

ADAPTING TO TODAY'S ENVIRONMENT

CCC 2020 Campaign Training
Thursday, August 27, 2020



ADAPTATION



2020 Campaign Training

ADAPTATION



Anna Harding

Ran backyard marathon
Crossed toilet paper finish line



2020 Campaign Training

ADAPTATION



Anna

Ran backyard marathon
Crossed toilet paper finish line



Asher & Darryl

Little boy missed seeing his pals
Befriended local UPS driver



AGENDA

Adapting to Today's Environment

9 a.m. – 10:15 a.m.

- Welcome – Doug Platt, CCC Advisory Committee Chair
- Vision and Basics
- Honorary Chair 2020 – Dr. Angie Paccione, Executive Director, Colorado Department of Higher Education
- Perspectives
- Campaign Resources
- The Five Steps Forward
- Nonprofit Need – Kelly Groen, Mental Wellness Program Director, Spark the Change Colorado
- Wrap Up and Q&A



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WELCOME

Doug Platt - CCC Advisory Committee Chair

Communications Manager

Executive Director's Office

Colorado Department of Personnel & Administration



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VISION

- Streamlined, shorter, as virtual as possible (using online and digital tools).
- Limit use of paper and need for pick-ups, drop-offs.
- Heavily encourage online giving to eliminate need for check, cash and coin handling.
- Replace in-person happenings with fun virtual alternatives.
- Make it faster to choose a charity and donate: CCC Funds (cause and regional).



VISION

- Continue to make giving accessible to all, but balanced with current realities.
- Low-pressure “sales pitch”: giving presented as an opportunity to do so if it works for the individual.
- Share virtual volunteer opportunities.
- Vision in line with survey results: 83% virtual; 88% no paper materials; 100% use email; 61% use department intranet; 67% use virtual meeting platform.



VISION

- Key messages:

If you can give, here's an easy way how.

A little goes a long way: every dollar makes a difference.

Monthly giving is convenient for you, and long after you've signed up your gift keeps giving.



BASICS

- Timeline: October 1-January 15.
- Resource Guide & Directory: will print and distribute, but hoping to limit hard copies and see greater use of digital file.
- Online giving platform:
www.ipledgeonline.org/_coloradocombinedcampaign.
- Website: www.coloradocombinedcampaign.org.



BASICS

- Nonprofit fairs: do not anticipate doing these in person. Instead, look for weekly virtual fairs that the CCC will plan and everyone, everywhere can take part in.
- Paper pledge forms: replace as much as possible with online giving or use of new one-sheet.
- Goal: reach 100% of employees with CCC message.



HONORARY CHAIR

Dr. Angie Paccione

Executive Director

Colorado Department of Higher Education



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PERSPECTIVES

- CCC donors 2019: 91% gave online; 90% made payroll contribution.
- Willingness to give, via Fidelity Charitable nationwide survey: 54% donors plan to maintain giving level; 25% plan to increase giving level.
- Support and endorsement of Governor Jared Polis.



PERSPECTIVES

The CCC provides a simple, way to support the charities and causes you care about the most. Donating just a few dollars a paycheck, you can have a big impact. Monthly giving is convenient for you, and long after you've signed up your gift keeps giving.

Please join me in donating to the CCC this year. Now more than ever, your helping matters.

Governor Jared Polis



CAMPAIGN RESOURCES

Resources

Planning worksheet

2019 Highlights Report

Email templates*

Virtual charity fair calendar

Virtual event ideas

Virtual volunteer opportunities

Charity video links

Charity slideshow

\$1 a day statements

Resource Guide & Directory

iPledge giving site

Website

One-sheet

Pledge processing form

Seed money

Donor prizes

Graphics (CCC logo, 2020 theme image)

