

CASACD's Colorado Gives Day Campaign Plan

December 5th
2023

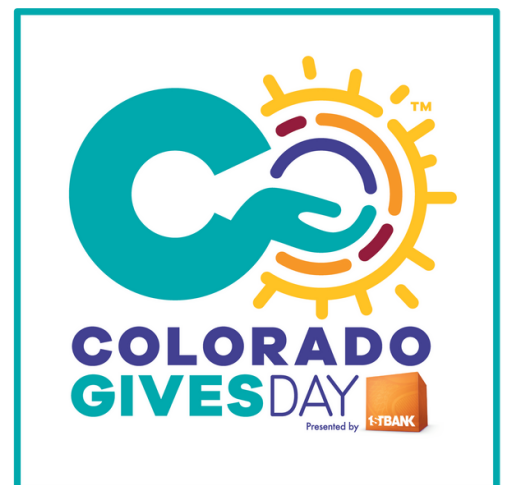


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CASA

Court Appointed Special Advocates
FOR CHILDREN

CASA OF THE CONTINENTAL DIVIDE

Introduction

Colorado Gives Day launched in 2010 as a way to give local nonprofits a unique opportunity to raise funds while educating donors on what their organization does. Since its launch, it has raised \$415 million, making it one of the most successful giving days in the nation. Each December Coloradans come together with the common goal to strengthen the community by helping to empower nonprofits.

This year, Colorado Gives Day has updates and new branding tools that are projected to make it the largest year of fundraising for local Colorado nonprofits to date. Beginning on November 1st, more than 3,400 nonprofits can receive donations towards their CGD campaigns, with multiple new opportunities to win prizes, incentives, and more.

CASA of the Continental Divide (CASACD) has participated in Colorado Gives Day since its launch in 2010, bringing in thousands of dollars towards its mission to guide volunteer advocates who ensure a child's safety, best interest and well-being are at the forefront of legal proceedings. This year's campaign will attempt to utilize Colorado Gives Day's prizes, incentives, and digital opportunities to their full potential, while successfully spreading our brand, mission, and organization with new and existing donors in the community.



About CASACD



24

years of child advocacy services across Clear Creek, Lake, Summit and Eagle Counties.



33,501

hours donated by CASA volunteers since our founding.



80

Children served annually.



256

children found to be in safe and permanent homes with the help of our advocates.



Our Mission

CASA of the Continental Divide guides volunteer advocates who ensure a child's safety, best interest and well-being are at the forefront of legal proceedings.



Goals

CASA of the Continental Divide (CASACD) would like to reach new fundraising heights this Colorado Gives Day, on December 5th.

Goal 1

Raise \$25,000 in donations.

Goal 2

Receive at least 70 individual donations by the end of the 2023 Colorado Gives Day fundraiser.

Goal 3

Forge relationships with new businesses and donors.

Strategies, Tactics & Messages

Goal 1

Raise \$25,000 in donations.

> Strategies

Strategy 1: Branding & Consistency

Our first strategy is to ensure our Colorado Gives Day marketing campaign has a singular brand and voice across all platforms. We want donors to recognize our logo alongside imagery, fonts, and messaging that is reflective of our organization's mission.

Strategy 2: Creative Approaches

This year's goal of \$25,000 will require us to raise \$10,000 more in funding than we received in 2022. This means it is imperative that we try new and creative approaches to reach a wider audience of donors.

> Tactics

Strategy 1 Tactics

- Create 20 branded posts, 5 branded emails, and 100 branded postcards.
- Define dates and times for each branded material's release.

Strategy 2 Tactics

- Employ a hybrid digital and print campaign with digital marketing and a mailing campaign to reach more donors.
- Utilize peer-to-peer fundraising, encouraging staff, board, and a corporate sponsor to create fundraising pages on our behalf.

> Messages

Strategy 1 Messages

- **CASACD's Mission:** *CASA of the Continental Divide guides volunteer advocates who ensure a child's safety, best interest and well-being are at the forefront of legal proceedings.*
- **Colorado Gives Tagline:** *Easily the best day to give.*
- Prepare four 1-2 sentence call to actions for each of our posts and emails.*

Strategy 2 Messages

- **For Staff & Board:** *"Create a fundraising page and share it with family and friends for a chance to be Fundraiser of the Year!"*
- **For Corporate Sponsors:** *"This is a free opportunity to sponsor our charity for 2023 Colorado Gives Day. In exchange for sharing our fundraising page with your company, we would love to recognize you as our Colorado Gives corporate sponsor."*

Strategies, Tactics & Messages

Goal 2 Receive at least 70 individual donations by the end of the 2023 Colorado Gives Day fundraiser.

> Strategies

Strategy 1: Spread marketing across 5th Judicial District

We would like to evenly spread our campaign efforts across Clear Creek, Lake, Summit and Eagle Counties. This will help us maximize our reach, and diversify the funding we receive in each county.

Strategy 2: Promote new and exciting CO Gives features

Colorado Gives 365 is offering donors multiple different ways to make their donation worth their while, including different incentives, prizes and games. Advertising these new features will hopefully attract different donor bases that we haven't reached before.

> Tactics

Strategy 1 Tactics

- Reach out to each county's local news outlets, radio stations, rotary clubs, etc. with a press release or prepared statement with a call to action.
- Utilize each county's local volunteers, staff, and external help to spread awareness to our campaign.

Strategy 2 Tactics

- Insert the new donation features into social media posts and email blasts beforehand.
- Post "Live" stories when each new feature is launched to keep your followers excited.

> Messages

Strategy 1 Messages

- Draft a press release using the 1-2 sentence call to actions we are using across our platforms.*
- "100% of donations benefit CASA of the Continental Divide's mission (...)"

