



A program of Community First Foundation

Online Giving: Latest Trends and Opportunities for Success

2014 Byways Elevated.
Friday, June 20, 2014

Session Overview

- Who is Community First Foundation?
- Trends in Giving
- ColoradoGives and Colorado Gives Day
- Opportunities for Success

Who is Community First Foundation?

COMMUNITY FIRST[®] FOUNDATION

The Power of Philanthropy



Proud recipient of the 2013 Outstanding Foundation award,
presented by National Philanthropy Day
in Colorado Steering Committee



The Power of Philanthropy

About Community First Foundation

We build strong communities by bringing donors and nonprofits together.

Highlights of our work:

- Assisting individuals and businesses with charitable giving.
- Funding community programs.
- Offering financial support and educational opportunities to strengthen nonprofits.
- Increasing community generosity and involvement through online giving.



Our accreditation from the Community Foundations National Standards Board is official confirmation of our sound policies, responsible practices and credibility.

Online Giving is Growing: What are the trends?

Giving Trends

- 2013 Largest year-over-year increase in charitable giving since “Great Recession”
- Overall up 4.9%; online up 13.5% 2013 up 16% in Nov, Dec over last year*
- Greatest increase overall giving = Large Nonprofits
- Greatest increase online giving = Small Nonprofits

* *Source Network for Good and Blackbaud*

Giving in Colorado

- Overall Ranking is 30 out of 50
- Total Contributions \$2.4 billion
- Percent of Income Giving 4.2%
 - National Average is 4.7%

** Chronicle of Philanthropy How America Gives*

Online Giving Trends

- Still Growing – up 13.5%
- 2013 up 16% in Nov, Dec over last year*
- 10% of all Fundraising

** Network for Good, Blackbaud*

Donors' Plans for Year-End Giving*

- 91% of donors plan to give during year-end giving season.
- 54% of donors expect to give the same amount as last year, 31% will give more, and 15% will give less.
- Donors giving more:
 - 49% expect to give up to 10%
 - 34% expect to give 11-25%
 - 14% expect to give 51 - 75%
- Colorado Gives Day Donor Survey Results
 - 59% of donors expect to give the same amount as last year, 35% will give more, and 6% will give less.

**Source Charity Navigator*

ColoradoGives.org
Colorado Gives Day:
What is this?

What is ColoradoGives.org?

The screenshot shows the ColoradoGives.org website homepage. At the top, there are navigation links for 'DONATE' and 'FUNDRAISE', along with 'LOG IN' and 'SIGN UP' buttons. The main header features the ColoradoGives.org logo and the text 'A program of Community First Foundation'. Below this, a large green banner contains the heading 'GIVE WHERE YOU LIVE' and a welcome message. A search bar is provided for finding nonprofits or fundraising pages, with options to search by name, keyword, city, or zip code, or by cause. There are also buttons for 'UPDATE' and 'GO'. The main content area is divided into three columns: 'IN YOUR NEIGHBORHOOD' with a search form, 'WHAT'S YOUR PASSION?' with a search form, and 'ENROLLMENT FOR NONPROFITS'. Below this, there are two sections: 'JUST RECEIVED A DONATION' and 'FUNDRAISING PAGES'. The 'JUST RECEIVED A DONATION' section features three cards: 'Denver Kids, Inc.' (with a star logo), 'Rocky Mountain Stroke Center' (with a mountain logo), and 'Running for Denver YFC' (with a photo of a man). The 'FUNDRAISING PAGES' section features a card for 'Colfax Marathon Double Whammy' with a progress bar showing \$0 raised of a \$180.00 goal.

Search for Nonprofits

Search for a Nonprofit or Fundraising Page

Search by Nonprofit Name, Keyword, City or Zip Code OR Search by Cause



IN YOUR NEIGHBORHOOD

Find out who is working to make your very own community a better place!

Search by City or Zip Code



WHAT'S YOUR PASSION?

Search for nonprofits working on issues you care about most.

