

Please complete our survey!

Survey results are used to better plan future forums around topics of your choice. Let us know what we did well and/or what we need to work on:

<http://t4gdenver.org/forumsurvey/>

Nonprofit Enrollment

About ColoradoGives

ColoradoGives is a program of Community First Foundation. It encourages charitable giving by providing comprehensive, objective and up-to-date information about local nonprofits and a fun, easy way to support them online. A year-round online giving website featuring profiles of more than 2,300 Colorado nonprofits; it is also the platform for Colorado Gives Day.

How to Enroll

Enrollment for new nonprofits is March through August annually. Once you complete the enrollment form, you must submit a new profile for first review by **August 31, 2018 at 5 p.m.** in order to participate in Colorado Gives Day.

Step 1: Ensure your organization satisfies the eligibility requirements (below)

To participate in the ColoradoGives program, an organization must be:

- A 501(c)(3) tax-exempt nonprofit organization
- Headquartered or providing services with a physical office in Colorado
- Reporting at least one previous year of financials with \$50,000 in annual revenue or \$25,000 in net assets as shown on most recent 990, 990EZ, third-party audit, third-party review or third-party compilation (please note: a 990-N does not meet this requirement)
- Registered with the Secretary of State with:
 - A valid Certificate of Registration
 - A valid Certificate of Good Standing

The following are not eligible to participate:

- Private foundations (filing a 990PF)
- Supporting organizations (charity status of 509(a)(3))
- Public safety organizations (charity status of 509(a)(4))

Step 2: Review the Overview of Process to Create a Profile (<http://bit.ly/2Pa2sD4>).

Step 3: Complete and submit the enrollment form (<http://bit.ly/2vFqxJC>) to begin the process of creating a nonprofit profile (please note: completing the enrollment form is not submitting your profile for first review, it's just how you get a login to start the process).

We highly recommend that if you are interested in participating in 2018, you complete the enrollment form A.S.A.P. and do not wait until August 31st as it is highly unlikely you will have time to complete and submit a profile that quickly.

For more information, see our enrollment page:

<https://www.coloradogives.org/index.php?section=content&action=inquiry>

Helpful Links

These links provide additional information on Colorado Gives Day as well as the tools you need to market it.

- **Colorado Gives Day FAQs:** <https://www.coloradogives.org/cogivesday/nonprofitFAQs>
- **Nonprofit Toolkit:** <https://www.coloradogives.org/cogivesday/nonprofitToolkit>
- **Colorado Gives Day 2018 Planning Timeline:** <http://bit.ly/2Pa4MKi>

For additional questions call 720.898.5900 or email cogives@CommunityFirstFoundation.org

Week before, day of, and day after plan
#Give4Garnet
4.18.18

Get ready!

1. If you haven't yet, please go to the G4G website (Give4Garnet.sc.edu) and scroll down to find your cause, or unit. Read up on it and see what they're involved in. Your unit leader will know more as well.

2. And beyond your units messaging, there are some key messages around the entire day. If you haven't yet, please read the ambassador messaging document in the document section of this Facebook group. You could also download it here!

<https://www.dropbox.com/s/b2btwlikc5rwzn5/Ambassador%20Messaging%20Document%20-%20G4G%20-%202018.pdf?dl=0>

Week before [Wednesday, April 11]

1. Launching a second teaser video for you to share on your pages

2. Along with sharing the video on Wednesday, we'll be ramping up a lot more social media for you to use including:

- Gifs specific to 1 week out
- A set of graphics for a 5 day countdown
- A Facebook profile image [go on FB to use it]
- New social media headers
- New deliverables are available at bit.ly/smaq4g

3. Also, before then, if you haven't gone to the FB event and invite your friends [the link will be in the FB group or it's on UofSC's main page] please do!

