



Nonprofit Webinar #1 Jewish Days of Giving May 18th - 20th, 2026

Today is March 10, 2026

This webinar is hosted with Jason Oruch of JEWISHcolorado and Jordan Brown with Colorado Gives Foundation.





Today's Topics

Intro & Welcome: Purpose (5 min)

Campaign Overview: Clarity (5 min)

Goals, Matches + More: Strategy (25 min)

Webinar Q&A: Next Steps (10 min)

making
good
happen

Intro + Welcome
Purpose





Jason Oruch

Director of Campaign Ops
+ Digital Philanthropy



Why? Why does this campaign matter to Jason and why Jewish Days of Giving is a celebration of kehillah (community).



L'dor V'dor: From Generation to Generation

“For me, this online campaign is deeply personal because of what it makes possible for Jewish life in Colorado. It represents a powerful opportunity to grow support for our community and strengthen what we achieve together.

My whole career is rooted in helping our community thrive—not only today, but for generations to come. Jewish Days of Giving reflects that vision: building a stronger community while celebrating the legacy we create together.” — **Jason Oruch**



More Than a Fundraiser: A Statement About Who We Are

- This isn't just about raising money—it's about showing the strength, vibrancy, and generosity of Colorado's Jewish community in a time where online giving is traditionally high in May.
- We understand giving through tzedakah (righteous giving) and build community through kehillah. ColoradoGives.org helps facilitate giving for all your supporters to give any amount and celebrate community.
- This state-wide Jewish Days of Giving campaign is your modern expression of l'dor v'dor— you are passing on a legacy of generosity.



Jordan Brown

Nonprofit Success Manager,
ColoradoGives.org



Pep Talk: No matter the size of your nonprofit you can be successful at online giving if you are setting specific goals and tracking towards them in each campaign.



Why Giving Events Work

- 50% of the total dollar amount donated by religious people goes to **non-religious** organizations. Let's redirect those missed gifts!
- A shared moment for generosity, match incentives and a timeline dramatically increases donor participation.
- Colorado Gives Day gift size from **NEW** donors was \$263 while **RETURNING** donors gave \$724. Retention matters in all campaigns.
- Jewish Days of Giving is your custom “call to action” to channel your entire network because **everyone** can join in.





2025 Highlights: Colorado Gives Day



\$56.6M

Total Donated



4,623

Nonprofits
Receiving
Donations



\$12.2K

Average Raised
per Nonprofit



\$103

Most Common
Donation



103K

Donors



267K

Donations

2025 Highlights: ColoradoGives.org



\$87M

Total Donated



4,763

Nonprofits
Receiving
Donations



\$18K

Average Raised
per Nonprofit



\$25

Most Common
Donation



155K

Donors



520K

Donations



You Raised: 2025 Colorado Gives Day



Dollars raised	Number of donations	Number of donors	Number of members with donations
\$550,498	2,015	1,376	42
Largest donation	Average donation	Most common donation	New recurring donations
\$16,000	\$273	\$100	33

You Raised: ColoradoGives.org



Dollars raised	Number of donations	Number of donors	Number of members with donations
\$818,126	3,302	2,000	45
Largest donation	Average donation	Most common donation	New recurring donations
\$16,000	\$248	\$100	41



Resources Available Today



- 2026 Jewish Days of Giving [Landing Page + Event Toolkit](#)
- 2025 [Donor Appreciation Workbook](#) + [Matching Grants Workbook](#)
- 2025 Colorado Gives Day Webinar Training Series: Your Colorado Gives Day Success Checklist >> [Watch Recording](#) | [View Presentation](#) (Oct. 21, 2025)
- Focus on Donor Retention: Finish Strong | The Psychology of Thanking Donors Well | [Watch Recording](#) | [View Presentation](#); Growing Donor Support | Love Doubles Donations | [Watch Recording](#) | [View Presentation](#)
- Realtime [ColoradoGives.org](#) Donations, Recurring and Retention Reports