Search by Cause

NONPROFIT RESULTS

for "80002"

8 results matched your search. [View you searching for a fundraising page?](#) [Click "Fundraising Pages" on the right Under Type.](#)



Arvada Community Food Bank, Inc.

Our vision is that no one goes hungry in Northern Jefferson County. Our mission is to provide hunger relief services to people in need. Our role is to secure the resources to feed the hungry and the underfed across our community. [LEARN MORE >](#)

[DONATE](#) [FUNDRAISE](#)



Assisted Cycling Tours, Inc.

Assisted Cycling Tours' mission is to enhance the lives of people with disabilities and their families through providing a cycling experience which will increase their self confidence and show the entire family to participate. Our goal is to promote [LEARN MORE >](#)

[DONATE](#) [FUNDRAISE](#)



Carin' Clinic

The mission of the Carin' Clinic is to provide affordable, high-quality health care services to children between the ages of birth and 19 years of low-income families who have no access or limited access to health care, thus promoting healthy children, healthy families. [LEARN MORE >](#)

[DONATE](#) [FUNDRAISE](#)



Colorado ACTS

Colorado ACTS empowers children and youth to develop theater skills to the full extent of their talents and abilities and bring quality theater to the community. The school offers affordable classes and on-stage parts for every student who wants. [LEARN MORE >](#)

[DONATE](#) [FUNDRAISE](#)



Colorado Cattlemen's Agricultural Land Trust

Nearly 20 years ago, the membership of the Colorado Cattlemen's Association (CCA) embarked on a remarkable journey. Led by some visionary leaders like FOR Hanna and Jay Feltner, CCA became the first livestock [LEARN MORE >](#)

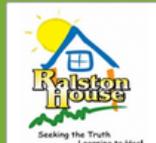
[DONATE](#) [FUNDRAISE](#)



Community First Foundation

We help donors and nonprofits come together to improve quality of life in the Denver area. We are known for ColoradoGives.org, Colorado Gives Day, and helping build the endowments of more than 10 nonprofits. [LEARN MORE >](#)

[DONATE](#) [FUNDRAISE](#)



Ralston House

Ralston House's mission is to provide professional, comprehensive services for sexually, physically or emotionally abused children and their families in a safe place so they can share their stories and begin to heal. [LEARN MORE >](#)

[DONATE](#) [FUNDRAISE](#)



Rocky Flats Cold War Museum

The Rocky Flats Cold War Museum also known as Rocky Flats Institute & Museum is a forum that fosters dialogue about critical environmental and local nuclear realities building on the diverse narratives and legacies of the Rocky Flats Nuclear [LEARN MORE >](#)

[DONATE](#) [FUNDRAISE](#)

TYPE

[NONPROFITS](#)
[FUNDRAISING PAGES](#)

STATUS

[RECENTLY ADDED](#)

[SHOW ALL](#)

REGIONAL CHAMPIONS

[BOULDER COUNTY](#)

[EAGLE COUNTY](#)

[NORTHERN COLORADO](#)

[ALL](#)

ALPHABETICAL

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#)

[J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#)

[R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#)

[Z](#) [SHOW ALL](#)

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[DONATE NOW >](#)

[ADD TO MY FAVORITES](#)

Overview Programs Management Financials Documents Event Super Campaigns



Organizational Overview

Name	Community First Foundation	Mission Statement	To improve quality of life by increasing community generosity and involvement.
Phone	720-898-5900		
Address	6870 West 52nd Ave. Arvada, CO 80002		
EIN	51-0157964		
Website	www.communityfirstfoundation.org	Social	 
Email	info@CommunityFirstFoundation.org		
Former Names	(2007)LMC Community Foundation		

[FINANCIAL GRAPHS](#)

[STATEMENTS](#)

[TESTIMONIALS](#)

FUNDRAISING FOR THIS NONPROFIT

[CREATE A FUNDRAISER >](#)



