

# **Jewish Days of Giving**

**May 18-20, 2026**

*Presented by*  
**JEWISHcolorado**

## **Marketing Toolkit**

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## **Getting Started**

### **Why?**

JEWISHcolorado is hosting the Jewish Days of Giving from May 18-20, 2026, in collaboration with Colorado Gives Foundation to support Jewish life statewide. It's more important now than ever to support the Jewish community and we hope this giving event created in the spirit of Tzedakah will strengthen and unite our statewide Jewish community. Jewish Days of Giving will raise awareness and amplify philanthropic support for all participating organizations while celebrating the values of our Jewish community. JEWISHcolorado is proud to offer a Community Match that offers each participating organization a match for online donations made throughout May 18-20.

And on this special occasion, Colorado based Jewish nonprofits are organized in one place, making it easy to find something you're passionate about. Want to support Jewish college life? Click away. Care about connecting teens to Israel? You can donate here. No matter who you give to or how much you give, the result is the same - we all get to celebrate the vibrancy of Jewish life throughout Colorado.

### **About JEWISHcolorado**

JEWISHcolorado convenes, connects, invests, and protects Jewish life in Colorado, Israel, and around the world. JEWISHcolorado, part of the Jewish Federations of North America, strives to create a vibrant, secure, connected, and inclusive Jewish community. We stand together in shared purpose guided by our Jewish values, connected to the people of Israel, and continuously working on behalf of the Jewish community through outreach, advocacy, programming, and grantmaking. Visit [www.JEWISHcolorado.org](http://www.JEWISHcolorado.org) for more.

## **Community Match**

Thanks to the generosity of anonymous donors JEWISHcolorado has collected funds to provide each participating organization a match for online donations made May 18 - May 20. JEWISHcolorado will be issuing the matching funds through bill.com on May 28. Please make sure your organization is registered on the platform.

### **Matching donations**

Matching donations encourage action and boosts donor satisfaction.

- 84% of donors are more likely to give if their gifts are matched.

- 71% more donors respond to fundraiser appeals where matching is mentioned.
- 51% increase in donation amount from mentioning match.

## **Key messages**

These key messages help you build talking points when speaking with board members, community, and donors about Jewish Colorado Giving Day

### **Campaign tagline**

Strengthen Jewish life throughout Colorado, give generously, give Jewishly.

### **General points**

Jewish Days of Giving is Monday, May 18 – Wednesday, May 20

Jewish Days of Giving will be the biggest 72-hours of Jewish philanthropy in Colorado history.

## **Training and Webinars**

Session 1: March 10

<https://us06web.zoom.us/meeting/register/XNC2K6NPRpereMCcWmC5UA>

Session 2: April 16

<https://us06web.zoom.us/meeting/register/eR6QYWP9SbKpQBCSzu69jw>

Visit the [Colorado Gives 365 YouTube channel](#) for tips to help you fundraise on Colorado Gives Day, and every day of the year using the ColoradoGives.org platform.

## **Strategies to Consider When Preparing for the Campaign**

- Set a Clear Goal
  - Define a specific fundraising target and participation goals
  - Are you fundraising for a specific project or program?
  - Share goal with staff and lay leaders

- Build a Theme
  - The theme can be related to your goal, highlighting a constituency, or event
- Identify and Segment Your Target Audience
  - Identity key constituency you will target with this campaign
- Optimize Your Giving Day Page
  - Review and update your page
  - Update admin contacts
  - Review and update checkout flow
- Prepare Social and Email Marketing Materials
  - Develop a content calendar for pre-event, live-event, and post-event engagement.
  - Collect photos and create graphic library
  - Utilize countdown posts, donor spotlights, and impact stories.
- Thank and Follow Up with Donors
  - Send thank-you messages immediately after donations.
  - Share impact stories and campaign results to show donor contributions in action.
  - Develop a plan to retain new donors for future campaigns.

## **Campaign look and feel**

Please use this logo on the top right of any photos you post. We recommend adding your organization logo on the bottom right corner of the photo. See below for example.

### **Graphics**

Identify 5-7 photos that you want to use in social posts and emails



### Colors:

Red  
HEX #D61F26  
RGB 214 31 38  
CMYK 0 86 83 16

Yellow  
Hex #FFD359  
RGB 255 222 89  
CMYK 0 13 65 0

Blue  
Hex #366FA3  
RGB 54 11 163  
CMYK 67 32 0 36



## **Email Templates**

### **Sample message to include in e-mails to large groups:**

We are excited to announce that [Organization name] is participating in the Jewish Days of Giving on May 18-20. Organized by JEWISHcolorado, this campaign is aimed to boost Jewish life throughout Colorado and showcase the strength of our statewide Jewish community.