making
good
happen

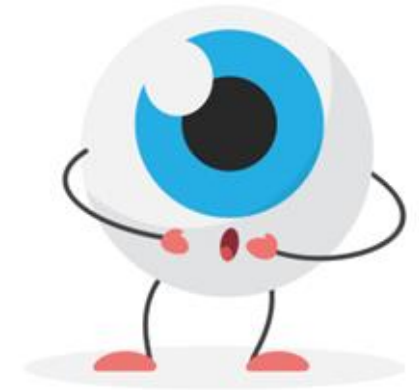
Campaign Overview
Clarity





JDOG 2026 @ a Glance

- Dates: May 18-20, 2026 (72 hour campaign of community giving)
- Platform: All funds must be raised through [ColoradoGives.org](https://coloradogives.org) —the same trusted platform you use for Colorado Gives Day.
- Community Match Fund: \$1,000 from JEWISHcolorado to their member nonprofits that are participating in the event.
- Registration: Already open—40+ organizations have signed up!
- Secure Match: It is highly encouraged that each nonprofit identify their own matching grant to amplify their success.



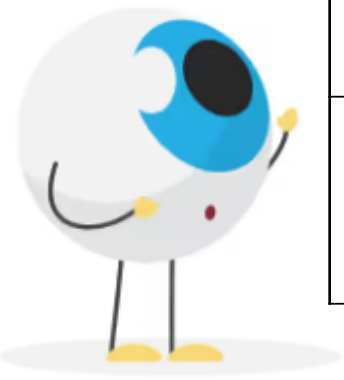
Ask for help with [ColoradoGives.org](https://coloradogives.org) now - do not wait!

(support@coloradogives.org)



March Timeline @ a Glance

Weeks Away	Action Step	Why It Matters	Key Stat
10 Weeks (March 9)	<input type="checkbox"/> Set your goal(s) <input type="checkbox"/> Download marketing toolkit <input type="checkbox"/> Segment your audience <input type="checkbox"/> Update page admins	Goals drive results. Without a target, you're guessing.	Nonprofits that set goals are 60% more likely to succeed (<i>Network for Good, 2023</i>)
9 Weeks (March 16)	<input type="checkbox"/> Identify 3-5 potential match sponsors <input type="checkbox"/> Run donor report to find lapsed donors <input type="checkbox"/> Draft 3-part "Pre-Thank You" email series	Matches are the #1 predictor of campaign success. Start conversations early.	84% of donors say they'd give more if matched (<i>Beacon Collaborative, 2024</i>)
8 Weeks (March 23)	<input type="checkbox"/> Begin match sponsor conversations <input type="checkbox"/> Create social media content calendar <input type="checkbox"/> Gather photos/videos for Impact Showcase	Personal outreach takes time. Donors need to feel asked, not just emailed.	Religious givers give 3.3% of income—they're primed to say yes (<i>Indiana University, 2024</i>)
7 Weeks (March 30)	<input type="checkbox"/> Confirm at least ONE match sponsor <input type="checkbox"/> Set up match on ColoradoGives.org <input type="checkbox"/> Alert board and volunteers	A confirmed match changes your messaging. Now you can lead with "Double your impact!"	33% give more when a match is involved (<i>Beacon Collaborative, 2024</i>)





April Timeline @ a Glance

Weeks Away	Action Step	Why It Matters	Key Stat
6 Weeks (April 6)	<input type="checkbox"/> Announce match to donors <input type="checkbox"/> Create peer-to-peer pages <input type="checkbox"/> Review all toolkit assets	Your most loyal donors deserve to know first. They'll champion your campaign.	70% of recurring gifts from 2024 are still active (<i>Colorado Gives Foundation, 2025</i>)
5 weeks (April 13)	<input type="checkbox"/> Finalize all email drafts <input type="checkbox"/> Schedule social media posts <input type="checkbox"/> Recruit 3-5 day-of volunteers	Last chance to lock in logistics. Volunteers = built-in ambassadors.	Recurring giving has nearly doubled since 2019 (3.76% → 6.23%) (<i>GivingTuesday, 2024</i>)
4 Weeks (April 20)	<input type="checkbox"/> Send "Save the Dates" to email <input type="checkbox"/> Post first teaser on social media <input type="checkbox"/> Confirm all match funds are ready	Public awareness begins. Excitement builds.	50% of religious giving goes to non-religious causes—your donors give widely (<i>Indiana University, 2024</i>)
3 Week (April 27)	<input type="checkbox"/> Send Pre-Thank You #1 <input type="checkbox"/> Brief volunteers on their roles <input type="checkbox"/> Final ColoradoGives.org page check	Gratitude first. No ask. This email increases gift sizes.	Pre-thank you emails reduce unsubscribes and increase gift amounts (<i>Fundraising Effectiveness Project, 2024</i>)