The Liberty Community Fund of Colorado

by The Liberty Community Fund of Colorado Community First Foundation

The Liberty Community Fund of [LEARN MORE >](#)

\$0 \$50,000.00

20% Funded

229 Days to Go

[DONATE](#)



Colorado Blood Cancer Institute

by Colorado Blood Cancer Institute

Online Cultivation Tools



- Gift of giving
- Purchaser gets tax deduction
- Cultivate donor – they choose you

A screenshot of a Giving eCard from ColoradoGives.org. The card features the organization's logo and name at the top, followed by the tagline "Give where you live." The main message is addressed to "[Recipient's First Name]" and states they have received a Giving eCard for "\$[Amount]". Below this, a message from the purchaser is included. A yellow box contains instructions on how to use the eCard, consisting of three numbered steps: 1. Visit the website to find a charity. 2. Choose the eCard payment option at checkout. 3. Enter the eCard number in the provided space. At the bottom, there are two small text boxes: one stating the eCard is valid for five years and another stating that donations are not tax deductible.

COLORADOGIVES.ORG
A program of Community First Foundation

Give where you live.

[Recipient's First Name], you have received a Giving eCard! **[\$[Amount]]**

has sent you a gift that keeps on giving. With this Giving eCard in the amount of [Amount], you can support any of the local charities featured on ColoradoGives.org and help make your community a better place.

Message from [First Name] [Last Name], [Purchaser's Email]:
[Purchase's message to recipient]

To use your Giving eCard:

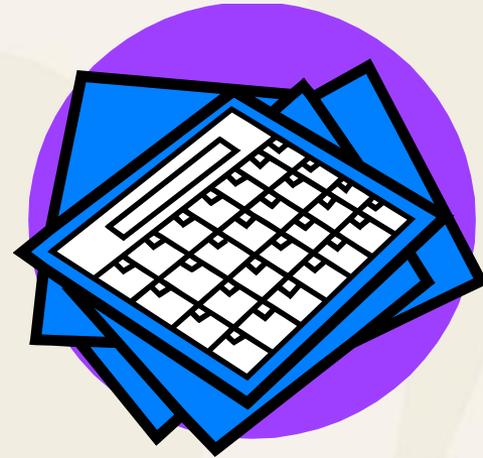
- 1 Visit www.ColoradoGives.org to find the charity or charities you wish to support.
- 2 When you checkout, choose the Giving eCard payment option. (You won't see this option if you are making a scheduled or recurring donation or buying an eCard yourself.)
- 3 Enter your Giving eCard number in the space provided. Your Giving eCard number is: [ecard number]

Your Giving eCard is valid for five years from [date of purchase]. If it is not used before the expiration date, the funds will be transferred to [charity name].

Donations you make using your Giving eCard are not tax deductible. The purchaser of the Giving eCard will receive the tax deduction.

Recurring Donations

- Logistics
 - Flexible timeframe
7 to 365 Days
 - Majority Monthly
- Benefit
 - Known income stream
 - Keeps donors connected
 - Easy to manage



CART

ADD TO CART

CHECKOUT

THANK YOU



Community First Foundation

We help donors and nonprofits come together to improve quality of life in the Denver area. We are known for ColoradoGives.org, Colorado Gives Day, and helping build the endowments of more than 70 nonprofits.



* Donation Amount (\$) USD

* Is this a recurring donation? No Yes

Recurring Donation Details

* First installment date

* How often do you want this donation to recur?

* When should the donation end?

End date

End after payments

End after \$ donated

No end date (ongoing donation)

Donation Details

Where do you want your donation directed?

* Do you want your donation to be anonymous?

Enter name to appear publicly

Is this donation in honor or memory of someone?

Special instructions or comments for nonprofit.
(To donate for a specific purpose, contact the charity in advance to ensure they can honor your request)

* - Required field

CANCEL

ADD TO CART

ABOUT THIRD-PARTY PROCESSING FEES

Credit card and electronic check processing fees are charged by third-party vendors when you make an online donation. Community First Foundation passes two percent of these fees to the nonprofit—one of the lowest processing fees in the country.

