

Welcome!

Lead Coordinator Training  
Wednesday, August 18, 2021



# ONWARD & UPWARD



Chat: share your dream travel destination!

# THANK YOU!



...for being an important part of our legacy.

# AGENDA

**Welcome** 9 a.m.

**Lead Coordinator Role** 9:05 a.m.

**Campaign Update** 9:10 a.m.

**Giving Environment  
Overview** 9:15 a.m.

**Best Practices** 9:20 a.m.

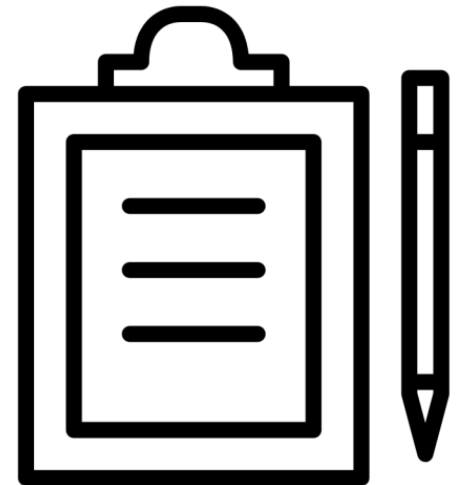
**Campaign Essentials** 9:25 a.m.

**Available Resources** 9:40 a.m.

**Panel Discussion** 9:45 a.m.

**The Difference You Make** 10:10 a.m.

**Training Wrap-Up** 10:20 a.m.



# LEAD COORDINATOR ROLE

Work with CCC staff, department coworkers and institutional leadership to plan and run an internal awareness and fundraising campaign

Set goals and timelines

Ensure the distribution of campaign materials and messages

Create and implement awareness and fundraising activities

Communicate the mechanics and importance of CCC participation

# LEAD COORDINATOR ROLE



Be the bridge between the campaign and your department.

# CONGRATULATIONS: 2020

**Most donations: University of Colorado Denver | Anschutz Medical Campus (\$100,510)**

MaryAnn Hill

**Most donors: Law (156)**

Virginia Carreno & Trina Taylor

**Largest increase in donations by amount: Revenue (+\$8224.50)**

Robert Hooser



# CONGRATULATIONS: 2020

**Largest increase in donors by amount: Revenue (+46)**

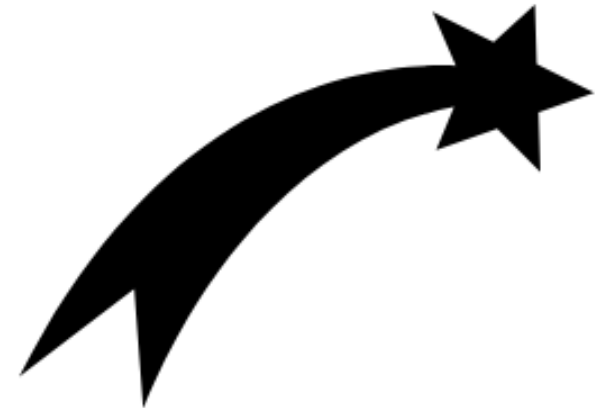
Robert Hooser

**Largest increase in donations by percentage: History Colorado (up 84.6%)**

Dany McCoy

**Largest increase in donors by percentage: Dept. of Higher Education (up 220.0%)**

Carrie Harding





# UPDATE: 2021

Official campaign timeline: Wednesday, September 8 – Wednesday, January 5

Department goal: reach 100% of employees with CCC message

Overall campaign fundraising goal: \$800,000+ (add/recapture 200 donors)

Key messages:

*Giving through the CCC is an affordable and convenient way to support your favorite charity.*

*All state employees are invited to give through the CCC at whatever amount works for them.*

# UPDATE: 2021

*Every dollar makes a difference.*

*Charities in our state are struggling to recover. It's easy to help.*

*The economy is looking up. Let's make sure Colorado charities aren't left behind.*

Payment options: one-time and recurring payroll (online and paper pledge form); one-time and recurring credit/debit card and bank transfer (online); one-time check (online and paper pledge form)

Note: cash and coin no longer accepted; customized pledge forms no longer available; seed money not available this year

# UPDATE: 2021

Campaign prizes: \$100 Visa cash cards – five donors who give \$120 minimum by deadline; \$50 Visa cash cards – 10 donors who give in any amount by deadline

Barefoot PR: help produce marketing content, with a focus on digital assets and social media

Theme: Help Power a Bright Future



# GIVING OVERVIEW

## **COVID-19**

55.4% of Coloradans fully vaccinated

Higher than national average

Vaccination rate in top 15 of U.S. states

*Centers for Disease Control & Prevention*

## **Philanthropy**

More than \$50 million raised through Colorado Gives Day 2020, a new record

Americans overall gave \$471.4 billion in 2020, up 5.1% year-over-year

Increased need and inequity in funding: gaps

*Community First Foundation, Giving USA*



# GIVING OVERVIEW

## **Economic recovery**

Colorado rates 91% on the back-to-normal index

One of best-performing states in the U.S.

