

# Colorado Gives Day and Corporate Giving Challenge 2022

## Communications Plan and Internal Talking Points

### TEMPLATE

#### **Background:**

[YOUR COMPANY] believes in giving back and supporting Colorado. We're a proud supporter of the hard work Colorado's nonprofits do every day to help our communities thrive.

This year, we're accepting the Corporate Challenge to inspire employees to give on Colorado Gives Day, our state's annual day of giving.

#### **Purpose:**

The purpose of this document is to serve as a guide for communicating externally and internally about Colorado Gives Day and the 2022 Colorado Corporate Challenge Presented by Delta Dental of Colorado.

#### **Communications Plan:**

##### Audiences:

- Employees
- Boards or shareholder groups
- Customers
- Other stakeholders

##### Channels:

- Email
- Video
- E-newsletters
- Website
- Social media
- Intranet or internal newsletter

##### Timeline and Tactics:

- Outline the timeline for campaign and program implementation. Samples of activities included below.
- October XX: Special issues of newsletters go out with information about the corporate giving challenge. Include links to the landing page and toolkit.
  - Include general information about CGD in an issue of the customer newsletter around this time as well.
- November 1: Start social media posts when the 2022 Colorado Corporate Challenge landing page and toolkit are live. Proceed on a cadence of one post a week to continue to encourage employees to get involved.

- Create an email signature graphic for employees to use from Nov. 1-Dec.6
- Mid-November through Dec. 6: Feature one employee, one nonprofit, and one partner organization on our social media with a short blurb/story/quote about what CGD means to them and their company culture/community involvement/employee morale/funding.
- December 1-6: Update social media cover photos with CGD branded photo. Daily social media posts about CGD. Reminder to schedule donations day before and day of.
- December 6: Day of share photos of in-office activities on social and on intranet.
- December 8 - 9: Email to employees with final amounts that were donated on CGD to various organizations.

Video Content:

**Create a schedule of for the release of videos on social media. Use this free video tool and invite employees to create a video to share. Community First Foundation will share the video with you to use as you want. <http://communityfirstfoundation.memfox.io/corpchallenge>**

Colorado Gives Day Kickoff	CEO explains CGD	<a href="https://www.youtube.com/watch?v=wQai7-xrO4g">SAMPLE: https://www.youtube.com/watch?v=wQai7-xrO4g</a>
CGD Match	What match are we providing this year?	
Why I Give: CEO		
Why I Give: Leader		
Find a Nonprofit	Tutorial: use the CGD search options	
Why I Give: Employee		
Why I Give: Customer		
Why I Give: Employee		
Colorado Gives Day, Day of Message	CEO promotes CGD	<a href="https://www.youtube.com/watch?v=xQD_OWsGH2E">SAMPLE: youtube.com/watch?v=xQD_OWsGH2E</a>

**Messaging:**

- XX Company is a proud sponsor of Colorado Gives Day, our state’s annual effort to celebrate and increase online philanthropy for Colorado nonprofits.
- Community First Foundation and FirstBank encourage all Coloradans to “Give Where You Live” on Tuesday, December 6, by donating to local nonprofits.
- In 2021, donors raised more than \$55 million for more than 3100 nonprofits throughout Colorado.
- Colorado Gives Day has grown to be Colorado's largest one-day online giving event, raising more than \$362 million since it began in 2010.

- This Colorado Gives Day, companies and brands have a new way to make good happen when they participate in the 2022 Colorado Corporate Challenge presented by Delta Dental of Colorado.
- Participating companies and their employees can schedule donations through ColoradoGivesDay.org beginning November 1 through December 6.
- *Not sure who to donate to?* You can search for an organization by name, cause, or location through **[www.ColoradoGivesDay.org](http://www.ColoradoGivesDay.org)**.