Media Contact

Name

Phone number

E-mail

FOR IMMEDIATE RELEASE

Support the work of ==[organization name]== on Colorado Gives Day

==City, CO== (Date) – ==[insert name of your organization]== invites Coloradans to support our efforts to ==[insert mission/services provided]== by donating to us on Colorado Gives Day, ==December 8, 2020==. Presented by Community First Foundation and FirstBank, Colorado Gives Day is an annual statewide movement to celebrate and increase philanthropy through online giving. The event is powered by ColoradoGives.org, a year-round, online giving website.

==[Your organization]== is a member of Eagle County Gives (ECG), a coalition of over 50 Eagle County nonprofits dedicated to strengthening the collaboration, fundraising capacity and awareness of the nonprofit sector that enhances the quality of life in Eagle County. Last year, over $1 million was raised collectively for ECG member nonprofits on Colorado Gives Day.

=="The donations we receive on Colorado Gives Day help us do more to support the community and ensure [insert a statement about your work/mission]," says [insert name and title of your executive director]. "Our goal is to raise $xxxx this year, which is a big part of our annual operating budget. We also want to get a share of the $1 Million Incentive Fund."==

Community First Foundation and FirstBank created a $1 Million Incentive Fund. Every nonprofit receiving a donation on Colorado Gives Day receives a portion of the fund, which increases the value of every dollar donated. For example, if ==[insert name of your organization]== receives 10 percent of the total donations made on Colorado Gives Day, ==[insert name of your organization]== also receives 10 percent of the $1 Million Incentive Fund.

To increase awareness of our organization, we are participating in Eagle County Gives as well as… [Include information about special ways your organization is participating, any special events, matching donation opportunities from large donors, collaborations with other nonprofits, etc.]

Visit [Your Organization] on ColoradoGives.org to learn about our programs, how we are helping our community, and donate online to us. Simply enter [Your Organization] in the search field. Or, click on the Donate Now link from our website. From all of us at [Your Organization], thank you for your support!

About [insert name of your organization]

[Insert short description of your organization and the work you do]

About Eagle County Gives

Founded in 2010, Eagle County Gives is a coalition of 49 Vail Valley nonprofits dedicated to strengthening the collaboration, fundraising capacity and awareness of the non-profit sector that enhances the quality of life in Eagle County. Together, we strive to increase the awareness of our collective impact and have banded together to increase total local donations on Colorado Gives Day and year-round. Support for Eagle County Gives provides over 50 local organizations the means to provide basic human needs, protect the mountains you explore, and develop and protect the next generation.

About Community First Foundation

Since 1975, Community First Foundation has been helping generous donors and innovative nonprofits come together to improve the quality of life and create positive change in Jefferson County, the Denver metropolitan area and beyond. We serve as a connector, partner, collaborator and resource to fuel the power of community for the greater good. We are proud to use our energy, leadership and trusted stewardship of financial resources to energize giving across our state, strengthen nonprofits, support donors and find new ways to address

community needs. For more information, visit CommunityFirstFoundation.org.

About FirstBank

FirstBank operates more than 115 locations in Colorado, Arizona and California. FirstBank is the largest locally owned banking organization in Colorado, serving more than 650,000 customers. Since 2000, FirstBank has contributed more than $50 million and thousands of volunteer hours to charitable organizations. FirstBank is unique in that a majority of its