



Takeaways from 2020 & What to Expect in 2021

with Kelly Dunkin
Community First Foundation

January 19, 2021

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A Few Quick Notes

- Please submit questions through the Q&A feature (not the chat box)
- Upvote questions that are of most interest
- Take time to comment if you have ideas!
- Keep an eye on the chat box, it's where we'll share links as mentioned
- This session is being recording and will be sent to attendees
- Please forgive any children screaming & dogs barking
- Apologies in advance for any tech issues, we likely will not be able to resolve while live



What we'll cover

- Introductions with Kelly Dunkin, President & CEO, Community First Foundation
- Look back at 2020
- Colorado Gives Day 2020
- What worked for Colorado Gives Day
- 2021 projections
- Interactive Q&A



**Fundraising
results from
2020 were
stronger than
expected.**





Fundraising Effectiveness Project and Giving Tuesday

2020 Overall Results

- Giving is up in 2020 over Q1, Q2, & Q3 in 2019
- New donor acquisition up 11.4% and donations up 7.6%
- Largest increase in percentage of revenue coming from donors giving less than \$250: 17%

Giving Tuesday

- 25% increase in giving compared to 2019
- 29% in number of donations compared to 2019

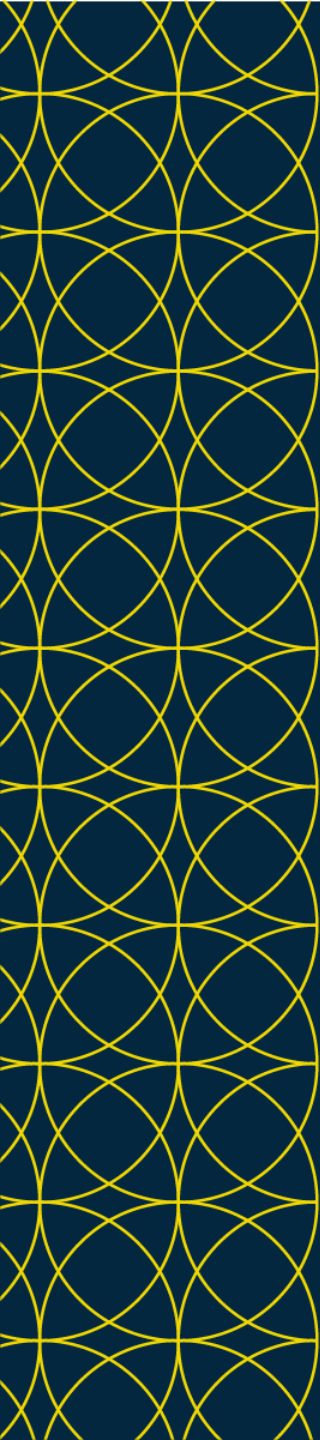


Tell Us About Colorado Gives Day?



- \$50 million dollars were raised by and for Colorado Nonprofits on Colorado Gives Day
- More than 225,440 donations were made to 2,828 organizations
- Donation amounts ranged from \$5-\$200,000

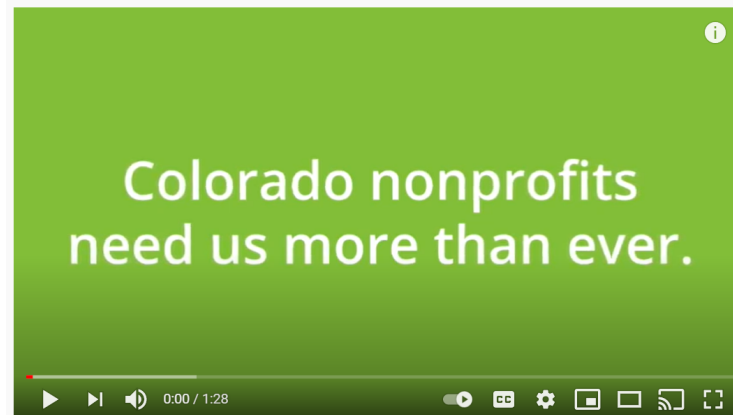




What was the recipe for success this year for Colorado Gives Day?