COMMON QUESTIONS

Will I receive a receipt for my donation?

Yes, you will automatically receive an on-screen acknowledgment letter and an e-mailed copy. Every donation is tax deductible as a charitable contribution to the full extent permitted by law.

If you make a donation to a charity that offers Child Care or Enterprise Zone credits (additional Colorado state tax credits), Community First Foundation will acknowledge that your donation was processed successfully, but the charity will issue you an additional receipt pursuant to that. To learn more about these tax credits, contact the specific nonprofits.

Where can I learn more about ColoradoGives?
Visit the [FAQs](#) page to learn more details.

In Memory or Honor of Details

Notify with email message

Email address to send notification

First name of person being honored/memorialized

Last name of person being honored/memorialized

Donation from

Note to recipient

Special instructions or comments for nonprofit.
(To donate for a specific purpose, contact the charity in advance to ensure they can honor your request)

* - Required field

CANCEL

ADD TO CART

- If you are unable to add a donation to your cart, please try again using a different browser (e.g., Chrome or Firefox).

“In Honor of”/“In Memory of”



A GIFT

Was made in honor of
[person being memorialized]

from [person sending eNote]
to [nonprofit name]

Comment:
[note from person sending eNote]

GivingFirst.org is an online resource featuring hundreds of Colorado charities. Made possible by Community First Foundation, GivingFirst provides comprehensive, objective and up-to-date information about local charities-and an easy way to support them online.
Give Online. Give Locally. GivingFirst.org
Community First Foundation-6870 W. 52nd Ave., Suite 103-Arvada, Colorado 80002
www.CommunityFirstFoundation.org - www.GivingFirst.org



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Comment:
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Jennie goes bald for Wapiyapi!

Wapiyapi

This Spring I'm shaving my head to stand in solidarity with kids who lose their hair to chemotherapy while fighting cancer.

Please support me by donating money, purchasing products, and/or by giving your time as a volunteer. All of the funds go directly to Camp Wapiyapi, one of my favorite organizations that supports kids dealing with cancer.

Camp Wapiyapi holds a special place in my heart. It's an extraordinary week of fun, love, laughter, craziness, life, and silliness. It's a week where kids dealing with cancer can let go of all worries and just be kids. Wapiyapi is an incredible community of support for campers, families, and volunteers. Find out more at www.wapiyapi.org.

Do you know?

-Campers attend Wapiyapi completely free of cost to them and their families!

-It costs \$200 to send one child to camp!

-This year, Wapiyapi is able to provide a free week of camp to 210 children!

-Wapiyapi needs 400 volunteers to make Camp 2014 a success!

Three ways to support Wapiyapi

1. Volunteer

If you are able to give five days of your summer to change a child's life, please register to volunteer! You get to spend your week with the most amazing kids, people, and energy. It will change your heart and your life, and will make a lasting impact in the lives of our incredible campers.

Session 1: May 31 - June 4, 2014

Session 2: June 5 - June 9, 2014

Session 3: June 10 - June 14, 2014

Register at: www.summercampwapiyapi.com

2. Donate money

If you are in the position to donate money, please click on the "Donate" button. Your donation will help provide our campers with lodging in beautiful Estes Park, Colorado; breakfast, lunch, and dinner for five days; craft snack supplies like ice cream and pizza; beach, pool, and jewelry supplies; exciting activities like zip line, rock climbing, canyoning, and water fights, games, movies, and a campfire; and an awesome dance party with a DJ!

3. Shop to donate

Purchase handmade and donated goods and services, of which all go to Wapiyapi. Visit www.wapiyapi.com/shopandshopwapiyapi to shop and support!

If you aren't able to donate time or money, but are able to donate gas for fundraising or Camp 2014, please contact me. We are always looking for donations that can help us plan fun activities. I would also love to donate product or service on my "Buy" page!

