

MAY

SAVE THE DATE! Colorado Gives Day is Tuesday, Dec. 6.
 With a new and improved giving platform, Colorado Gives Day aims to increase giving for Colorado nonprofits. Early giving opens Nov. 1 but now is the time to get your campaign plan ready!

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

Actions:

- Download the logos.
- Share & post logos on website and social.
- Register and attend Coffee Chat
- Save the date!

**Colorado Gives Day is
 Tuesday, December 6, 2022
 24 hours starting at 12 a.m.**

- [Add to Calendar](#)

SUN	MON	TUE	WED	THU	FRI	SAT	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	 Coffee Chat Ambassador & Board Engagement	26	27	28
29	Memorial Day Happy Holidays! Our office is closed.	30	31				

JUNE 2022



Actions:

- Create and activate your team!
- Engage staff, board, volunteers and key supporters.
- Download the Toolkits.
- What is your compelling Giving Day Story? Demonstrate the impact \$5, \$10, \$50 can have in your work.
- Set your Giving Day Goals.
 - \$ raised
 - # of new donors
 - Engagement
- Register and attend Coffee Chat

SUN	MON	TUE	WED	THU	FRI	SAT		
			1	2	3	4		
5	6	7	8	9	10	11		
12	13	14	15	16	17	18		
19	Juneteenth Happy Holidays! Our office is closed.	20	21	22	 Coffee Chat Toolkit Part 1	23	24	25
26	27	28	29	30				

JULY 2022

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

Actions:

- Read the Social Media Guidelines & Sample Copy document on the Nonprofit Toolkit page.
- Review the Brand Guidelines.
- Register and attend Coffee Chat.
- Register and attend the Special Event.
- Announce your participation in Colorado Gives Day.

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	 Office Hours 9 - 10 am 14	15	16
17	18	19	20	SPECIAL EVENT Meet Mightycause 10 - 11 am 	22	23
17	18	19	20	21	22	23
24	25	26	27	 Coffee Chat Toolkit Part 2 28	29	30
31						

AUG 2022

Actions:

- Include the CGD art from the Toolkit in your newsletters, emails, social media messages and website.
- You get access to your page on the new platform Aug. 16. Login and review you profile.
- Talk with local media and businesses to get support for CGD.
- Work with a regional champion or consider collaborating to place regional paid advertisements.
- Find a matching donor.
- Build a list of partners to help you spread the word locally.
- Register and attend the Special Event and Coffee Chat.
- Need help? Attend a working session.

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	 Office Hours 9 - 10 am	11	12
			 SPECIAL EVENT Advanced Features +			13
14	15	 Access Granted to new platform	16	17	18	19
21	Have you reviewed your profile?	22	23	 Nonprofit Working Session, 3 - 4 pm	 Coffee Chat How do I...?	24
25	26	27				
28	 Nonprofit Working Session, 230 - 330 pm	29	30	31		

SEPT 2022

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

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 and attend Coffee Chat
- Ask ambassadors to begin contributing content: Un-selfies, stories of their experiences with your organization, etc. Share through channels.
- Promote CGD Fundraising Pages as a way for your greatest ambassadors to support you.

SUN	MON	TUE	WED	THU	FRI	SAT
				 1	2	3
4	5 Happy Holidays! Our office is closed.	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	 22 Coffee Chat: Newsworthy Storytelling	23	24
25	26	27	28	29	30 5 pm - Deadline for enrollment	1

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	 Coffee Chat: Ways to Give 9 - 10 am	6	7	8
9	10	11	12		13	14	15
16	17	18	19		20	21	22
23	24	25	26	 Coffee Chat: Early Giving + 9 - 10 am	27	28	29
30	31						

Upcoming deadlines: November 1 is the first day to schedule your Colorado Gives Day donations.

NOV 2022

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

Actions:

- Register and attend Coffee Chat 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.
- Accelerate sharing of ambassador contributed content and consider a celebration of top sharer.

SUN	MON	TUE	WED	THU	FRI	SAT
Statewide media campaign begins		 1 Early Giving Begins <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	 29 GIVING TUESDAY 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 2022.