Colorado Gives Day – Keys to Success

- \$500k Media Sponsorship
- Spanish-language & Donor Toolkits
- Storytelling through Video

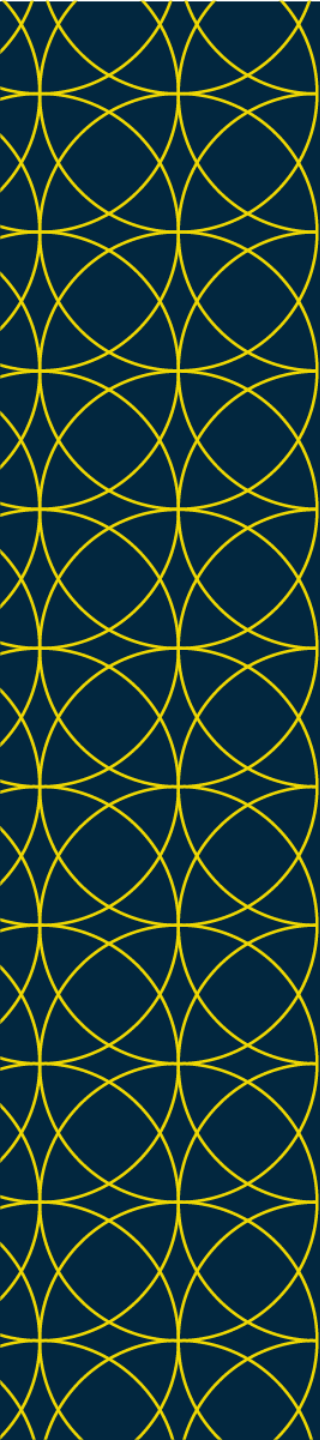


[What is Needed](#)



[STRIDE Community Health Center's Story](#)



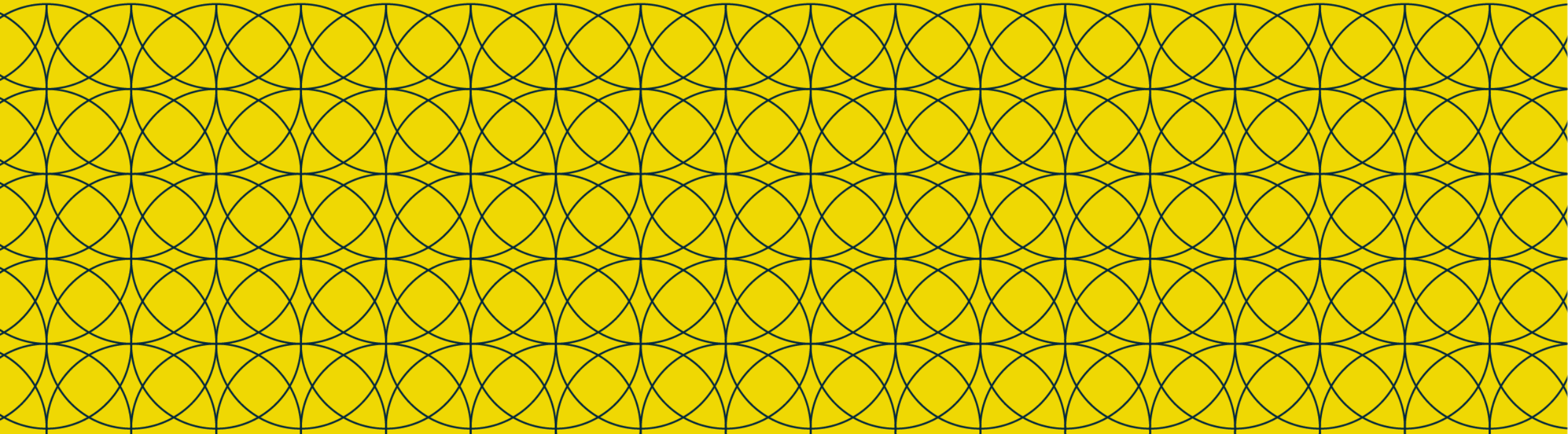


**What do you see as upcoming
philanthropy trends for 2021
and how should organizations
approach fundraising?**



Questions

— *What do you want to ask
Kelly Dunkin or MPW?*





Watch the rest of our Fundraising in the Coronavirus Era series

*[https://info.makephilanthropywork.com/
tag/fundraising-during-covid-19](https://info.makephilanthropywork.com/tag/fundraising-during-covid-19)*

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