**Leadership, kickoff, past donor, mid-campaign, last chance, thank you*

CAMPAIGN RESOURCES



CAMPAIGN RESOURCES

Virtual Event Ideas

Friendly Competition

Cutest Pet Photo Competition

Best Chili Recipe/Photo

Baby Face: Guess the Baby Picture

The Arts

Lunchtime Talent Show

Sidewalk Chalk Art Contest

Virtual Concert

Open Mic Noon

Arts and Crafts How-To

Exercise/Wellness

Virtual Walk/Run (racery.com)

Guided Meditation

Steps Challenge

Giftng/Winning

Online Silent Auction

(32auctions.com)

Candy Grams

(paperlesspost.com)

Guess the Number of Items in the Jar

Learn and Grow

Your Own TED-Style Talk

Charity Speaker

Fun and Games

Trivia Contest

(randomtriviagenerator.com)

Twenty Questions

Pictionary

Charades

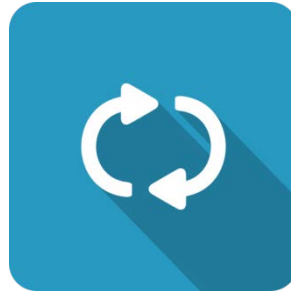
THE FIVE STEPS FORWARD



Plan,
structure,
dream



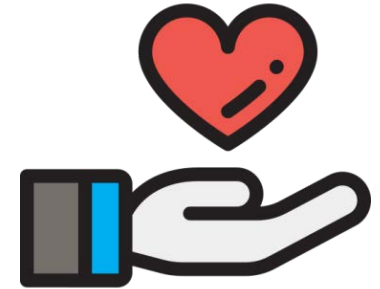
Offer the
opportunity to
give



Lather,
rinse,
repeat



Wrap up
strong



Give
thanks



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THE FIVE STEPS FORWARD

STEP ONE

Plan, structure, dream

- Get endorsement from your department's top leader.
- Work with your supervisor and other top leaders to set start/end date.
- Check with your HR and communications staff on using department communication channels (email, intranet, video meeting platforms) to send campaign messages.



THE FIVE STEPS FORWARD

Continued

- Apply for seed money if you'll have a use for it.
- Investigate the possibilities for fun virtual department events to replace in-person happenings.
- Recruit helpers.

Follow up

- Fill out our online form

(<https://form.jotform.com/202337196834055>)

by Friday, September 11 to order hard copies of resource guides.

- Fill out seed money application once available.



RESOURCE	Helpful for this step?	RESOURCE	Helpful for this step?
Planning worksheet	√	Resource Guide & Directory	
2019 Highlights Report	√	iPledge giving site	
Email templates*		Website	
Virtual charity fair calendar		One-sheet	
Virtual event ideas	√	Pledge processing form	
Virtual volunteer opportunities		Seed money	√
Charity video links		Donor prizes	
Charity slideshow		Graphics (CCC logo, 2020 theme image)	
\$1 a day statements			
<i>*Leadership, kickoff, past donor, mid-campaign, last chance, thank you</i>			



THE FIVE STEPS FORWARD

STEP TWO

Offer the opportunity to give

- Customize email templates, schedule and send out.
- Plan a virtual kickoff featuring department speakers and a charity representative.
- Direct online donors to the giving site (iPledge) and provide a one-sheet (with the one-sheet) to donors who prefer to give on “paper”.



THE FIVE STEPS FORWARD

Continued

- Host a virtual event in place of your usual chili cookoff and ask participants to use iPledge or a one-sheet to make a donation as their “entrance” fee.
- Come to our virtual charity fairs and encourage others to join.
- Send out links to the resource guide, charity videos, virtual charity fair calendar, charity slideshow, \$1 a day statements and virtual volunteer opportunities.
- If using resource guides, hand them out.



THE FIVE STEPS FORWARD

Continued

- Promote prizes (including your own, if you have them to offer).
- Keep the message simple and low-pressure: “If you’re comfortable giving right now, here’s an easy way how.”

Follow Up

- Tell us if you need charity speakers for your kickoffs (info@coloradocombinedcampaign.org): date, time, desired cause.



