

OCT 2024



SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	<div>Winning Strategies (Part 1)</div> 3	4	5
6	7	8	9	<div>Winning Strategies (Part 2)</div> 10	11	12
13	14	15	16	<div>Colorado Gives Day Checklist</div> 17	18	19
20	21	22	23	24	25	26
27	28	29	30	<div></div> 31		

Checklist

- ☐ Download Colorado Gives Day Toolkit Materials
- ☐ Invite Business Partners to participate in the Good for Business Challenge
- ☐ Utilize assets from Colorado Gives Day Toolkit including logo on your outreach materials
- ☐ Review and test your giving page (on desktop and mobile) and make any necessary updates
- ☐ Draft and schedule posts for social media
- ☐ Provide your volunteers, staff and board with key messages
- ☐ Finalize your matching gifts
- ☐ Ask staff to update email signatures with Colorado Gives Day logo
- ☐ Develop your donor campaign
- ☐ Register for the Nonprofit Kickoff and webinars
- ☐ Attend coffee chats for extra help

NOV 2024



SUN	MON	TUE	WED	THU	FRI	SAT
				Early Giving Begins (includes Incentive Fund and \$250k Recurring Match) Good for Business Challenge Begins	1 Nonprofit Kickoff 9-10 AM on Zoom Send 'Early Giving' Email to Your Donors	2
3	4	5	6	7 CGF to Email CGD donors Coffee Chat: Share Your Stories	8	9
10	11	12	13	14	15	16
17	18	19 Coffee Chat: Ideas to Boost EOY Fundraising	20	21	22	23
24 Colorado Gives Day Enrollment Deadline	25	26 CGF to Email Lapsed Donors	27	28 Happy Thanksgiving! Office Closed	29 Office Closed	30

Checklist

- ☐ Update social channels with Colorado Gives Day posts
- ☐ Announce your participation in Colorado Gives Day
- ☐ Use these hashtags:
#ColoradoGivesDay
#BestDaytoGive
#MakeGoodHappen
- ☐ Ensure your volunteers are lined up and ready to assist you with 'Thank You's'
- ☐ Plan an employee or volunteer event to celebrate Colorado Gives Day (breakfast, virtual pep rally, etc.)
- ☐ Plan your 'Day Of' and think about who will do social outreach, answer phones, address media questions, etc.
- ☐ Contact your supporters (not donors) to help you campaign
- ☐ Submit Op Ed to newspaper (If it's not picked up, add it to your website as a blog)
- ☐ Create live feeds to show your work and encourage donations for Colorado Gives Day

DEC 2024



SUN	MON	TUE	WED	THU	FRI	SAT
1	2 Trivia Week	3 GIVING TUESDAY Send 'Giving Tuesday' Email to Your Donors Trivia Week	4 Trivia Week	5 CGF Sends 'Give Again' Email Trivia Week	6 Trivia Week	7
8	9 Send 'Day Before' Email to Your Donors	10 COLORADO GIVES DAY Power Hours + Southwest Airlines Donor Prizes CGF AM + PM Email to CGD donors	11 CGF AM 'Thank You' Email Colorado Gives Foundation Distributes News Release Send 'Thank You' Email to Your Donors	12 CGF to Email CGD donors	13	14
15	16	17	18	19	20 Donations made in November will be disbursed	21
22	23	24 Happy Holidays! Office Closed	25 Office Closed	26	27	28
29	30	31	Donations made in December related to Colorado Gives Day (i.e., donations made between Dec. 1 – 10) plus any Colorado Gives Day Prizes and your organization's proportionate share of the Incentive Fund will be disbursed by December 31.			

Checklist

- ☐ Post on social regularly to keep donors engaged
- ☐ Create a sense of urgency and build excitement with followers
- ☐ Reply, comment and tag on social media
- ☐ Highlight any matching donors you have or the Incentive Fund and how your nonprofit gets a percentage
- ☐ Thank your donors with a phone call and email
- ☐ Share your results and thank your donors on social media
- ☐ Thank your staff, volunteers and board
- ☐ Steward your new donors

Reminder!

Donations made in December not related to Colorado Gives Day (i.e., donations between Dec. 11 – 31) will be disbursed by January 22, 2025.