TODAY IS THE DAY!!
GIVE 4 GARNET on 4/18/18

1. Focus 4 - 6 times throughout the day on Facebook/Twitter and 1 batch of emails to your personal contacts via the unit pages

2. Additionally, we'll give you graphics that are all yours:

- .gifs
- Memes
- An "I gave" .gif

3. Share the videos as they come up on the website

GIVE
4.18.2018
GARNET

A DAY OF GIVING

- **Wake up! You'll find a Confetti video, Instagram Story and Snapchat story launched**
- **6:00 AM: Lou Kennedy (Nephron) video**
- **1:30 PM: Darius video**
- **6:00 PM: President Pastides video**

4. Share milestone graphics as they pop up throughout the day

In review:

- Get excited!
- Share and post day of videos
- Go crazy with memes, gifs and all content!
- Once you give, share "I gave" .gif
- Share milestone images once posted on UofSC pages
- Use Amplo re-share button at the bottom of each unit page to send emails, tweets, Facebook posts and texts
- Use hashtag #Give4Garnet and #UofSC whenever you're talking about Give 4 Garnet so UofSC can see your posts and comment and share

Also, We'll have day of activities in front of the Russell House [Rain location is inside the Russell House]!

- A social media vending machine
- Selfies with UofSC celebrities including President Pastides, Marcus Lattimore, George Rogers, Cocky and more
- The 2018 Homecoming Theme Reveal at 11:45am
- Free food, giveaways, games, music and so much more!

Day after

We did it! It's the day after! (Now what?)

That morning we'll post a President Pastides "Thank You" video. Please share it with the hashtag #Grateful4Garnet

Sample posts:

Facebook

[SHARE UofSC EVENT]: "I will #Give4Garnet to support [INSERT UNIT CAUSE]."

"Give to a cause of your choice on 4.18 between 5:59 a.m. and midnight to make Carolina history! Every little piece will make a big impact in meeting the goal of \$3 million in 18 hours and 1 minute! Find out where your piece will really matter: <http://bit.ly/g4g2018> [INSERT CONFETTI EMOJI]"

Twitter [WITH IMAGE]

"I #Give4Garnet to support [INSERT UNIT CAUSE]. Every little piece will make a big impact on 4.18 in meeting the goal of \$3 million in 18 hrs and 1 min! Find out where your piece can really matter: <http://bit.ly/g4g2018> [INSERT CONFETTI EMOJI] #UofSC"

Instagram [WITH IMAGE]

I will #Give4Garnet to support [INSERT UNIT CAUSE].
and/or "Give to a UofSC cause of your choice on 4.18 to make Carolina history!
Every little piece will make a big impact in meeting the goal of \$3 million in 18 hours and 1 minute! Find out where your piece can really matter by visiting Give4Garnet.sc.edu. [INSERT ALL CONFETTI / CELEBRATION EMOJIS]
#UofSC #ForeverToThee"

Thea M. Rounsaville



Campaign	Date	Outlet	Timing	Action	Staff Responsible	Priority
30 days email	12/1/2018	30 days to get your gift in before EOY. Make the holidays brighter.. Feed365/eblast	one-day	Funds	Janie, Ben	2
Pictures of Check Presentations/Events	12/1/2018		Ongoing		Janie, Kristina	2
Facebook/Twitter Posts	12/1/2018		Ongoing		Janie, Kristina	3
Colorado Gives Day	12/4/2018		one-day	Funds	Ryan, Janie, Kim	1
	11/6/2018	email blast/facebook/ twitter announcing CGD Opportunity				
	11/20/2018	eblast reminder of CGD with story of food recipient				
	11/27/2018	GIVING TUESDAY eblast/facebook/twitter to remind people to set CGD donation				
	11/27/2018	CGD highlight on website main page				
	12/3/2018	..only 24 hrs left to CGD eblast/facebook/twitter				
Holiday e-cards	12/6/2018	promote holiday honorariums through website and e-blast	Ongoing	Funds	Janie, cathy	1
DIRECT MAIL Holiday, Year end	12/10/2018	online donors & offline mail. Same look/same message	2 weeks	Funds	Janie, Kim	1
Holiday Blog	12/12/2018	Story of recipient matched with why I give donor. Eblast/facebook	one-day	Funds/Food/Time		2
Ugly Sweater Event	12/15/2018	Facebook only event	one-day	Time	Kristina	2
Thank You	12/24/2018	thank you video. Eblast/homepage/facebook	one-day	None	Janie	1
Lightbox - New Year is Coming	12/26/2018	Give Now Lightbox on home page.	1 Week	Funds	Janie	1
Volunteer Spotlight	12/18/2018	Facebook / website	one-day	Time	Kristina, Janie	2