

Welcome!



COLORADO
COMBINED
CAMPAIGN

Thank you for joining the webinar!

- 1: Campaign overview
- 2: What's NOT new this year
- 3: What IS new this year
- 4: Q&A



2018 campaign overview

- 30th anniversary!
 - \$34 million for Colorado charities*
 - Longtime source of employee engagement*
 - Charitable institution across the state*



2018 campaign overview

- Sustainable: be around 30 years from now
- 2018 goal: 7% increase in donors (“people-raising”)
 - 2500 donors in 2017; seeking an additional 180
 - Three to four per agency/school
 - \$67,000 impact possible



2018 campaign overview

- Tuesday, September 4 – Monday, December 31
-550 Colorado nonprofits to choose from, 20 cause areas



What is NOT new about the campaign

- Giving options
 - On paper, online, recurring, one-time*
- Pledge processing procedures
 - Paper forms to CCC and your payroll*
 - All tangible funds (checks, cash, cards) to CCC*
 - CCC reports all payroll contributions to payroll in January*



What is NOT new about the campaign

- Campaign platforms

- www.coloradocombinedcampaign.org

- www.ipledgeonline.org/_coloradocombinedcampaign

- www.facebook.com/coloradocombinedcampaign



What is NOT new about the campaign

- Support from the top
 - Governor John Hickenlooper
 - Colorado State Patrol Chief Matt Packard, 2018 Honorary Chair



What is NOT new about the campaign

- Traditional campaign resources
 - Resource Guide & Directory*
 - Custom pledge forms*
 - Share with us via Lead Coordinator Information Sheet*



What is NOT new about the campaign

- Templates and other content on website
 - Emails, posters, postcards*
 - Graphics*
 - Fundraising thermometers*
 - Link to governor's video*
 - Forms*
 - Lead Coordinator Resource Manual*



What is NOT new about the campaign

- Ask us for help: nonprofit fairs and speakers
 - Best practices and request form on website (and will send after call)*



What is NOT new about the campaign

- Draft a plan

- Refer to Lead Coordinator Resource Manual*

- Use planning worksheet*



BLUEPRINT FOR SUCCESS

Step One: Learn Campaign Basics

Step Two: Set a Goal

Step Three: Create a Plan

Step Four: Recruit Your Team

Step Five: Grow Awareness and Have Fun!

Step Six: Make the Ask

Step Seven: Monitor and Track

Step Eight: Wrap Up

Step Nine: Say Thank You

Step Ten: Evaluate and prep for next year



What IS new about the campaign

- Seed money program improvements
- Group volunteer project “grants”
- More focus on individual, less on “team” theme



What IS new about the campaign

- Seed money program improvements
 - Switch from reactive to proactive funding*
 - Apply and get your funds up front*
 - \$1100 budgeted; \$50 or \$100 “grants” available*
 - One grant per agency/school*
 - Fill out an online application; receive cash card*
 - First come, first served*
 - Look this week for email containing link*



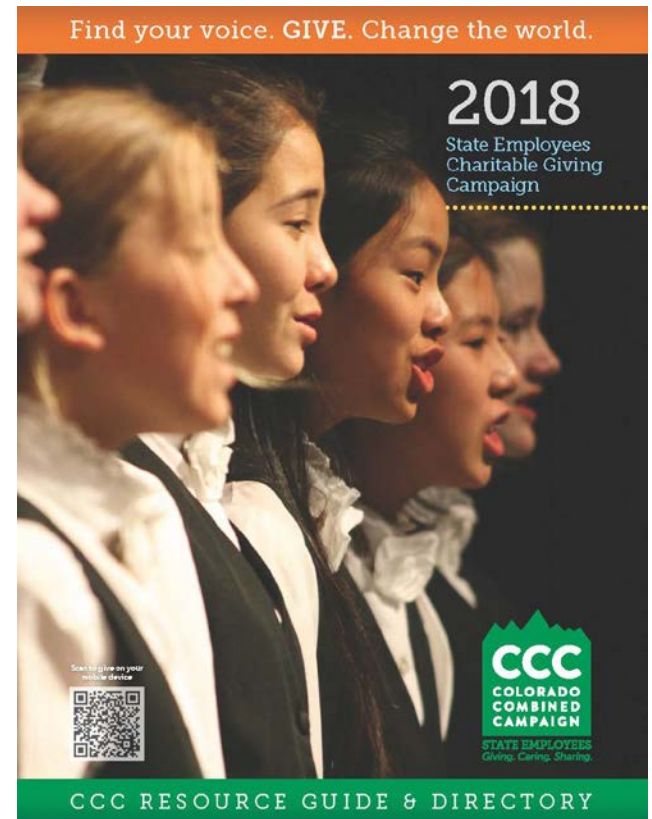
What IS new about the campaign

- Group volunteer project “grants”
 - It's all good: volunteering encourages donating*
 - Ten \$100 grants to fund team volunteer activities*
 - Use for anything you would need for such a project*
 - Use by August 1, 2019*
 - Do project with CCC charity (we'll provide a list)*
 - Online application; look soon for link*



What IS new about the campaign

- More focus on the impact of the individual



What IS new about the campaign

- Lots of prizes! **ALL NEW DONORS**
-Lunch with Governor John Hickenlooper



What IS new about the campaign

- Lots of prizes! ALL DONORS
 - Colorado road trip (Marriott lodging gift card, Loaf 'N Jug gas card, Good Times gift card)
 - Ride along with the Colorado State Patrol
 - Fly along with the Colorado State Patrol
 - Tour of new CBI crime lab
 - Lunch with Colorado State Patrol Chief Matt Packard and tour of the Colorado State Patrol Training Academy



What IS new about the campaign

- Lots of prizes! **NEW DONORS AT \$120 LEVEL**
-\$125 Visa gift card (September, October, November)



What IS new about the campaign

- Lots of prizes! **RETURNING DONORS WITH \$120 INCREASE**

-\$125 Visa gift card (September, October, November)



What IS new about the campaign

- Lots of prizes! DEPARTMENTS THAT INCREASE DONORS BY 7% OR MORE

-Customized tour of State Capitol for up to eight team members





Q&A

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