



Rev it up!

Kickstart your
nonprofit's growth

Special Guest:
Dave Koken

Director of Impact
Social Venture Partners Denver



Our Plan Today

Intro SVP Denver + Growth Strategies

Break Outs: Successful growth projects

Resources to help you grow your organization

CO Gives 365

Q&A + Closing



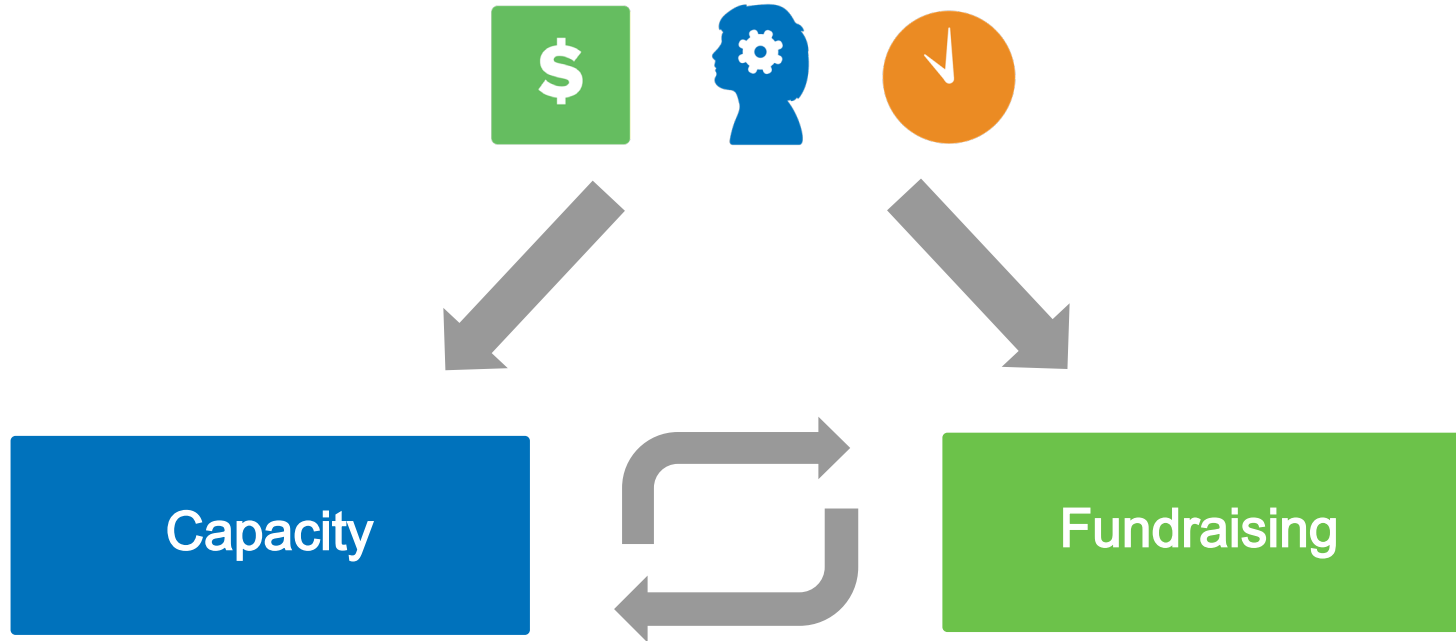
**SOCIAL VENTURE
PARTNERS
DENVER**

Rev it up!

Kickstart your
nonprofit's growth

THE BIG QUESTION

How should we invest our limited resources to grow our impact?



About Social Venture Partners Denver

We connect individuals, businesses, and funders with local nonprofits and social mission organizations so that **everyone's impact goes further** .



