**Actions:**

- Begin an email and social media campaign.
- Finalize crisis-planning.
- Mail the Save the Date Postcard or email the Save the Date images to your donors.
- Begin promoting weekly on social media.
- Promote the Ambassador Toolkit with board members, donors and volunteers.
- Register for and attend the Coffee Chats.
  - September 23 - Data & Reporting
  - September 30 - Get Engaged with Super Campaigns
- Ask ambassadors to begin contributing content: Un-selfies, stories of their experiences with your organization, etc. Share through channels.

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Colorado Gives is a year-round giving tool. Consider using ColoradoGives Fundraising Pages as a way for your supporters to help raise money for your nonprofit.
Finalize campaign ambassadors.

Add your #CoGives Campaign logo/visual to your outreach materials.

Review and test your giving page (on mobile phones, too!). Make any necessary updates.

Draft campaign announcements for social.

Ask staff to update email signatures with your campaign visuals.

Announce your campaign in social media.

Announce your campaign to all staff, volunteers and stakeholders.

Ask your board to challenge each other using Fundraising Pages.

Develop a donor call list for volunteers to use on Colorado Gives Day.

Upcoming deadlines: November 1 is the first day to schedule your Colorado Gives Day donations.
- 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.
- Register for and attend the November 18 Coffee Chat.
- Issue your local news release.
- Begin weekly email drip campaign with event highlights and action steps for supporters. If planning direct mailer, finalize this week to hit the week before the big day.
- Plan your day-of and think about who will do social outreach, staff the phones, answer media questions, etc.
- Email past supporters to announce #CoGivesDay participation and the focus of your campaign.
- Talk to technology partners about help needed with giving page or website updating.
- 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.

Actions:

- Accelerate sharing of ambassador contributed content and consider a celebration of top sharer.

Upcoming deadlines: Nov. 19 is the last day to approve profiles. Also, last day to submit KidsGive profiles. Dec. 3 is last day to approve fundraising pages.

Colorado Gives Day is a event. Share ways families can include children in giving by exploring KidsforColoradoGives.org.

Encourage people to purchase Giving Cards for holiday gifts!

On Giving Tuesday, Coloradans schedule their Colorado Gives Day donations!
**Colorado Gives Day Checklist**

- Post on social once every hour. Schedule posts for nighttime.
- Go 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.
- Send at least 3 email blasts during the day to donors.
- Have your volunteers call donors.
- Share the CGD dynamic thermometer. Or, create one of your own to share.
- Tell people how you did and say thank you!
- Have volunteers call donors to thank them with 48 hours.
- Share your results on social.
- Share photos of those who will be helped by fundraising efforts.
- Thank your board, staff and volunteers.

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**Upcoming deadlines:** CGD disbursements will be made before the end of the year! Prizes are disbursed in January 2022.