May Timeline @ a Glance

Weeks Away	Action Step	Why It Matters	Key Stat
5 Days (May 12)	<input type="checkbox"/> Send Pre-Thank You #2 <input type="checkbox"/> Increase social media frequency <input type="checkbox"/> Personal outreach to major donors + partners	Remind them why their gift matters. Use real photos, real stories.	91% of high-net-worth religious donors give to charity (<i>U.S. Trust, 2024</i>)
1 Day (May 17)	<input type="checkbox"/> Send Pre-Thank You #3 <input type="checkbox"/> Final volunteer reminders <input type="checkbox"/> Day-of plan ready	Final warm-up. Your community knows JDOG starts tomorrow!	Donor-centered goals ("I am one donor") increase participation at all levels (<i>Network for Good, 2023</i>)
MAY 18-20	<input type="checkbox"/> LAUNCH! <input type="checkbox"/> Day 1 email <input type="checkbox"/> Social updates <input type="checkbox"/> Thank donors publicly	72 hours of community giving. You're live!	Colorado Gives Day 2024 raised \$54.87 million—proof this works! (<i>Colorado Gives Foundation</i>)
Week After (May 25)	<input type="checkbox"/> Send Thank You email to all donors <input type="checkbox"/> Share impact results <input type="checkbox"/> Steward recurring donors	Gratitude closes the loop. Recurring relationships begin.	70% of recurring donors from 2024 are still giving one year later (<i>Colorado Gives Foundation, 2025</i>)











making
good
happen

Goals, Matches + Pre-
Thank You
Strategy





Key Campaign Actions: March-April

Action	Description
 Customize Donation Flow	Set up custom automated receipts and optimize checkout.
 Pre-Thank Donors	Show gratitude to last year's supporters before asking again.
 Run Reports	Review last year's donor data and plan retention strategies.
 Set Up Your Page	Refresh and update your organization's profile on ColoradoGives.org.
 Set Goals	Define fundraising targets and plan priorities for the campaign.
 Rally Your Team	Engage board, staff, volunteers, business partners, and donors early.
 Use the Toolkit	Access ready-to-go templates, graphics, and resources.
 Secure a Match	Seek matching funds from major donors, business partners, or board.





Goals Are Personal—And Powerful


In the pre-webinar survey, you told us what success means:

"Raise \$10,000 for our youth programs"

"Acquire 50 new donors"

"Just do better than last year!"

"Convert one-time givers to monthly sustainers"



Set goals based on Colorado Gives Day and other campaigns and consider the breadth of your community network and how you can invite them all to participate.

There's no "right" goal—only the goal that's right for your organization. What matters is that you set them.



A Different Goal: Donors, Not Just Dollars

The Problem with Dollar Goals: When you lead with a large dollar goal, donors think: "Oh no, I can't give very much. My gift won't matter." Large monetary numbers can feel intimidating and impersonal.

The Donor-Centered Alternative:

- Lead with donor goals instead of dollar goals
- Every donor, at every level, becomes part of something bigger
- The message shifts from "Help us raise \$50,000" to "Help us find 500 people to say 'I'm in for JDOG.'"