*Moody's Analytics & CNN Business*

## **CCC donors**

2020 increases in average donation (\$429), percentage of payroll donors (90%) and percentage of online donors (94%)

*Colorado Combined Campaign*



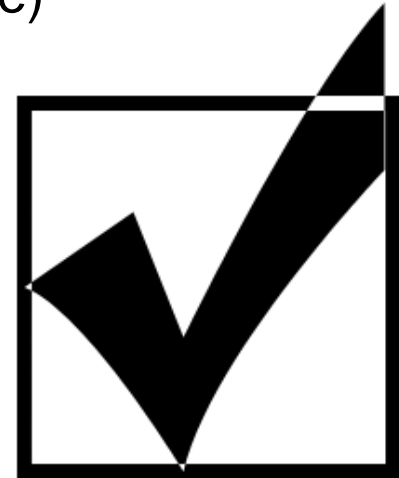
# BEST PRACTICES

Digital campaigns work best when kept to two to four weeks

Use established department communication channels (email, newsletter, intranet, social media, standing meetings, common spaces)

Emphasize payroll giving: easy, convenient, affordable

Clearly state a call to action (give by your department end date)



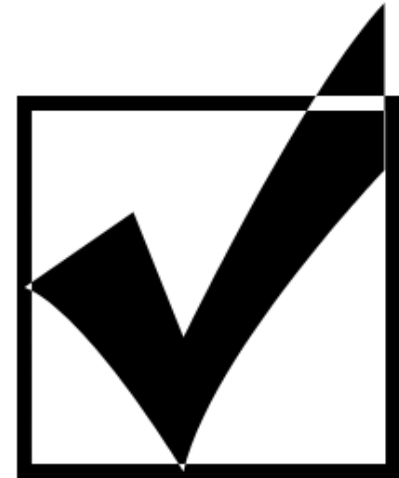
# BEST PRACTICES

Clearly state goal if your department has one (focus on participation: percentage of employees, number of new donors, number of returning donors)

Engage with photos, videos, dollar-a-day statements

Engage with fun (if implementing is workable): competition, events, prizes

Engage by communicating momentum and goal progression



# Map Your Course





# Map Your Course



## WHEN

August to mid-September

## HOW

Consider: what's a good timeframe and length for your department's campaign

Consider: how is your department working right now (remote, in-person, hybrid)

Consider: how do employees typically get department news, updates and information (email, newsletter, intranet, social media, standing meetings, common spaces)

Consider: does your department have multiple divisions and locations

# Map Your Course



## HOW

Consider: who are your department's current campaign champions (top executives, prior-year donors, leadership donors \$500+)

Consider: who are your department's technical specialists (communications, HR)

Consider: how can your supervisor be helpful

Consider: what standing meeting could provide a natural setting for a campaign kickoff

Consider: is it workable to host a fun/informative event (in addition to campaign kickoff)

# Map Your Course



## HOW

Create a simple plan that includes: campaign timeline; kickoff ideas; communication channels; further outreach how/when; any goals, incentives or competitions that are workable; and, others who can help and support

If focusing on a specific department goal, consider making it about participation (percentage of employees, number of new donors, number of returning donors)

Consider: how you can make this experience fun and worthwhile for yourself



Essential vs.



Nice, but not essential

Exhaustive research

A complicated, extensive plan

# Get Ready for Takeoff



# Get Ready for Takeoff



## WHEN

Mid-September to start of your campaign

## HOW

Order paper resource guides if needed

Secure at least one volunteer per division or location

If using paper forms, secure at least one volunteer for every 50 employees to distribute and collect

Meet with your volunteers and technical specialists and confirm roles and responsibilities

Secure a top executive from whom emails will come

# Get Ready for Takeoff



## HOW

Line up links to the CCC online giving site (iPledge), website and Facebook

Line up whatever campaign resources you'll need (email templates, posters, postcards, etc.)

Line up nonprofit speakers or CCC staff speakers

Prepare for your kickoff event

Consider: why you're doing this. Figure out your personal "why"





Essential vs.