Thank you so much for your support. Together we can make a difference children dealing with cancer.

Jennie Wapiyapi
Wapiyapi volunteer
jenniewapi@gmail.com
303-703-8783



JENNIE'S CAMPAIGN PAGE

DONATE NOW >

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GO TO WEBSITE >
VIEW THIS CAMPAIGN'S PROFILE >
EMAIL THIS CAMPAIGN'S OWNER >

Donated

GOAL: \$2,000.00

RAISED: \$700.00

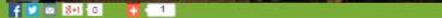
35%



I'm Running the Colfax Half Marathon!

The Joshua School

Hey Friends and Family! Some of you may already know, I am training to run the Colfax Half Marathon on May 18th. I am collecting donations for The Joshua School. The Joshua School is a place where children with autism spectrum disorders and developmental disabilities can learn and grow! Today, it is nationally recognized and a top 10 school for children with autism. If you feel inclined, please donate! There is no minimum, every dollar counts, and all proceeds go directly to the school! THANK YOU!



Help build Ralston's STEM Lab!

Ralston PTA

Ralston PTA is committed to realizing the values set forth by our parent and teacher community. When our members said that STEM (Science, Technology, Engineering, Math) was their most important priority, we not only increased curriculum support around these disciplines... we built a STEM Laboratory! Initially, we made do with generic equipment donations, creative ingenuity of our team members, donations from families, and hard work from parent volunteers and teachers.

Less than a year later, it's an organized, dedicated STEM room, where teachers can bring classes for hands-on experiments several times a week! Our next step in making this a fully functioning laboratory is to purchase industrial strength lab tables, which will be safer, sturdier, and more well-designed for constant scientific use than the re-purposed school tables we use today. The tables have lockable cabinets to protect expensive equipment and built-in outlets which are crucial for the microscopes (which the students LOVE) as well as for technology.

Please make your tax-deductible gift today! +++++Take sure to include the Runners team name in the "Special Instructions/Comments" section of the Donation form if applicable.++++

Or mail a check to:
Ralston Elementary (payable to Ralston PTA, memo - Colfax & team name)



BRITTANY'S CAMPAIGN PAGE

DONATE NOW >

Brittany's Campaign Page

GO TO WEBSITE >

EMAIL THIS CAMPAIGN >

EMAIL THIS CAMPAIGN'S OWNER >

Donated so far: Mary Gerola

GOAL: \$500.00

RAISED: \$240.00

48%

Eller, Holly Bouringer, Anne Blatt, Julie Noonan, Tiffany Beckford, Kathleen Kelley, DW, DU Carmack, Jessica Bomers-reef, Karina Keyes, Debbie Science, Katie

file, Ziv, Tammie East, Lisa Keen, India Zaharias, Kessia Harrison

no more: home



RALSTON'S CAMPAIGN PAGE

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Ralston has 31 generous volunteers from our parent community who have stepped up to run the Colfax Marathon on May 18th to earn money for the STEM Lab. Please donate today to support this effort!

GO TO WEBSITE >

EMAIL THIS CAMPAIGN >

EMAIL THIS CAMPAIGN'S OWNER >

RAISED: Kristian Johnson & Jin

GOAL: \$10,000.00

RAISED: \$6,925.00

70%



A program of Community First Foundation

The Other 364 Days!

\$25.1 million raised total

In 2013

\$8 million donated

53,672 donations

27,004 donors

Average amount per NP \$5,210

Most common donation \$50

Save the Date!

