

# 2023 Colorado Gives Day Corporate Challenge Toolkit



**COLORADO  
GIVES DAY**  
Presented by 

**2023**  
**CORPORATE CHALLENGE**

Presented by  
Delta Dental of Colorado



**You're participating in the Colorado Gives Day Corporate Challenge presented by Delta Dental of Colorado. Now what? This document is intended to help you communicate your company's participation and engage your audiences in supporting your efforts.**

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## Communication Toolkit

Your company is participating in Colorado Gives Day on December 5, easily the best day to give. In Colorado, this annual giving event celebrates, promotes, and increases philanthropic giving in Colorado through an online donation campaign.

Your company believes the collective efforts of your employees, clients, vendors, and all stakeholders can help start a wave of generosity, impacting the health and well-being of individuals and communities across Colorado. Colorado Gives Day makes employee giving easy and is a critical fundraising tool for many nonprofits to help them serve their communities. With more than 3,400 participating nonprofits, Colorado Gives Day is a great way for your stakeholders to easily find and support the causes and nonprofits that matter most.

We hope this toolkit is helpful and drives a successful giving campaign for your company.

The Colorado Gives Day [Corporate Challenge Business Toolkit](#) includes:

- Zoom backgrounds
- Colorado Gives Day Logos
- Colorado Gives Day Corporate Challenge Logo
- Colorado Gives Day Corporate Challenge Video
- Colorado Gives Day Corporate Challenge Poster

## Need help?

Colorado Gives Foundation has a team of experts ready to help. Email us at [Hell@ColoradoGivesFoundation.org](mailto:Hell@ColoradoGivesFoundation.org) for assistance, questions or support.

# Colorado Gives Day

## Easily the best day to give.

### Enhance Employee Giving & Engagement

Every company has employees who give back to their community by volunteering or donating without pause. But how do you inspire others to give who might not regularly do so? This guide can serve as a resource for your company's journey to successfully get all your stakeholders involved in Colorado Gives Day employee giving campaign.

### Get Started – Corporate Challenge Pages

Already have your corporate challenge page set up? You are good to go! If you haven't set up your page yet, here's a video that shows you how to get started.

#### [How to Set Up a Group Giving Page](#)

##### Tips:

- Get your leaders involved early and often.
  - Having a plan of action for management to follow prior to bringing the rest of the employees in shows that this is important and should be taken seriously.
- Talk about a group of nonprofits that match with your values, priorities, or interests. You will find that some employees don't know where to give. They haven't done it before, so guide them by choosing 5 organizations to showcase that match your company's values and interests and encourage them to search for a cause on their own.
- Begin promotion of the campaign early.
  - See the internal presentation template for more ideas.
- Provide a match incentive.
  - Providing a match incentive might be what your employees need in order to donate. They might have the doubt that a lot of people share when it comes to giving and donating: "What will my \$25 really do?" But if they see their \$25 turning into \$50, they might be more inclined to donate.
  - [How to set up matching gift](#)  
This video walks you through setting up a match for your group giving page.

- Post on social media.
  - Posting on social media is beneficial in many ways, and not just for your company. Creating posts about Colorado Gives Day and promoting it out to your followers and audience might educate them on this amazing cause, while also teaching your audience about your values as a company. Which might just spark them to donate too.
- Share the Colorado Gives Day Zoom backgrounds and encourage employees to use them to build awareness that your company is participating.
- When someone gives, provide them with the Colorado Gives Day “I Gave” digital badge and encourage them to share on social media and your company intranet. You can find these resources in our [Business Toolkit](#).
- Highlight the Colorado nonprofits you’re supporting. If you’re choosing to leave it open ended, highlight the fact that your employees can choose to give to the nonprofits they care about most.
  - Using your internal channels and social media outlets, have your employees tell the story of why they give to the organizations they love.
  - You can create short videos like the examples below to highlight different organizations and promote community amongst employees:
    - [Helen Drexler](#), CEO of Delta Dental of Colorado
    - [Mark Thompson](#), Chief Growth Officer of Delta Dental of Colorado
- Create a fun and festive environment on Colorado Gives Day - December 5, 2023.
  - Decorate your main meeting areas such as kitchens, breakrooms, conference rooms, or other high traffic office spaces with your company colors or the orange and yellow colors of Colorado Gives Day.
  - Communicate milestones and goal benchmarks throughout the day on your intranet (or team communication channel) or on a poster in a kitchen or breakroom.
  - Provide snacks and/or lunch. Food is a big motivator!
  - If you have Virtual team members, engage them over email and lean on your intranet site if you have one. Employees like to share their personal stories.
  - Provide incentives for giving by hosting drawings throughout the day.
    - i. Awards Program – Employees that give Colorado Gives Day platform using the company site can be entered to win prizes throughout the day. Conduct your drawings several times throughout the day, culminating in a grand prize that all donors are entered to win. Here’s an example of what Delta Dental of Colorado provided in 2022:
      1. 10am – \$100 Visa gift card
      2. 1pm – \$100 Industry gift card
      3. 3pm - \$100 King Soopers gift card
      4. 4 pm - Grand prize drawing

# Campaign timeline:

Date	Activity
October	Get your plan and page ready
Nov. 1	Launch promotion – Early Giving opens
Nov. 1 to Dec. 5	Promote to stakeholders
Dec. 5	Colorado Gives Day
Dec. 10	Report out your donation results to stakeholders

# Messaging for Employees:

**Employees** *Giving season has arrived and local nonprofits need our support!*

[Your Company] is participating in Colorado Gives Day, the state’s annual movement to celebrate, promote, and increase philanthropic giving in Colorado through an online donation campaign. Colorado Gives Foundation and FirstBank encourage all Coloradans to support the nonprofits they care about most on Colorado Gives Day, Tuesday, December 5 – easily the best day to give.