Sample Nonprofit Donor Goals for JDOG:

- "Find 100 new faces to join our community of givers"
- "Get 50 past donors to say 'I'm still with you'"
- "Find 25 new or lapsed monthly donors at any amount"

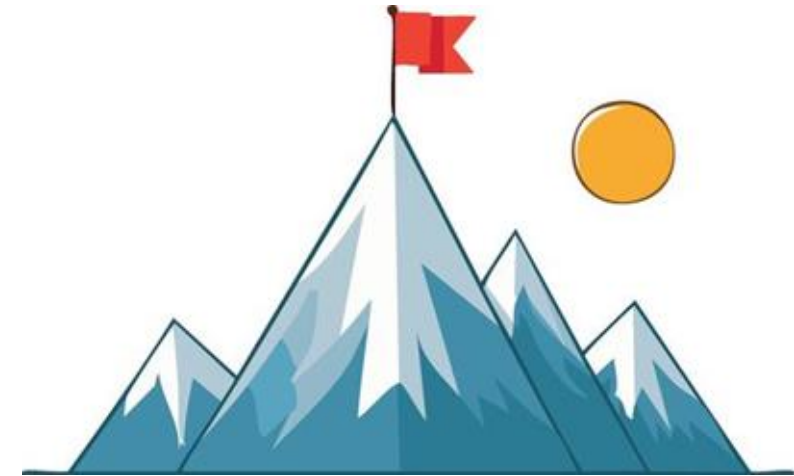


Goals Drive Results (The Data Proves It)

Nonprofits that set specific fundraising goals before a campaign begins are **60% more likely** to succeed than those that don't *(Source: Network for Good / Nonprofit Marketing Guide, 2023)*

A study analyzing GoFundMe data found that lower target amounts encourage higher individual donations—excessively high targets were less effective (Source: Journal of Marketing Research, 2023)

Donors are more responsive to campaigns with achievable goals—they perceive their gift as having higher impact (Source: Nonprofit and Voluntary Sector Quarterly, 2024)





Set Up Your Public Facing Page Metrics

The screenshot displays the 'Organization Page' setup interface. On the left, a navigation menu includes 'Organization Page' (highlighted), 'Supporters', 'Fundraising Tools', 'Reports', 'Checkout', 'Integrations', and 'Settings'. The main content area features a 'Share this organization' link and a 'Fundraising Stats' widget. The widget shows '\$173,340 raised by 414 donors' and a progress bar for a '\$1,000 Goal' that is '85% complete'. A 'Goal' widget is also visible below the main stats.

Organization Page

- Supporters
- Fundraising Tools
- Reports
- Checkout
- Integrations
- Settings

Share this organization

Fundraising Stats

\$173,340 raised by 414 donors

Goal

85% complete

\$1,000 Goal





Your Community is Your Greatest Asset

- The people who show up for Shabbat, programs, and events are already **three times more** generous than the average person.
- They're not just attending—they're primed to give back for JDOG in a big way you just need to ask.
- Your job isn't to convince them that giving matters. They already believe that. They already show up.
- Your job is to make it easy for them to give to YOU online for JDOG.

- Religious attendance is a **stronger** predictor of giving than household income.
- Regular faith based attendees give 3.3% of their income vs. 1.1% non-attenders.





Your Community is Your Greatest Asset

Frame JDOG as extension of their participation can help bridge the gap between "attending" and "sustaining" your nonprofit with a messaging shift:

- Move from "please donate" to "you're already part of us. Now, help us grow."
- "You show up for our community. Now, we're asking you to help sustain it."
- "Your presence fills our room. Your gift fills our future."
- "You already give us your time and your heart. During JDOG, we invite you to give in a new way."

Why this works: It honors their existing commitment (attendance) and frames the donation ask as a natural next step.





Pre-Thank You Email Case Study

- Angel Aloma's test with Food for the Poor is detailed in Roger Craver's wonderful book "Retention Fundraising".
- Amongst their highest donors, they tested two groups. At the beginning of the year they sent a sincere, simple thank you to 25,000 donors for their past generosity – no ask. The other group didn't receive this special pre-thank you.
- Both groups gave almost identical numbers of gifts that year
- The group that received the pre-thank you **gave \$450,000 more.**





1 Colorado Gives Day Donors

Subject: Thank you—and now, together again ✨

Dear [First Name],

Before Jewish Days of Giving 2026 begins, we want to pause and say thank you—not just for your support last December during Colorado Gives Day 2025, but for choosing to return this May.

