



A program of Community First Foundation

CrowdFUNDing, CROWDfunding, and CrowdFUNding

Tech4Good Denver
July 20, 2016

Making the Pie Bigger!





Jennie goes bald for Wapiyapi!

Wapiyapi

This Spring I'm shaving my head in solidarity with kids who lose their hair in 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 support kids dealing with cancer.

Camp Wapiyapi holds a special place in my heart. It's an extraordinary week of fun, love, laughter, kindness, life, and smiles. 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.summerofgiveness.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, Gates Park, Colorado, breakfast, lunch, and dinner for five days; craft, snack supplies like hair dye, cosmetics and paint, beads, glue, and jewelry supplies; evening activities like tag, the rock climbing, coloring, 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/shopandshopup to shop and support!

If you aren't able to donate time or money, but are able to donate go for fundraising at Camp 2014, please contact me. We are always looking for donors 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 for children dealing with cancer.

Jennie Hayden
Wapiyapi volunteer
jennieday@gmail.com
303-709-4752



JENNIE'S CAMPAIGN PAGE

DONATE NOW >

Camp Wapiyapi holds a special place in my heart. It's an extraordinary week of fun, love, laughter, kindness, life, and smiles. It's a week where kids dealing with cancer can let go of all worries and just be kids.

GO TO WEBSITE >
EMAIL THIS NONPROFIT >
EMAIL THIS CAMPAIGN'S OWNER >

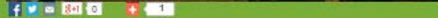
GOAL: \$2,000.00
RAISED: \$700.00
65%



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 NONPROFIT >

EMAIL THIS CAMPAIGN'S OWNER >

Donated so far: Mary Garola

GOAL: \$500.00

RAISED: \$240.00

48%

eller, Holly Sprunger, Anne Stutz, Julie Noonan, Tiffany Beckford, Kathleen Kelley, D.J. Carmack, Jessica Bomers, reef, Karine Keyes, Debbie Science, Katie file, Dv, Tammy East, Lisa Keen, Ivrita Zaharias, Kessa Harrison

no more: home



RALSTON'S CAMPAIGN PAGE

DONATE NOW >

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 NONPROFIT >

EMAIL THIS CAMPAIGN'S OWNER >

RSS | Kieran Johnson & Jin

GOAL: \$10,000.00

RAISED: \$6,925.00

70%



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Online Tools – Fundraising Pages

- Your supporters fundraise on your behalf
- Increases involvement
- Brings you more first-time donors
- Drive immediacy
- Focuses giving for donor



A screenshot of a fundraising page for "Ashley's Fundraising Mission". At the top is a photo of a woman in a blue shirt standing next to a brown horse in a stable. Below the photo is the title "Ashley's Fundraising Mission" in white text on a dark orange background, followed by "by Ashley Hack". The main text describes the mission: "Supporting Zuma's Horse and Animal Rescue Ranch, in Littleton, CO, is a great passion of" with a "LEARN MORE" link. A progress bar shows "\$0" raised out of a "\$2,000.00" goal. At the bottom, there are three buttons: "44% Funded", "16 Days to Go", and a "DONATE" button.

Maximizing Colorado Gives Day



Fundraising Pages

Search by Cause: **102**
 Search by County:



Team Chompers

The Greenway Foundation

How Team Chompers achieve their goal:

Team Chompers' mission and focus is to raise \$25,000 for The Greenway Foundation's Environmental, Cultural, Employment and Education. Our team is a coalition of some of the most talented and energetic employees of The Mountain States (TMS).

We represent the heart and soul of TMS's South Platte River Environmental Education (SPREE) program's SPREC office year-round field trip opportunities to local Denver schools and summer camp programs to youth in the area.

Meet the Team:


- John Dyer - Network Director
- Tactical Dyer - Education and Development Coordinator
- Anna W. Reynolds - Event Director
- Dakota - Office Education
- Changping - SPREC Lead

How can you help Team Chompers? Schedule a donation today!

- \$10 = Two student scholarships for a field trip
- \$25 = Two student scholarships for a field trip
- \$50 = Two field trips for service teams
- \$100 = A full class on a SPREC field trip or a full scholarship for summer camp
- \$250 = A full class on a SPREC field trip
- \$1,500 = A full summer camp scholarship

Make more of your donation:

- \$1000 = Meet a conservationist for a field trip
- \$1500 = A full class on a SPREC field trip or a full scholarship for summer camp
- \$4000 = Friend of the South Platte Level - Help us achieve our goal of 400 donors at \$40 for our 40th year! The guarantee: 100% a sustainable future.



THE GREENWAY FOUNDATION'S CAMPAIGN PAGE

[DONATE NOW >](#)

Keep our youth outside and learning!

BE TO GIVERS >

ENROLL THIS COMPANY >

ENROLL THIS COMPANY'S SUBS >


ENROLL THIS COMPANY'S SUBS >

GOALS LEFT: 3

GOAL: \$1,000.00

RAISED: \$1,000.00

41%





Team Crusher

The Greenway Foundation

How Team Crusher achieve their goal:

Team Crusher is a highly motivated group looking to raise \$5,000 for The Greenway Foundation's Environmental, Cultural, Employment and Education. We represent the diverse and ambitious efforts of The Greenway Foundation (TGF).