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Virtual volunteer opportunities	√	Seed money	√
Charity video links	√	Donor prizes	√
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\$1 a day statements	√		

**Leadership, kickoff, past donor, mid-campaign, last chance, thank you*



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THE FIVE STEPS FORWARD

STEP THREE

Lather, rinse, repeat

- After sending out a kickoff email, send a new email each week of your campaign. Keep the message consistent but add a twist each week (links to charity videos, a link to the charity slideshow, the virtual charity fair calendar and \$1 a day statements).
- Try to see if you can get the CCC message out to 100% of your department.



THE FIVE STEPS FORWARD

Continued

- Communicate your department's campaign deadline, to create momentum.
- Remember that people are busy and need to be reminded.

Follow Up

- Keep track of your department's progress at www.ipledgeonline.org/_coloradocombinedcampaign.



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\$1 a day statements	√		

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THE FIVE STEPS FORWARD

STEP FOUR

Wrap up strong

- Remind people of your department's campaign deadline (and the overall deadline, too).
- Collect any paper forms **with** tangible funds (cash, check) and send them to the CCC (c/o Community Shares of Colorado, 789 Sherman Street, Suite 230, Denver, CO 80203).



THE FIVE STEPS FORWARD

Continued

- Scan and email (to info@coloradocombinedcampaign.org) any paper forms **without** tangible funds (payroll contributions, credit/debit card gifts).
- Include a Pledge Processing Form with anything you email or mail to us, so we know how to account for it (and you have a record).



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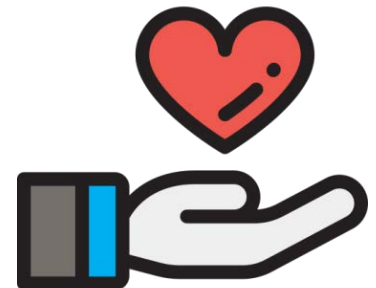
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THE FIVE STEPS FORWARD

FIVE

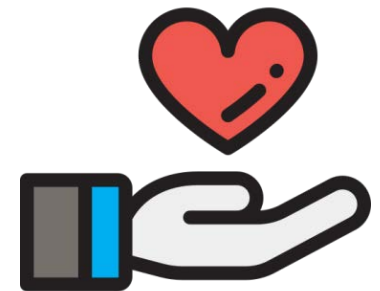
Give thanks

- Use your department communication channels to share results with everyone and express gratitude.
- Send individual email thank-you notes to donors.
- Remind those who didn't give but still want to of the overall campaign deadline.



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POLL

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NONPROFIT NEED

A Tale of Two Nonprofits



Colorado Ballet

Has cancelled the remaining 2020 season, losing 60% of revenue.



The Gathering Place

Has experienced much greater demand (and costs), given that schools, churches and community centers are closed.

NONPROFIT NEED



Kelly Groen
Mental Wellness Program Director



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THE FIVE STEPS FORWARD



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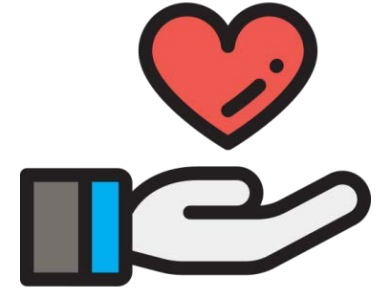
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Wrap up
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CCC CAMPAIGN Q&A

Thursday, Sept. 3, 2020 10:30 AM - 11:30 AM

Join Zoom Meeting:

<https://us02web.zoom.us/j/86143274216?pwd=aVFVbUMxSUc2RmJiWDhwSE2aEJyUT09>

Meeting ID: 861 4327 4216

Passcode: 247360

Dial-in only:

1 346 248 7799 • 1 669 900 6833 • 1 253 215 8782 • 1 312 626 6799 • 1 646
876 9923 • 1 301 715 8592

Find your local number: <https://us02web.zoom.us/u/kdaccSqr96>



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