Your gift last year helped [insert specific impact—e.g., “bring Jewish learning and connection to hundreds of children and families”]. Now, by joining us again, you’re part of a growing community that celebrates generosity, connection, and shared values.

This May, your support will help ensure programs thrive, traditions are passed on, and our community comes together stronger than ever.

With gratitude,
[CEO/Development Director Name]

P.S. Jewish Days of Giving 2026 is a special time when donors across our community come together to celebrate giving and make a measurable impact. Your participation helps set the stage for another amazing year of connection and support.





2 Returning Donors

Subject: Look at what we've built together 

Dear [First Name],

Because of your continued support, programs like [insert program/story] flourish, touching countless lives and creating lasting connection. One participant shared, "I finally feel a sense of belonging in our community."

As Jewish Days of Giving 2026 approaches, your participation matters more than ever. Your support not only strengthens programs—it signals to the community that Jewish life, learning, and family connection are worth celebrating and sustaining.

With heartfelt thanks,
[CEO/Development Director Name]

P.S. Jewish Days of Giving 2026 is more than a day to give—it's a day to celebrate what we can accomplish together. Your support ensures our community continues to grow stronger each year.





3 Recurring Gift Upsell

Subject: Imagine your impact, every month 🌱

Dear [First Name],

Even before Jewish Days of Giving 2026, your support has made a difference. But imagine what we could accomplish together all year long.

By becoming a monthly donor, you provide a steady foundation for programs like [insert impact—e.g., “after-school learning, holiday celebrations, or teen leadership programs”]. Consistent giving allows us to plan for growth, respond to needs quickly, and sustain connection for children, families, and the broader community.

With heartfelt thanks,
[CEO/Development Director Name]

P.S. Just like Colorado Gives Day inspires generosity across the state, Jewish Days of Giving brings our community together to make a meaningful difference—your monthly gift ensures that impact continues all year.





4 Major Donor Pre-Thank

Subject: Because of you, Jewish Days of Giving will flourish ✨

Dear [First Name],

Before Jewish Days of Giving 2026, I want to reach out personally to say thank you. Your leadership support has already made a transformative difference, helping [insert story—e.g., “our after-school program reach 50 children who otherwise wouldn’t have access to Jewish learning”].

Your participation is critical: it inspires others, strengthens community momentum, and ensures that programs, traditions, and connection continue to thrive for generations.

With deep gratitude,
[CEO/Development Director Name]

P.S. This giving day is a time for our community to come together and celebrate generosity. Your participation demonstrates the power of giving and helps inspire others to join in making a difference.





5 Campaign + Matching Gifts

Subject: Double the impact this Jewish Days of Giving 🧡

Dear [First Name],

I'm thrilled to share that Jewish Days of Giving 2026 is almost here! This year, thanks to a generous matching gift opportunity the donations you make will have double the impact.

Participating matters because your support doesn't just fund programs—it demonstrates to the community that Jewish life, learning, and connection are worth investing in. Every gift helps children experience [insert story—e.g., “their first Shabbat dinner with friends”], helps families feel supported, and ensures traditions thrive.

With gratitude,
[CEO/Development Director Name]

P.S. Jewish Days of Giving 2026 is a special moment when our community comes together to make a measurable impact. Your participation ensures that generosity is celebrated and lives are touched in meaningful ways.





Success Factor: Additional Match Funds

- JEWISHcolorado provides a \$1,000 match—but it won't last all 72 hours.
- NPOs that raise the most have their own match funds secured.
- Please identify an additional match beyond the 1K community match.

Why Matching Grants Work:

- 84% of surveyed donors said they would be more likely to give if their donation was matched
- 33% said they would give more than their usual amount with a match
- A match is the difference between an okay campaign and a great one!





