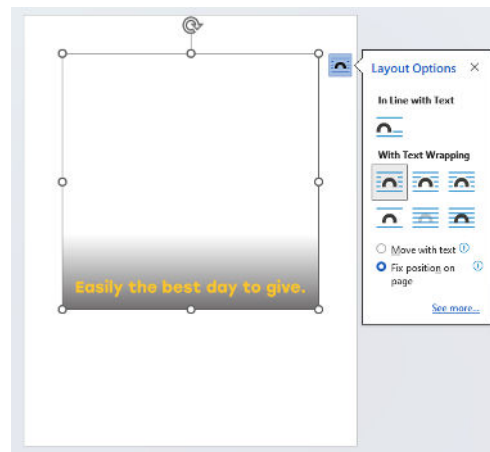
CANVA:
We've uploaded the images to Canva so you can easily customize them for your nonprofit by adding your own photos. Upload your own photos to Canva, then select your photo to add it the canvas. With your photo selected, right click and using the layer function, send your photo to back. The Colorado Gives Day frame will be on top of your image giving you a custom, co-branded image to use in your campaign.

Social Media

[Colorado Gives Day®](#) is an opportunity for you to be part of an exciting movement that increases your nonprofit's visibility and connects donors with your mission. Get your channels ready for the big day.

- Update your social pages using the Colorado Gives Day graphics and raise awareness for your organization.
- Announce that you're participating in Colorado Gives Day.
- Let your followers know that early giving begins Nov. 1 and ALL DONATIONS made between Nov. 1 and Dec. 5 can help your nonprofit win prizes and earn a percentage of the Incentive Fund.
- On #GivingTuesday (Nov. 28) we celebrate by giving on ColoradoGives.org! Donations only count for prizes and incentive fund when made through ColoradoGives.org.
- Please use "Camel Caps" (example: #**C**olorado**G**ives**D**ay instead of #coloradogivesday) in your hashtag for accessibility! #ColoradoGivesDay
- Many new donors discover new nonprofits during Colorado Gives Day. Make sure your social pages are ready for prime time!
- Make sure you post often during the campaign period.
- Start planning for how you'll show up on your social channels.
- Think about going live and producing a few Facebook or Instagram live streams throughout Colorado Gives Day to show off your mission!
- **Follow and tag us:** @ColoradoGives #ColoradoGivesDay

Facebook: https://www.facebook.com/ColoradoGives.org

Instagram: https://www.instagram.com/coloradogives/

Twitter: https://twitter.com/ColoradoGives

YouTube: https://www.youtube.com/c/ColoradoGives

Our partners at StratLabs provided these tips for creating content on Social Media. Watch their training webinars here. [Social Media](#)   [Get Social: How to Reach & Engage Donors on Social Media](#) [Social Media Advertising](#)

Best Practices - Content

STRAT *labs* **10**

Content marketing is like a first date. If you only talk about yourself, there won't be a second one.

Facebook
Short videos
Curated content
Blogs

Twitter
Text-based posts
Company news & blogs
Industry & worldwide news

Instagram
Short videos (Reels)
High-resolution photos
Stories

TikTok
Short videos
Long videos
Authentic content

LinkedIn
Text-based posts
Company news & blogs
Industry & worldwide news

STRAT LABS

Content Creation Ideas

STRAT *labs*

Connect
Post content that will interest your target audience
- Donor appreciation
- Corp partner posts
- Quotes

Conversate
Start conversations & encourage engagement
- Shareable content
- News stories
- Workshop takeaways

Convert
Share & sell your organization's "why"
- Success stories
- Fundraising campaign messaging

Email Templates

EARLY GIVING ASK (Send Nov. 1)

Dear **[Donor Name]**,

Giving is good. Giving together is great. Colorado Gives Day is Tuesday, Dec. 5 and it's easily the best day to give. **[Organization Name]** is participating and we invite you to join us in starting a wave of generosity.

Early Giving Opens Nov. 1

Early Giving begins Nov. 1. Donate anytime between Nov. 1 and Colorado Gives Day on Dec. 5 and your gift will be matched by generous sponsors and receive part of an Incentive Fund made possible by Colorado Gives Foundation and FirstBank. We may even win a cash prize to help us **[insert your mission statement here]**.

Last year, we were part of the success as more than 100,000 donors came together to support 3,400 local nonprofits, raising $53 million to help our communities thrive.

Let's discover how much good we can create together. Follow us! Follow our social media **[social media account]** and facebook.com/ColoradoGives to stay up to date on Colorado Gives Day.

Thanks for your support of **[organization name]** and for being a part of Colorado Gives Day.

With gratitude,
[Name]
[Title (Executive Director, Board Chair, Volunteer)]

DAY OF ASK TEMPLATE (Send on Colorado Gives Day – Dec. 5)

Dear **[Donor Name],**

It only takes a little to make a big impact. Today is Colorado Gives Day and it's easily the best day to give.

[Organization Name] needs your support! We invite you to join the wave of generosity happening in Colorado and help us reach our goal of **[$XX,XXX].**

We're raising funds today to support our mission of **[core mission constituency, e.g., homeless youth, children with cancer, collies and dachshunds. Even better, share real-life stories and examples of how Colorado Gives Day funds will aid in your work!]** and your gift helps make it possible!

