



## Newsletter/Email Copy

**Below is sample verbiage to help with your outreach efforts.**

### Option 1

Support [insert organization's name] on Colorado Gives Day!

Colorado's largest day of giving, Colorado Gives Day, is taking place on Tuesday, December 8th, 2020. On this day, thousands of people come together to support Colorado nonprofits like ours.

When you donate to [name], you're helping us [mission/cause/achievement]. Our program is the only [what makes you organization unique and important].

Please help us reach our goal of [dollar amount, number of donations, etc.]. Thanks to the \$1 Million Incentive Fund from Community First Foundation and FirstBank, your donation goes further on Colorado Gives Day. To donate to us on Colorado Gives Day, go to [insert link to your ColoradoGives.org donation page]. Or, beginning November 1, schedule your donation early!

### Option 2

#### **Your Donation Goes Further Colorado Gives Day!**

Please give where you live and support us on Colorado Gives Day, Tuesday, December 8th! This 24-hour movement is a chance to increase the value of your donation, thanks to the \$1 Million Incentive Fund. Created by Community First Foundation and FirstBank, the fund increases the value of every dollar donated proportionally.

For example, if we receive 10 percent of the total donations made on Colorado Gives Day, we will receive 10 percent of the \$1 Million Incentive Fund.

To donate to us on Colorado Gives Day, go to [insert link to your ColoradoGives.org donation page]. Or, beginning November 1, schedule your donation early! Colorado Gives Day is powered by ColoradoGives.org, a year-round online giving website.