

OCT 2022



Actions:

- 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. Register and attend Coffee Chat

SUN	MON	TUE	WED	THU	FRI	SAT	
2	3	4	5	 <u>Coffee Chat:</u> Ways to Give	6	7	8
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	 <u>Coffee Chat:</u> Use Data, Reports & Receipts to steward donors	27	28	29
30	31						

Upcoming deadlines: November 1 is the first day of Early Giving. All gifts made Nov. 1 - Dec. 6 count toward Gives Day Incentive Fund.

NOV 2022

COMMUNITY FIRST FOUNDATION
COLORADO GIVES DAY 
 ColoradoGivesDay.org **Dec. 6**

Actions:

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

SUN	MON	TUE	WED	THU	FRI	SAT
Statewide media campaign begins		Early Giving Begins  1 <u>Special event - Kickoff</u> 9 - 10 am	2	3	4	5
6 Share "I Gave Early" badge on social media.	7	8	9	Veterans Day 10	11	12
13	14	15	16	 17 <u>Coffee Chat: Countdown</u> 9 - 10 am	18	19
20	21	22	23	24 Happy Holidays! Our office is closed.	25 Happy Holidays! Our office is closed.	26
27	 28 TRIVIA	 GIVING TUESDAY 29 TRIVIA	 30 TRIVIA			

DEC 2022



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.

SUN	MON	TUE	WED	THU	FRI	SAT
				Coffee Chat: Pep Talk 1 TRIVIA	TRIVIA 2	3
4	5	6	Have volunteers call donors to say thank you! 7	8 Share your success with your board and say thank you!	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23 Happy Holidays! Our office is closed.	24
25	26 Happy Holidays! Our office is closed.	27	28	29	30	31

Upcoming deadlines: CGD disbursements will be made before the end of the year! Prizes are disbursed in January 2023.