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.

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

- 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
Philanthropy@CommunityFirstFoundation.org
CommunityFirstFoundation.org | 720.898.5900
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.

NON PROFIT
- Build excitement
- Increase media exposure
- Legitimize the event

CORPORATION
- Build brand purpose
- Improve brand perception
- Increase brand exposure
- Increase employee satisfaction

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*