

Incentive Fund

The incentive fund amplifies the amount of every donation made on Colorado Gives Day by giving nonprofits a percentage equal to the percentage they raise.

COMMUNITY FIRST FOUNDATION



ColoradoGivesDay.org Dec. 7

Increase Generosity	TRAILBLAZER \$250,000	INNOVATOR \$100,000	CONNECTOR \$50,000	CHAMPION \$25,000	FRIEND \$5,000
Media Interview with Denver7 (to run in multiple newscasts on multiple days the week of Aug. 16, 2021)	♥				
Customized Engagement Opportunity* (nonprofit facing)	♥				
Logo included on all Colorado Gives Day donor tax receipts, Nov. 1 - Midnight, Dec.8 (178,000 in 2020)	♥	♥			
Rally Opportunity - giveaway item, coupon, recognition via announcement (nonprofit facing)	♥	♥			
Logo included on donation confirmation page, Nov. 1 - Midnight, Dec. 8 (178,000+ individuals in 2020)	♥	♥	♥		
Social Media shares (reach 846,948)	♥	♥	♥		
Recognition in Nonprofit Newsletter (14,000 highly engaged contacts/mo., Oct. 1 - Dec. 31)	♥	♥	♥	♥	
Logo and sponsor recognition during CFF and CGD events, year-round	♥	♥	♥	♥	
Recognition on Colorado Gives Day Incentive Fund Sponsor Page (~6K+ unique pageviews)	♥	♥	♥	♥	♥
Recognition in Annual Benefit Report (1,500 highly-engaged subscribers)	♥	♥	♥	♥	♥
	3	4	6	10	unlimited

Colorado Gives Day At-A-Glance (2020)

- 2,900+ Colorado nonprofits
- 83,000 donors
- \$17,000 average amount raised by nonprofits
- Past sponsors include Delta Dental, Ireland Stapleton, FirstBank, the Denver Foundation and more!

Customized engagement opportunities*

- Speak at the Colorado Gives Day Rally (2 available)
- Video message shared in email and social (2 available)
- Present/Host a Special Edition or Donor or Nonprofit Coffee Chat or Virtual Webinar/Event (2 available)
- Present and award a prize drawing (2 available)

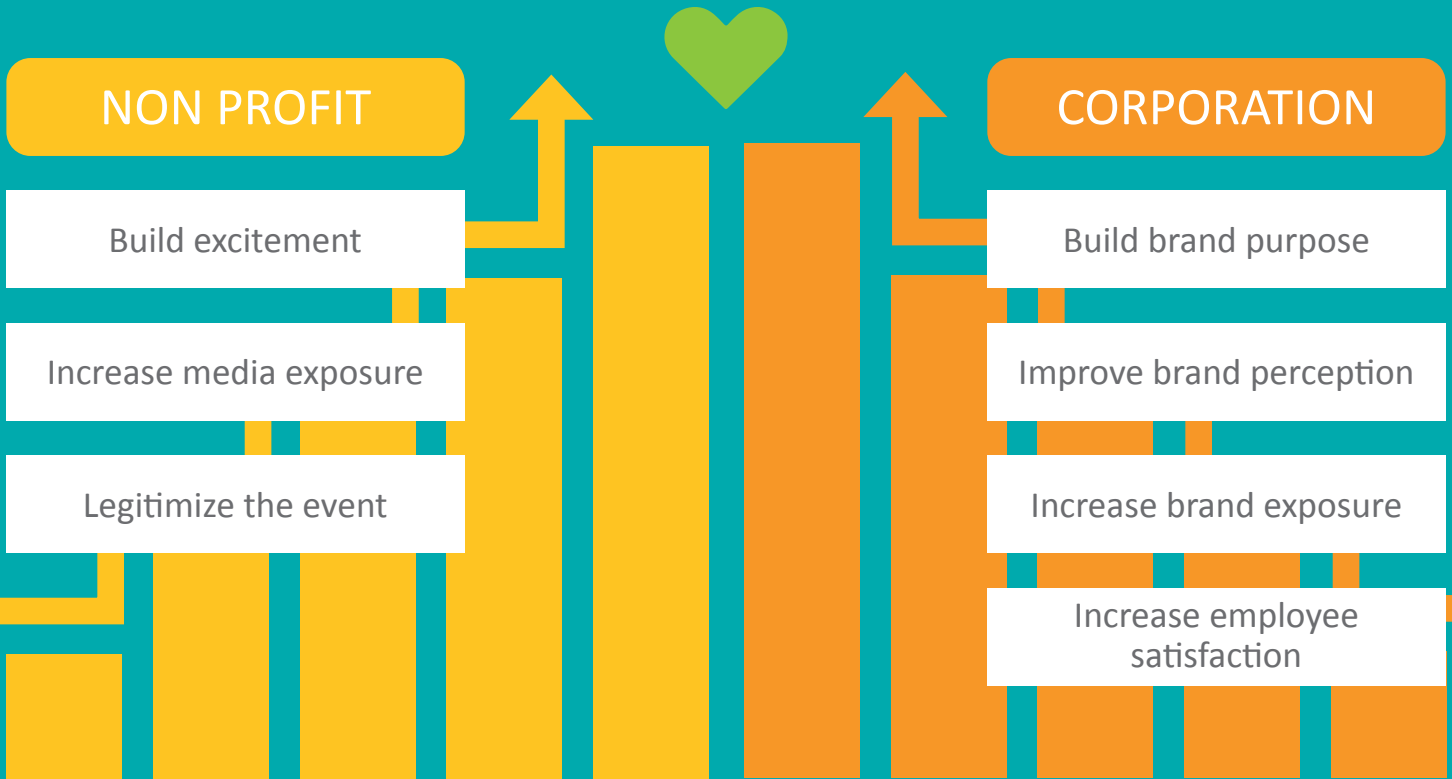
LEARN MORE

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It's a win-win

Whether you are trying to improve your brand perception or increase employee satisfaction, sponsoring the Colorado Gives Day Incentive Fund benefits your bottom line and supports nonprofits.



79%

of shoppers would donate to a nonprofit associated with a trusted brand*

90%

of consumers would switch brands to support a cause*

76%

of employees prefer to work at socially responsible corporations*

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* Gauss, A. 2021. *Corporate Sponsorship 101*. Classy.org. <https://www.classy.org/blog/infographic-corporate-sponsorship/>