Our 2022 Impact



420

Individuals
participated in
events & programs



73

Social Mission
Organizations
supported



2,750+

Hours of skills-
based
volunteering

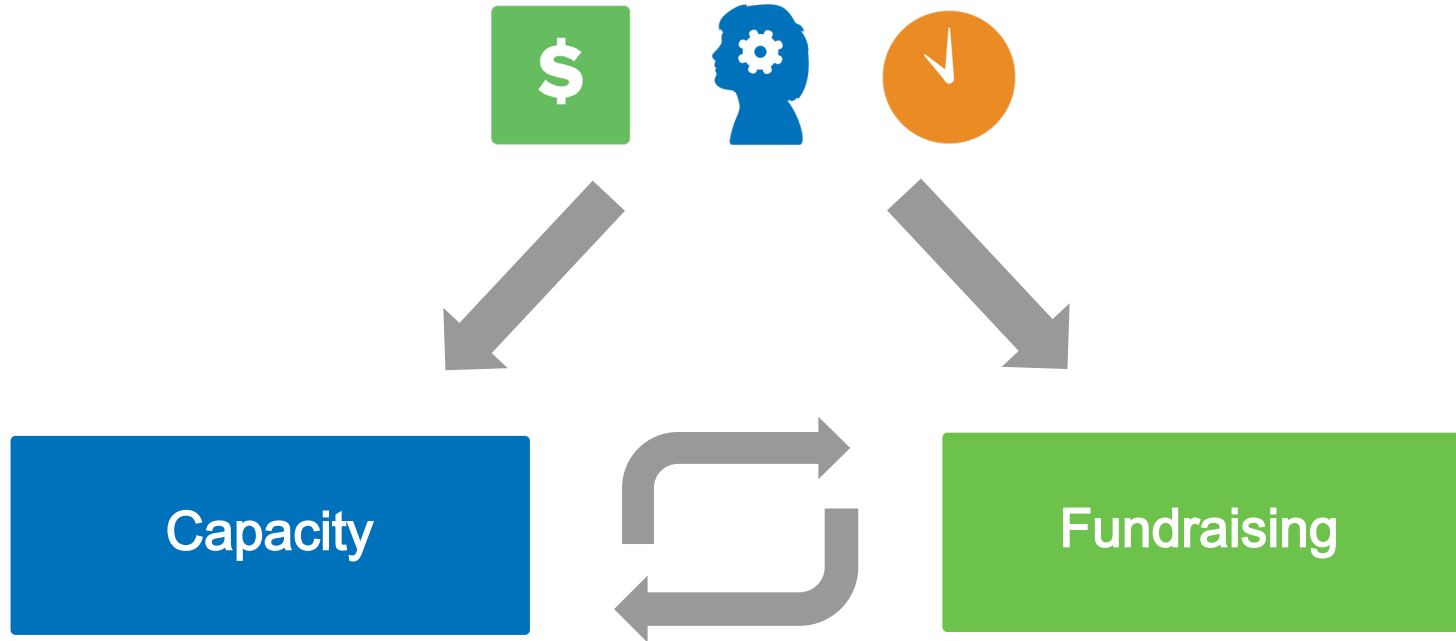


\$1.1M

Invested in
Metro Denver
Community

THE BIG QUESTION

How should we invest our limited resources to grow our impact?



Let's talk about 'Capacity Building'

“Capacity building is whatever is needed to bring a nonprofit to the next level of operational, programmatic, financial, or organizational maturity, so it may more effectively and efficiently advance its mission into the future.”



Preparing your organization for growth

Deciding your path

1

Is our team aligned on a clear vision?

- Theory of Change
- Strategic Plan

2

Do we have a strong case for our impact?

- Testimonials
- Data & Metrics
- Pitch

3

Could we effectively use new funding?

- Budget / Model
- Team / Org Chart



To all

Funding ready



To any

Focus on capacity

Case Studies



What services to prioritize?

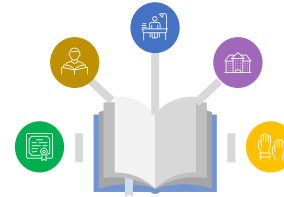


Clear impact & community need



Limited team in place

Theory of Change



Funding for Team



Focused direction for growth



Clear impact & community need



No growth / financial projections

Financial Modeling + Pitch



Funding to Scale



Reflect & Connect

What's the most successful growth project you've been a part of?