COLORADO COMMUNITY FIRST FOUNDATION
GIVESDAY™
12.09.14



Corporate Partner

Brought to you by...



and corporate partner





An initiative to increase philanthropy in Colorado through online giving.
24 hours to Give where you live! Initial Goal: \$1 million in 1 day

Total Results since 2010

Raised \$56.7 million

Distributed \$58.1 million

Donations 230,043

Opportunity #1: Maximize Mobile

Mobile

- Is your website “responsive”?
- What do your e-mails look like on a smart phone?
- Is your donation form easy to use on a mobile device?
- Do your donors want to interact with you via text message?



eCommerce – Network for Good/PayPal

- 1 in 10 Retail e-commerce dollars are now spent via a mobile device
- 67% more likely to purchase from a mobile-friendly site
- 61% move on to another site if not easy

- 45% of US adults own a smartphone
- 66% of those ages 18-29
- 17% do most of their browsing on their phone



Opportunity #2: Pump Up Your Peer to Peer/Crowdfunding



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no more: none



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Online Cultivation Tools

Fundraising Pages

- Increases involvement
- Brings you more prospects



Ashley's Fundraising Mission
by Ashley Hack

Supporting Zuma's Horse and Animal Rescue Ranch, in Littleton, CO, is a great passion of

[LEARN MORE »](#)

\$0 \$2,000.00

44% Funded 16 Days to Go [DONATE](#)

Crowdfunding – Peer to Peer

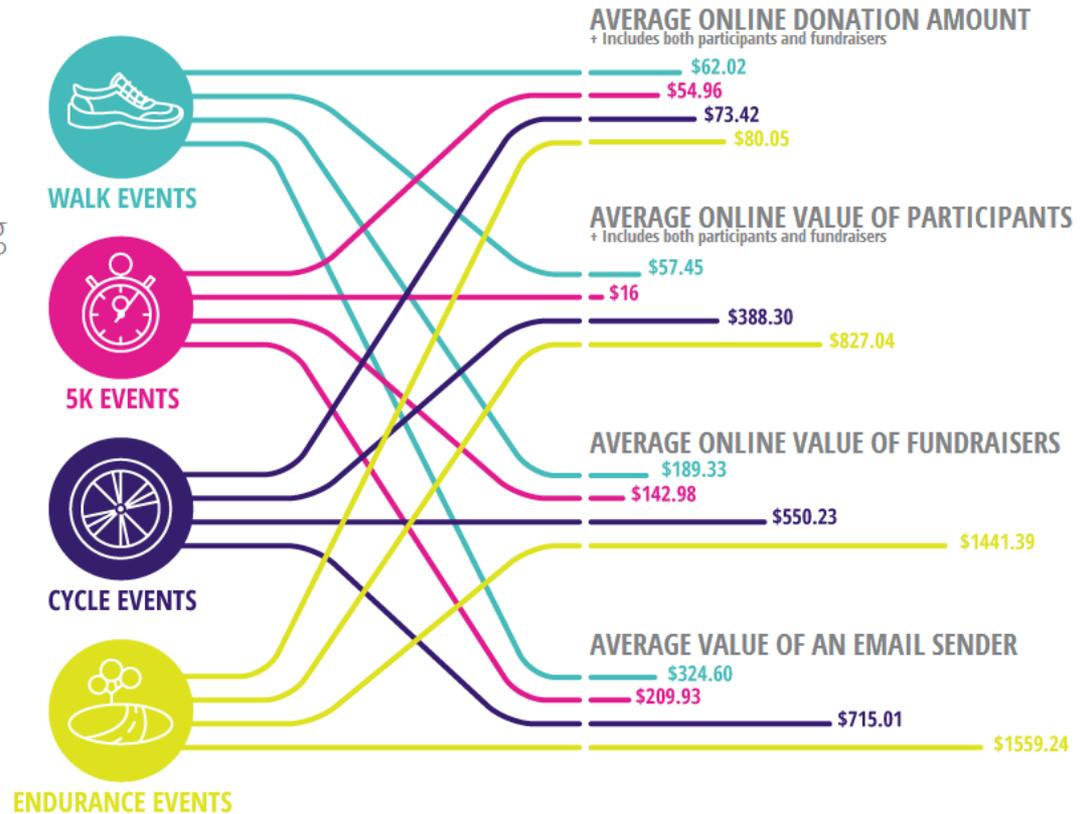
- How much are your event gift amounts compared to your general gifts?
- Does your average gift amount change by the participation type or the participant's connection to your nonprofit?
- What's your average self-donation?
- What events have been most successful for your organization?