Nice, but not essential

If using paper materials, consider if workable to distribute and (in the case of pledge forms) collect

If creating a lot of your own campaign materials, consider if workable



# Launch Your Campaign



# Launch Your Campaign



## WHEN

Your start date

## HOW

Host your kickoff at an already existing department event and utilize established communication channels to send a message

Incorporate the governor's video into your kickoff

Communicate end date

Send out an email on the first day; include links to iPledge and resource guide soft copy

# Launch Your Campaign



## HOW

Distribute paper resource guides and pledge forms if part of your plan, and put up posters in common spaces

Make sure you know how to track progress on iPledge

Consider: smile! You're on your way



Essential vs.



Nice, but not essential

If using paper materials, consider if workable to distribute and (in the case of pledge forms) collect

# Get the Word Out



# Get the Word Out



## WHEN

Your start date to your end date

## HOW

Send out an email at least weekly for the duration of your campaign

If workable, host a fun/informative event, using iPledge as the place to capture entry or registration fees

Use existing standing meetings and established communication channels for campaign promotion

In your communications, direct employees to the CCC website and Facebook for more information (videos, virtual nonprofit fairs, other resources), and to iPledge to give

# Get the Word Out



## HOW

Work with your technical specialists to post information about your campaign on your department's intranet and social media

Ensure your communications have a strong, clear call-to-action (give!)

Reach out to prior-year and leadership \$500+ donors, reminding them to give again

Reach out to new employees: make sure they know about the CCC

# Get the Word Out



## HOW

For employees without regular access to computers, print out and distribute emails and post in common spaces

Consider: just ask! Employees usually don't give because no one invites them to





Essential vs.



Nice, but not essential

Checks can be challenging to manage, and the CCC no longer accepts cash and coin: focus on the convenience and affordability of payroll giving

# Sunset Your Campaign



# Sunset Your Campaign



## WHEN

Before and after your end date

## HOW

Use your established channels to remind your employees about your end date

Use your established channels to share and celebrate results, and to thank employees for giving

Collect and share volunteer hours along with financial results if volunteering is a focus for your department

# Sunset Your Campaign



## HOW

Thank your division/location and technical specialist volunteers with a personal email

Consider: employees are able to give outside of your department campaign timeframe if they wish

Scan and email any paper pledge forms, and mail any checks, to the CCC

Consider: celebrate! You made it and you've done something really good, for your coworkers and your community



Essential vs.



Nice, but not essential

Individual donor thank-you messages: consider if producing and distributing these is workable

# AVAILABLE RESOURCES

Online giving platform

Website

Resource Guide & Directory (paper and soft copies)

Suite of department email templates

Pledge form (paper and fillable soft copy)

Campaign logos and graphics

Campaign and charity video links

Weekly virtual charity fair

Virtual event ideas

Charity volunteer opportunities



# AVAILABLE RESOURCES

Posters and postcards  
(customizable, paper and soft  
copies)

Campaign highlights report

Campaign progress reports (via  
online giving platform)

Charity photos

Charity dollar-a-day statements

CCC Facebook and regular posts

Constant Contact emails to prior-  
year donors

Governor Polis video message  
and proclamation

Honorary Chair Dr. Angie  
Paccione messages





# FIND RESOURCES

Online giving platform: [www.ipledgeonline.org/coloradocombinedcampaign](http://www.ipledgeonline.org/coloradocombinedcampaign)

Website: [www.coloradocombinedcampaign.org](http://www.coloradocombinedcampaign.org)

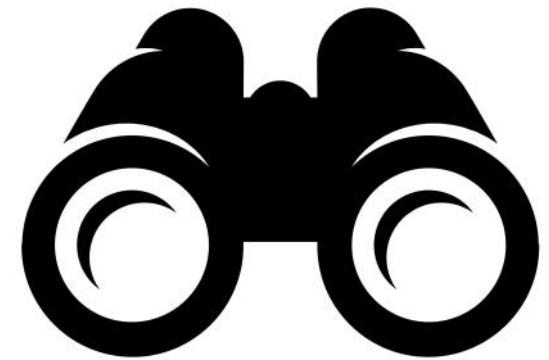
Facebook: [www.facebook.com/coloradocombinedcampaign](http://www.facebook.com/coloradocombinedcampaign)

Department resources:

<https://www.coloradocombinedcampaign.org/campaign-resources.html>

Questions, help, order guides:

[info@coloradocombinedcampaign.org](mailto:info@coloradocombinedcampaign.org)





# ONWARD & UPWARD

Panel discussion

*Carrie Harding – Department of Higher Education*

*Robert Hooser – Department of Revenue*

*Dany McCoy – History Colorado*

Breakout rooms

*What one thing did you learn today that you want to incorporate into your department's campaign?*

The Difference You Make

*Michelle Davis – Denver Children's Advocacy Center*

Training Wrap-Up

Thank You!

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