- At current or past organization
- How did you feel during the project?
- What factors made it successful?

Let's Share

- Groups of 3-4
- 1-2 min share each
- Quick appreciations
- Themes

8 minutes total

Breakouts!

Share an example of a capacity-building project you were part of and where you saw success.

Factors for successful growth projects

Team Buy In

**Focus /
Consistency**

**Set
Milestones**

**Clear
Expectations**

Right People

**Realistic
Budget**

ColoradoGives.org for Capacity

Clear Storytelling makes a huge impact on your online fundraising campaign but did you consider that **clear storytelling evolves from a clear path and plan.** Your capacity building plan affects every aspect of your success.

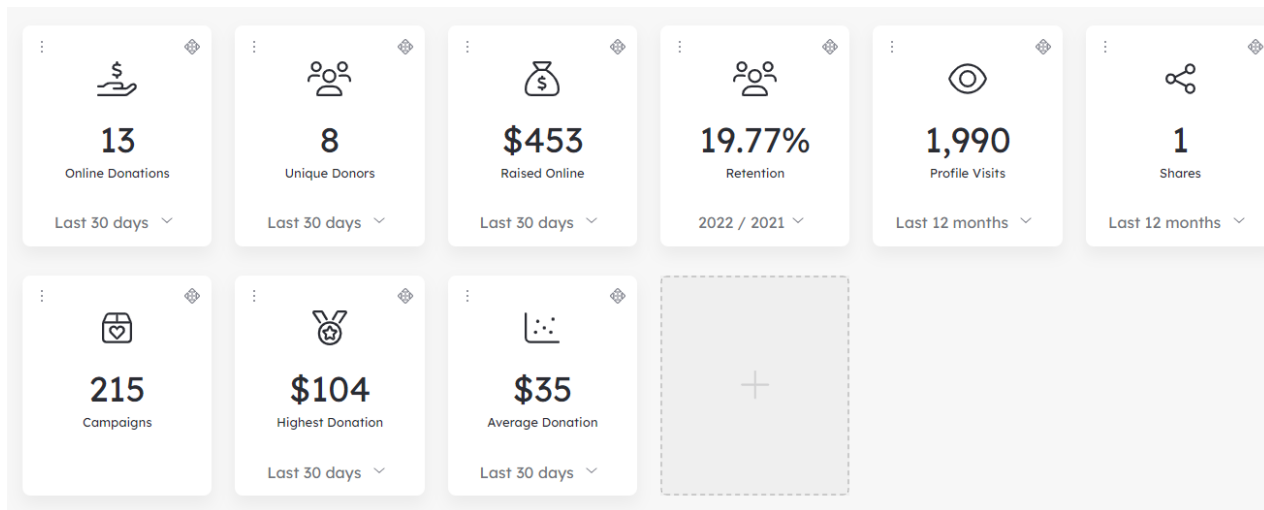
1. **Review Your Org Page:** is the content evergreen? is it informative and compelling? Do I have visuals and social media integrated?
2. **Leverage Fundraiser Pages:** unique messaging and goals for storytelling, unique reporting
3. **Secure a Matching Grant:** content should be specific, compelling and time-sensitive, using a match to incentivize donations and highlight your story will make an impact!



ColoradoGives.org for Capacity

Data is key to creating baseline metrics to measure your growth.

Use the overview dashboard, donations report and recurring/retention reports built in to review past online fundraising activity and determine your future goals to grow!



ColoradoGives.org for Capacity

Monthly Recurring Programs allow you to **anticipate inbound revenue for better planning.** Set one up today using ColoradoGives.org!

Example: <https://www.coloradogives.org/story/Partnersinhope>

PARTNERS IN HOPE Monthly Giving Program



A nonprofit fundraiser supporting
[Jefferson Center for Mental Health](#)



Join PARTNERS IN HOPE and help provide ongoing support to those who struggle with mental health and substance use challenges.