Blackbaud Study - Events

OVERVIEW

Peer to peer fundraising events rally supporters to fundraise for your cause. Explore the findings and uncover your supporters fundraising potential!



Opportunity #3: Deliver on your Donor Connection



A program of Community First Foundation

The First-Time Donor...

- Don't let a first-time donor become a one-time donor
- Already has interest in your cause
- Engage them before they think you don't care

Ways to Cultivate First-Time Donors

Thank! Level 101

Timely thank you letters

- Prompt! Within a week
- Addressed to donors
- Don't make another "ask"
- Consider handwritten notes (board member activity)



Note: The automated, online acknowledgement that comes via e-mail and online via ColoradoGives.org does not replace a thank you from your organization

Good Thank You Letters

From Nonprofit Hub blog:
<http://www.nonprofithub.org/featured/best-donor-thank-you-letters/>

The Good and the Bad	
A Good Statement...	A Bad Statement...
Uses language your constituents use.	Uses jargon, doesn't understand your audience.
Is emotionally stirring.	Is logical and cold.
Communicates the "why."	Communicates only the "what" or "how."
Is concise.	Is really long.
Is a single, powerful sentence.	Is a rambling paragraph.
Sounds good spoken out loud.	Is full of clauses and hard to say.
Is memorable.	Is forgettable.
Surprises.	Is dull.
Is actionable.	Can't be quantified.
Is specific.	Is vague.



A program of Community First Foundation

Ways to Cultivate First-Time Donors

Personal phone calls

- Consider personal phone calls for a segment of the donors; e.g., long-time supporter, large donation...

Thank in other avenues

- General thank you's to all donors: website, newsletter, blog, social media
- What did you raise? What will you do with the donations?



A program of Community First Foundation

How to Lose a New Donor

- Poor service or communication
- Never thanked for donating
- No memory of supporting
- No information on how monies were used
- Thought the charity did not need them

Excerpted from excerpted from Network for Good Blog on Why They Leave



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Cultivating New Donors

- Dedicate time to cultivation
- Cheaper to retain than to acquire new donors
- Create a plan



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Cultivating New Donors

- You are Building a Relationship
- Like a love relationship where he leaves you because you ignore him, lie, don't return calls, are late/not timely, don't appreciate him

From Blackbaud webinar featuring Adrian Sargeant (the Robert F. Hartsook Chair in Fundraising at the Center on Philanthropy at Indiana University and consultant)

Opportunity #4: Analyze Your Data

Progression of a Donor



- Don't make assumptions about "small" donors
- Commitments start small and can grow over time
- Cumulative impact of a dedicated donor



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Progression of a Donor

- Doesn't have to be about money
- How else can a donor progress?
 - advocate
 - volunteer
 - fundraiser (Fundraising Pages)
 - A networker bringing you more donors
- Other ideas?



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The First-Time Donor

- May not know much about you
- Asked to donate from a friend's fundraising page?
- Discovered you via search?
- Responded to an e-mail forwarded by a friend?
- Heard about you through a news or radio feature?
- Saw an ad with your logo on it?



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Segmenting Your Donor Database

- Most Common
 - Age
 - # of Donations
 - Size of Gifts
- How about ...
 - How they donate?
 - When they donate?
 - Why they donate?
- What else?

**Way #5:
Tap into
Colorado Gives Day**

- I. (78% response rate)
- II. 76% of NPs reported at least one new donor
- III. 18% reported 10 or more new donors
- IV. 9% reported at least one reported receiving \$5000 or more from first-time donors



Plan! Plan! Plan!

- Set a Goal
- Incorporate fundraising pages
- Involve board/staff
- Prizes, Incentives
- Incorporate into your Annual Appeal



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The logo for Colorado Gives.org is a stylized, swirling yellow and orange shape that resembles a sun or a flower, positioned behind the main text.

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