Your support makes [insert impact numbers] possible each year.

“We are thrilled to be part of Jewish Days of Giving and to have the opportunity to engage with our community in such a meaningful way,” said [Spokesperson’s Name, Title]. “Every donation, no matter the size, makes a difference and helps us continue our mission of [organization’s mission statement or core purpose].”

**Help us meet our [insert dollar or donor goal] goal by making a donation during this campaign.**

For more information on how to support [Organization Name] during Jewish Days of Giving, visit [organization giving page] or contact [Contact Name] at [Email/Phone Number].

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*Giving Email 1: send Sunday, May 17*

Dear [Donor Name],

Tomorrow is the Jewish Days of Giving! [Organization Name] is participating, and we invite you to join us in this statewide movement of Tzedakah. It’s more important now than ever to support our Jewish community here in Colorado. Donate anytime between May 18-20 and help us receive our portion of the Community Match Fund sponsored by JEWISHcolorado and a group of anonymous donors.

Help us reach our [insert goal] campaign goal.

Your support enables us to [insert impact numbers] each year.

[Insert impact quote and image]

Click here to donate to [organization name] [insert link to organization page]

Thanks for your support of [organization name] and for being a part of the Jewish Days of Giving

With gratitude,  
[Name]  
[Title (Executive Director, Board Chair, Volunteer)]

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*Giving Email 2: DAY OF ASK TEMPLATE send on May 18*

Dear [Donor Name],  
Jewish Days of Giving has begun!

[Organization Name] needs your support! We invite you to join the wave of generosity happening in Colorado right now and help us reach our goal of [\$XX,XXX].

We're raising funds today to support our mission of [core mission constituency, e.g preschool, camp, Israel advocacy. Even better, share real-life stories and examples of how Days of Giving funds will aid in your work!] and your gift helps make it possible!

[Insert graphic]

Thanks for your support of [organization name] and for being a part of this statewide day of tzedakah on Jewish Days of Giving.

With gratitude,  
[Name]  
[Title (Executive Director, Board Chair, Volunteer)]

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*Giving Email 3: Send May 20*

Dear [Donor Name],  
Jewish Days of Giving has begun!

Time is running out! There are only a few hours left to participate in Jewish Days of Giving, and we're so close to reaching our goal of [Fundraising Goal].

[Organization Name] needs your support!

We're raising funds today to support our mission of [core mission constituency, e.g preschool, camp, Israel advocacy. Even better, share real-life stories and examples of how Days of Giving funds will aid in your work!] and your gift helps make it possible!

If you haven't donated yet, now is your chance! Your support will go a long way in [impact of donations].

- Donate now: [\[Donation Link\]](#)
- Share this email with friends and family before it's too late!

Thank you for being part of this incredible movement. Every gift counts, and together we can achieve so much more!

With gratitude,

[Name]

[Title (Executive Director, Board Chair, Volunteer)]

## **Social media templates**

### **Announce participation:**

We are excited to announce that we are participating in the Jewish Days of Giving on May 18- May 20. Support our work and help promote our impact [insert mission]! (insert photos) (insert organization page)

### **One week away:**

Did you know [organization] is participating in the Jewish Days of Giving next week? (insert photo) (insert organization page)

### **Tomorrow is the day:**

The Jewish Days of Giving begin tomorrow! With your support, [organization name] is able to [impact metrics] each year. Help us reach our goal of [insert goal] and continue impacting [insert constituency]. (insert photo) (insert organization page)

**Today is the day:**

The Jewish Days of Giving have begun! Show the strength of our statewide community by participating and supporting [organization]. (insert photo) (insert organization page)

Today is the Jewish Colorado Giving Day! Join in this statewide day of tzedakah and donate to [organization] and help us reach our goal of [insert goal] and unlock XXX in matching funds. (insert photo) (insert organization page)

Time is running out! Give now and support [organization name]'s impact in our community. (insert photo) (insert organization page)

**Marketing Timeline Email Calendar**

JEWISHcolorado is sending out community-wide campaign emails on the following dates/times:

- Monday, May 18, at 7am
- Wednesday, May 20, at 7am and 4pm