

How did you engage and attract Colorado Gives Day Donors?

We relied on targeted messages sent via electronic newsletters and social media. Our community donors received an electronic message on November 1 – the day that scheduling donations became possible. We reminded the community again in our regular electronic newsletter and in an eblast sent the day before Colorado Gives Day. The members of the Larimer Chorale and the Silvertones senior choir received notification about CGD in their regular weekly newsletters, starting on November 1. Each message was targeted – for example, for the seniors, we emphasized that their family members could give gifts in their honor. We also had regularly scheduled Facebook posts. One series emphasized the various advantages of participating in CGD – from ease and safety of giving to stretching donations via the Incentive Fund. Another series pointed out the different Larimer Chorale programs donors could support – from our Commissioned Work Fund to our outreach programs. We set an overall goal of \$25,000 but made this “friendlier” by setting smaller goals with our donor groups. For example, we challenged the senior choir to raise \$10,000. We also ran a friendly competition among the soprano, alto, tenor, and bass sections of the Larimer Chorale. We engaged actively with the Facebook pages of First Bank, CFNC, and Community First Foundation, always using the appropriate hashtags.

What strategies have you planned to retain new and existing donors?

Each donor receives an immediate email acknowledgment of a scheduled gift. At the end of CGD, all donors receive another email thanks that summarizes the statewide and chorale success. Within a week after CGD, each donor receives an official “You Put a Song in our Hearts!” thank you letter/receipt. Donor names are entered into our DonorSnap software and into our Constant Contact email lists, allowing us to easily reach each donor with special announcements, our newsletter, concert information, and additional thank you messages. We list every donor in our concert programs and thank all donors from the stage at each concert and event. The donors have also been added to our direct mail list and will receive our annual appeal letter, our season brochure, and postcards announcing each upcoming concert. The board president and executive director will make personal visits to our key donors. First time donors receive our “friendraising” award – a voucher for a “buy one get one” ticket for an upcoming concert. The voucher, worth \$25, was given to 38 new donors. In September, when we know our profile has been successfully updated and approved, we will send a “save the date” announcement to all donors reminding them about CGD 2018. After that, we’ll use the same social media strategy we used this year because it proved very effective.