Because our company has a strong culture of giving back, serving the needs of our community is a top priority for us. We believe that giving is good, but giving together is great and that through our collective efforts we can spread a wave of generosity across Colorado to lift our communities.

We invite you to participate in Colorado Gives Day and support the causes that align with your interests and values. This year, we are using our custom Colorado Gives Day Corporate Challenge page to **support [INSERT THE NONPROFITS YOU ARE SUPPORTING or THE NONPROFIT OF YOUR CHOICE]**.

If you’ve been saving and waiting to make a donation to an organization that is close to your heart, Colorado Gives Day and our company will help you increase your impact! All donations made between Nov. 1 and Dec. 5 qualify for matches through the Colorado Gives Day Incentive Fund. And the first 100 companies to raise \$1,000 get an extra \$1,000 for nonprofits. You can give \$5 or more and there’s no expectation to contribute a certain amount. A gift of any size makes a difference in the community.

*Not sure who to donate to?* You can search for an organization by name, registration ID, or keyword in on our Colorado Gives Day corporate challenge site **[INSERT YOUR COMPANY’S CUSTOM GIVING PATE URL HERE]**. Colorado Gives Day serves as a crucial tool for many nonprofits to be able to serve their communities.

## Messaging for Leaders and/or board of directors

*Giving season has arrived and local nonprofits need our support!*

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Last year, donors raised more than \$53 million for nonprofits throughout the state. Colorado Gives Day has grown to be Colorado's largest one-day online giving event, raising more than \$415 million since it began in 2010.

We encourage employees to participate in Colorado Gives Day and support the causes that align with your interests and values. You can schedule your donations through ColoradoGivesDay.org beginning November 1 through December 5.

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With gratitude,

**[COMPANY CONTACT NAME]**

## Messaging for Clients, Customers and Vendors

Greetings!

**[Your company]** is committed to improving the communities we serve. **[Insert an important giving pillar or area of focus for your company.]**

**[Your Company]** is participating in Colorado Gives Day, the state’s annual movement to celebrate, promote, and increase philanthropic giving in Colorado through an online donation campaign. Colorado Gives Foundation and FirstBank encourage all Coloradans to support the nonprofits they care about most on Colorado Gives Day, Tuesday, December 5 – easily the best day to give.

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Giving back to our community is an important part of who we are at Delta Dental of Colorado, and we know it is a priority to you and your company as well. Your gift will make a difference in the community. Again, thank you for your continued support of **[Your company]**. We look forward to our partnership in 2024 as we work together to improve the well-being of all Coloradans.

With gratitude,

**[YOUR COMPANY LEADER]**

# Ideas: Internal comm

1. Once you create a Corporate Challenge page for your company, place a link on your company intranet.
2. Consider incentives or prizes to motivate giving. Here is a sample campaign from a previous corporate participant that promoted giving on Colorado Gives Day. They purchased giving cards or gave away company swag as incentives and prizes.

Company Intranet: 12/5	
Time	Message
9 a.m.	Employees! Colorado Gives Day is easily the best day to give. Donate to support <b>[YOUR CHOSEN NONPROFIT]</b> through our corporate challenge page
10 a.m.	Employee winner announcement: \$50 gift card
11 a.m.	Employees! Check your desk for CGD swag!
12 p.m.	Employees! Grab lunch on us   Donation amount update (Running tally)
12 p.m.	Employees! Post a message about why you gave on CGD
1 p.m.	Employee winner announcement: \$75 gift card
2 p.m.	Donation amount update
3 p.m.	Employee winner announcement: \$100 gift card
3:30 p.m.	Grand prize is coming
4 p.m.	Employee winner announcement: Grand Prize   Donation amount update   TY for participating in CGD

3. Share the info through your company newsletter.

Employee Newsletter	
Date	Message
11/1	Early giving for Colorado Gives Day is open. Support <b>[YOUR NONPROFIT(s)]</b> today. Colorado Gives Day is Dec. 5, easily the best day to give.   Direct to corporate challenge page
11/3	CGD is about supporting local NPs   Direct to corporate challenge page
11/17	CGD is about supporting local NPs   Direct to corporate challenge page
12/6-10	Employees! We raised <b>\$XXX</b> for <b>[YOUR NONPROFIT(s)]</b> . Thank you for a successful Colorado Gives Day! (announce at all team meeting, follow up with email and intranet post)

## Ideas: External Comm

1. Share your company's participation on social media.

12/5		
Time	Message	Platform(s)
9 a.m.	Happy Colorado Gives Day! Pics of office	FB, IG, LinkedIn
Noon	Repost employee CGD social media content	
2 p.m.	Have you donated? Give where you live and support a local NP   <a href="#">CGD website</a>	
4 p.m.	There's still time to donate to your local NP	

## Graphics and Video

Date	Message	Platforms(s)
11/1	Donate to Colorado Gives Day on 12/5   Give where you live   Schedule your donation!	All Company platforms
11/10	Give where you live! CGD is about supporting local NPs   Schedule your donation!	
11/17	Schedule your donation! Have you selected the NP you plan to give to on CGD?	
11/23	Thanksgiving: Giving thanks and giving back   Schedule your donation   CGD is 12/5	
11/28	CGD is one week away   Schedule your donation	
12/4	CGD is tomorrow   Schedule your donation	