Team Crusher helps TGF offer various events (South Platte River Fair, Gate on the Bridge, Taking for Kids) that attract Denver locals to their urban water ways. In addition to these efforts, TGF employs high school youth in our River Ranger program to connect students to the field of environmental education.

Meet the Team:

- Jeff Steinhilber - Executive Director
- Mary Rounde - Youth Development Director
- Marjorie Reed - Educator and Sports Team Leader
- Ramsey Stewart - Educator and former River Ranger
- Crusher - SPREC's Special Assistant

How can you help Team Crusher? Schedule a donation today!

- \$10 = Pay for two students' field trips
- \$25 = Pay for four students' field trips
- \$50 = Supply a River Ranger for a day
- \$100 = Pay for materials for one of our free family events like Art on the River or Panning on the Platte
- \$250 = Employ a high school River Ranger for a week
- \$1,000 = Employ a high school River Ranger for half of a summer
- \$2,000 = Employ a River Ranger for a summer

Make more of your donation:

- \$1000 = Meet a class representative for a field trip
- \$1500 = Pay for the materials of one of our free weekend events like Art on the River or Panning on the Platte
- \$4000 = Friend of the South Platte Level - Help us achieve our goal of 400 donors at \$40 for our 40th year! The guarantee: 100% a sustainable future.

Any amount makes a great difference!



THE GREENWAY FOUNDATION'S CAMPAIGN PAGE

[DONATE NOW >](#)

Engage the community on the River!

BE TO GIVERS >

ENROLL THIS COMPANY >

ENROLL THIS COMPANY'S SUBS >

ENROLL THIS COMPANY'S SUBS >

GOALS LEFT: 0

GOAL: \$5,000.00

RAISED: \$1,000.00

21%



What does the fox say?
Walking Mountains
If you like kids and you like nature and you like science, you should probably donate a few dollars here.

Incentive Fund
Amount: \$20.00
Provider: Gabi
Details: For \$20 I will send you a handwritten thank you note, featuring exemplary cursive handwriting that took 4th place in the 1996 Rochester Jewish Cursive Competition.

For \$50 I will invite you to come join in during a Walking Mountains field science program.

For \$100 I will send you a personalized video of me singing about Abiotic Factors to the tune of Rhianna's 'We Found Love'.

For \$250 I will come to your home and cook you a tasty dinner of traditional Yiddish cuisine.

And for \$500 I will promise not to shave for 6 months. I will also send you weekly photo progress updates.

Happy donating!

Video
Walking Mountains Science Center

GABRIEL'S CAMPAIGN PAGE
DONATE NOW >
Yaay nature
GO TO WEBSITE »
EMAIL THIS NONPROFIT »
Dor
DAYS LEFT: 2
GOAL: \$250.00
INCENTIVE: \$20.00
RAISED: \$100.00
40%

Most Creative Staff Fundraising Page

For \$20 I will send you a handwritten thank you note, featuring exemplary cursive handwriting that took 4th place in the 1996 Rochester Jewish Cursive Competition.

For \$50 I will invite you to come join in during a Walking Mountains field science program.

For \$100 I will send you a personalized video of me singing about Abiotic Factors to the tune of Rhianna's 'We Found Love'.

For \$250 I will come to your home and cook you a tasty dinner of traditional Yiddish cuisine.

And for \$500 I will promise not to shave for 6 months. I will also send you weekly photo progress updates.



Ideas for Colorado Gives Day

- Encourage board members and volunteers to use pages
- Have board and/or staff fundraising contests
- Offer prizes, incentives, competitions for raising the most through a page
- Great way to showcase a matching gift



Help Your Supporters

Help supporters set up their pages

- Walk through the process over the phone
- Hold a “create your fundraising page” event to walk through the process in a group setting
- Set goal end date PAST Dec. 10 for Colorado Gives Day

Help supporters promote their pages

- Provide email copy to tell their friends and family about the page and ask for donations
- Provide tips for timing of e-mails and social media
- Encourage social media announcements

How do I cultivate crowdfunding donors?



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Don't let a crowdfunding donor
become
a one-time donor...



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First-Time Donor: How can you connect with them?

- Check the comment section from their donation
- Already has interest in your cause
- May not know much about you
- Engage them before they think you don't care



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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



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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)



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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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Delighting Your Donors

Instill a Gratitude Culture

- Write a note card a day
- Set aside 15 minutes each day for a thank you call, text, tweet
- Give your board members assignments to call and thank donors
- Give your program staff assignments to call and thank donors
- Institute a practice of TYIF (Thank You It's Friday)



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Dana Rinderknecht
Director of Online Giving

DRinderknecht@CommunityFirstFoundation.org
720-898-5911

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

COLORADOGIVES.ORG

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