\$6,261

raised by 21 people

🕒 2 months left

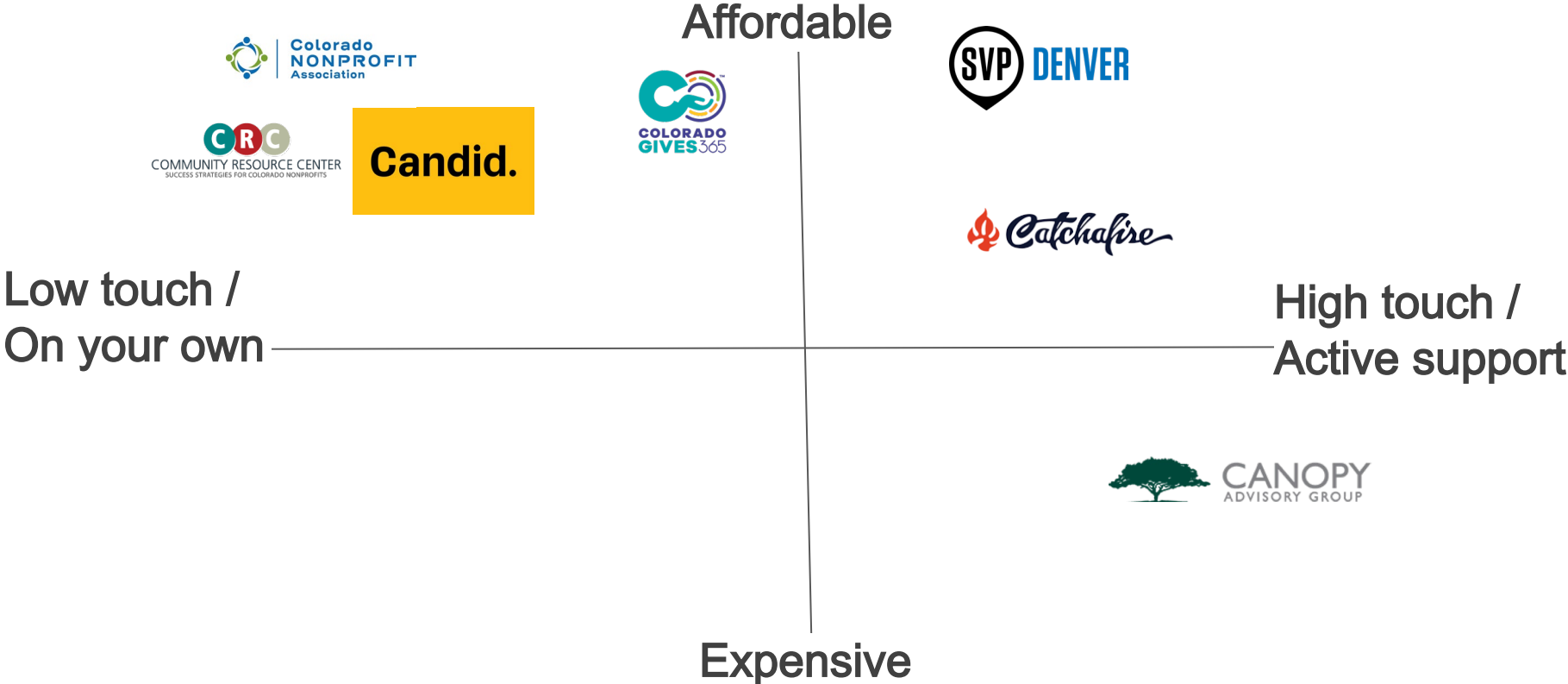
Donate

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Resources & Support

Resources and Support



SVP Denver support is free and high quality



Pro Bono Consulting



Expert-Led Trainings



Funder Connections



"We gained a tremendous amount from this cohort—having external unaltered feedback from various people with key components to keep in mind has strengthened our approach greatly!"

Brigid McRaith
Executive Director, Mile High Youth Corps

94%

Past participants recommend SVP

Feedback

Thank you!