1K Match from JEWISHcolorado

- ♥ Match Window: May 18–20, 2026 (opens and closes at midnight)
- 💻 Eligible Donations: All online gifts on ColoradoGives.org count
- 📄 Distribution: 1K matched funds sent post-campaign via Bill.com
- 📊 NPOs raised on average \$16K on CGD & \$18K year-round; aim higher than \$1K!

This 1K match is set up a few days prior to May 18th, 2026 by Jordan.
Please **do not alter** this 1K match set up on your
ColoradoGives.org organization page for our tracking purposes.





Match Roadmap: From Asking to Activation

Step 1: Identify Match Prospects

- Current major donors who believe in your mission
- Board members who can lead by example
- Local Jewish businesses

Step 2: Make the Ask | "We're launching JDOG in May, and we think you'd be an amazing match sponsor. Your gift of \$X could be matched dollar-for-dollar by the Jewish community, doubling your impact and increasing visibility of your business with supporters across the state."

- Emphasize partnership, visibility, ease to make an impact, not just funding
- Be specific: "A \$5,000 match from you could help us find 200 new donors"

Step 3: Set Up Match on the Platform

Featured Resource: [FAQ on Setting Up Matching Grants]





Know Your Donors: 1 Size Does Not Fit All

Segment	Who They Are	Goal	Message
Major Donors	Top supporters giving \$1K+ (or org-defined major level). Often long-term donors or community leaders.	Secure leadership gifts early and recruit match sponsors.	<i>“Your leadership makes this possible. Will you help us launch Jewish Days of Giving with a leadership gift or match?”</i>
Mid-Level Donors	Consistent donors giving \$100–\$999 annually. Loyal but not yet deeply engaged.	Upgrade gift size and deepen relationship.	<i>“Your generosity already powers this work. Will you help us reach the next level this year?”</i>
Small-Dollar Donors	Donors giving under \$100. Often first-time or occasional supporters.	Retain and convert to recurring monthly donors.	<i>“Every gift matters. A monthly gift of \$10–\$18 can sustain this community year-round.”</i>
Current Donors	Loyal supporters who have given before (any level).	Retain and upgrade. Make them feel like insiders.	<i>“You’ve been there for us. Now help us build the next chapter.”</i>
Lapsed Donors	Gave previously but not recently. Relationship still warm.	Reactivate with simple ask and reminder of impact.	<i>“We’ve missed you. Here’s what you helped build—rejoin us.”</i>
Engaged Participants	Attend programs/events but never donated.	Convert participants into first-time donors.	<i>“You show up for this community. Now help sustain it.”</i>
Board & Volunteers	Most committed advocates. Give time and leadership.	Activate as fundraisers and match-finders.	<i>“You know this mission best. Will you help us secure a match sponsor?”</i>
Jewish Businesses	Businesses owned by or serving the Jewish community.	Secure sponsorships and employee giving.	<i>“You serve our community every day. Help sustain it.”</i>
Jewish Community	Jews across Colorado who may not know the organization yet.	Awareness + first-time gifts.	<i>“We’re here for you. Will you be here for us?”</i>





Strategic Priorities for Jewish Days of Giving



Donor Retention is Priority #1

- Average nonprofit donor retention is only ~45%.
- First-time donor retention averages ~19–23%.
- Increasing retention by just 5% can increase revenue 25–95%.



Finding a Match is Priority #2

- Matching gifts significantly increase participation and donation size because donors perceive their gift as “doubling impact.”
- Peer and match-driven campaigns improve engagement and donor retention by up to ~35% in some campaigns.



Monthly Giving is Priority #3

- Recurring donors retain at ~83–90% vs ~40–45% for one-time donors.
- Monthly donors have 5.4× higher lifetime value than single-gift donors.
- Recurring donors often give for 5–8+ years, compared to ~1.5 years for one-time donors.



Major Gifts is Priority #4

- Mid-level and major donors can represent 30–35% of total nonprofit revenue despite being a small share of donors.
- Major donor retention rates can reach ~60–80%, significantly higher than small-gift donors
- Ask for IRA, DAF, Wire or Stock Gifts as an alternative giving method.



making
good
happen

Question + Answer
Type in Zoom Chat





Thank you!