After you make your gift, encourage your friends, family, and colleagues to be a Giving Hero like you! Tag **[organization social handle]** and use the #ColoradoGivesDay hashtag to join the excitement online! Then follow along by checking the Colorado Gives Day leaderboards, prizes page, and social media channels for exciting updates and announcements.

Thanks for your support of [organization name] and for being a part of Colorado Gives Day.

With gratitude,
[Name]
[Title (Executive Director, Board Chair, Volunteer)]

THANK YOU (Send after Colorado Gives Day – Dec. 6)

Sample Email Template: Thank You for Donating Dear **[Donor Name],**

It only took a moment to make a big impact. Colorado Gives Day raised more than **[XX amount]** for local nonprofits.

Thank you for donating to [Organization Name]! Your generous support makes a meaningful difference to **[core mission constituency, e.g. homeless youth, seniors, veterans, rescue dogs]**, as we continue to help our communities thrive every day.

[# of donors] raised **[$XX,XXX]** to help us **[what the raised money will help do, e.g., feed so many dogs, provide programming to so many more families]**!

Thank you!

[Name]
[Title (Executive Director, Board Chair, Volunteer)]

Sample News Release

Colorado Gives Foundation distributes a news release in late October and then again on Dec. 6 after Colorado Gives Day. You can use this news release template and circulate it to your local new outlets to help raise visibility across Colorado. Edit so that it makes sense for your community.

Contact:
[CONTACT NAME]
[CONTACT ORGANIZATION]
[PHONE]
[EMAIL]

Make an Impact on Colorado Gives Day, Dec. 5 by Giving to Support and [ORGANIZATION NAME] and Help [SHORT MISSION STATEMENT]

[ORGANIZATION NAME] celebrates Colorado Gives Day on Dec. 5, easily the best day to give. Last year, more than 100,000 donors gave $53 million to support Colorado nonprofits.

Since 2010, Colorado Gives Day has made it easy to find the causes and nonprofits that matter to you in one easy place.

Giving begins Nov. 1 and continues through Colorado Gives Day on Dec. 5. During this time, all donations can help nonprofits win more than $100,000 in prizes and earn part of a $1,000,000 Incentive Fund provided by Colorado Gives Foundation and FirstBank.

Companies can support nonprofits by joining the Corporate Challenge presented by Delta Dental of Colorado, where the first 100 companies that raise $1,000 will get $1,000 for their designated nonprofit(s).

[SHARE WHY YOUR ORGANIZATION JOINED COLORADO GIVES DAY AND DETAILS OF YOUR INITIATIVE INCLUDING GOALS, PARTNERS AND PAST SUCCESS, IF APPLICABLE]

[INSERT QUOTE FROM YOUR ORGANIZATION'S SPOKESPERSON]

Those who are interested in supporting **[ORGANIZATION NAME]**'s Colorado Gives Day campaign can visit **[YOUR ORGANIZATION'S COLORADOGIVES.ORG URL].** For more details about Colorado Gives Day, visit ColoradoGives.org.

###

About **[INSERT ORGANIZATION NAME]**
[INSERT ORGANIZATION BOILERPLATE]

Sample Proclamation

Colorado Gives Foundation works with the Governor's Office on a statewide proclamation for Colorado Gives Day. We invite you to engage your town, city or county government with a proclamation, too.

Proclamation – Colorado Gives Day 2023

WHEREAS, Colorado Gives Foundation is committed to elevating donors and nonprofits across Colorado through both Colorado Gives Day and year-round fundraising on Colorado Gives 365; and

WHEREAS, ColoradoGives.org empowers donors to spread goodness around the clock, every single day of the year; and

WHEREAS, Donors have the freedom to choose the causes that matter to them the most and collaborate with incredible nonprofits that are tirelessly working to make good happen in Colorado; and

WHEREAS, Colorado Gives Day is a celebration of giving in Colorado supporting more than 3,400 local nonprofits; and

WHEREAS, Colorado Gives Day is Tuesday, December 5, 2023 and Early Giving for Colorado Gives Day begins November 1, 2023; and

WHEREAS, Colorado Gives Day is easily the best day to give by making it simple to find and support the organizations and causes that matter most to you; and

WHEREAS, since its beginning in 2010, Colorado Gives Day has raised $415 million for Colorado nonprofits who help our communities thrive; and

WHEREAS, **[ADD YOUR ORGANIZATION HERE, YOUR MISSION, HOW YOUR HELP YOUR COMMUNITY THRIVE]**; and

WHEREAS, the people of Colorado are encouraged to participate in Colorado Gives Day because giving is good, but giving together is great; and

WHEREAS, it only takes a little to make a big impact to create good on a monumental scale.

Training and Webinars

Visit the [Colorado Gives 365 YouTube channel](#) for tips to help you fundraise on Colorado Gives Day, and every day of the year using the ColoradoGives.org platform.

See the [schedule and register](#) for Learn 365 events.

Thank you!

On behalf of Colorado Gives Foundation, thank you for helping elevate statewide giving on Colorado Gives Day. Together, more than 3,400 nonprofits across our state are working to start a wave of generosity. As we discover how much good we can create together through Colorado Gives Day, the communities we serve will benefit from the generosity – today, and every day.