Strategy 2 Messages

- "Trivia Week is Nov. 27th - Dec. 1st. Help CASACD win \$1,000 by playing!"
- "Did you know that donating to CASACD on Giving Tuesday could help us raise \$4,000 in prize funds?"
- "Power Hour is live NOW! Make your donation go farther by donating to CASACD within the next hour!"

Strategies, Tactics & Messages

Goal 3 Forge new relationships with businesses and donors.

> Strategies

Strategy 1: Develop community partnerships

By serving four counties in Colorado, we hold great potential for diversifying our donations, and outreach. We would like to develop long-lasting, mutually beneficial relationships with community businesses and partners that share our vision for children and families.

Strategy 2: Connect with our donors

Whether they are long-time supporters, or first-time givers, CASACD wants to define new and positive relationships with each person who donates to our Colorado Gives Day campaign and beyond.

> Tactics

Strategy 1 Tactics

- Research, identify, and reach out to businesses in each of our four counties that may be a good fit for a partnership.
- Obtain at least one corporate sponsor, who creates and shares our Colorado Gives Day fundraising page with their staff, friends and family in exchange for recognition.

Strategy 2 Tactics

- Define a 'contact policy': For each donation, contact must be made within 24 hours.
- Ask questions of each donor for better insight into future fundraisers.
- Personalized thank you letters to each supporter at the end of the campaign.

> Messages

Strategy 1 Messages

- *"Hi ____, my name is ____ and I work with CASA of the Continental Divide. We are a nonprofit serving children in ____ County who are victims of abuse and neglect. I'm reaching out to ____ because we are seeking new partnerships for fundraising in the community. I would love to connect with you and pitch an idea to partner for Colorado Gives Day, where we promote your charitable business across our platforms, and in exchange you share our Colorado Gives Day fundraising page with your company and colleagues in case they would like to donate to our cause!"*

Strategy 2 Messages

- **Questions to add to donation form:** Where did you hear about us? Phone number?
- Thank you template coming soon*

Timeline

01

PHASE



October

- ✓ Create, organize, and mail out postcards to 100 donors by Oct. 15th.
- ✓ Include Colorado Gives Day reminders in donor, board, and volunteer newsletters.
- ✓ Prepare campaign on website & fundraising page before Oct. 20th.

02

PHASE



November

- ✓ Campaign launches on November 1st on all platforms.
- ✓ Obtain a corporate sponsor no later than November 20th.
- ✓ Emails go out once a week.
- ✓ Posts on Instagram and Facebook publish twice a week.
- ✓ Trivia Week begins on Nov. 27th.
- ✓ Giving Tuesday is on Nov. 28th. 🌟

03

PHASE



December

- ✓ Ramp up advertising efforts on all platforms.
- ✓ Dec. 1st-4th: Post twice a day on Instagram and Facebook.
- ✓ Dec 1st: Email Blast
- ✓ Dec 5th: Email Blast
- ✓ Dec 5th: Colorado Gives Day. 🌟
- ✓ Post on Instagram and Facebook once in the AM, and every hour after 5PM on December 5th.
- ✓ December 7th: Thank you message across all platforms.
- ✓ Prepare thank you letters and CTC forms to be mailed out by Dec. 15th.
- ✓ Team Evaluation by Dec. 20th.



Budget

Revenue

Department	Number	Projected Revenue	Actual Revenue
Donors	70	\$22,000	
Corporate Sponsor(s) 🌟	1	\$2,000	
Donations after Colorado Gives Day	5	\$1,000	
Total		\$25,000	

🌟 The corporate sponsor tab entails that the business agrees to match up to \$2,000 in their company's donations.

Expenses

Department	Number	Projected Expenses	Actual Expenses
Boosted Posts	2	\$100	
Post Cards	100	\$130	
Prize for Fundraising Page	1	\$20	
Total		\$250	
Net Revenue		\$24,750	

Evaluation

There are 3 key indicators that we can evaluate to see how this Colorado Gives Day campaign went after the final analysis on December 31st.

✓ Key Indicator #1

Did we reach 70 individual donors through the Colorado Gives Day fundraising page?

✓ Key Indicator #2

Did we reach our internal goal of \$25,000, or our external goal of \$20,000?

✓ Key Indicator #3

Did we obtain new partnerships from businesses and community stakeholders during this campaign?

Questions to discuss after the campaign is finished:

If you did not reach your goal number in donors or funds, what do you think could have been improved?

How did this campaign benefit CASACD as a whole?



Brand Guide

Please use this guide exclusively when creating any social media, print, email or written materials for sharing with the community for the 2023 Colorado Gives Day campaign.

Colorado Gives Day Colors



#FFC429



#F89728



#0EAAAE



#434090

CASA Colors

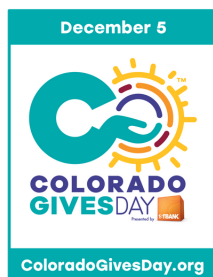


#0E3262



#EC302E

Colorado Gives Day Logo(s)



CASA Logo



Font Families

Main Font:

Montserrat Normal

Montserrat Bold

Accent Font:

Le Petit Cochon

Voice

This year's campaign voice will aim to be positive, impactful and direct. With the limit of 1-2 sentences on each social media post, we will need to convey our mission and vision with a call to action in a concise and clear manner that will inspire donors to support us.

Imagery



Inclusive



Bright



Positive

**Brand Guide
Cont.**

Marketing Materials

Social Media Post Examples



Marketing Materials

Postcard Examples

Coming Soon

Writing Examples

Coming Soon