

Increase Your Designations

Community Shares
2009/2010 Community Giving
Campaign



Work Your Membership

- Community Shares provides your organization as a charitable option in 140 private worksites, including Kaiser Permanente, IBM, Great West Life. We give you a foot in the door – now is your chance to run with that foot!



Spread the Message Far & Wide

- Many of your organizations have a presence on the web through Twitter, Facebook and your own websites. Blog, post, Tweet about workplace giving! Again – ensure that everyone who knows you, knows they can support you through workplace giving.



Say Yes! To Every Opportunity

- Know that between September 1 & December 15, you could get a call to present the following day and do your best to be available!



Share Your Information

- Make sure that Community Shares knows what you're up to! The more we know about your organization and your programs, the better we can represent you everywhere we go. If you have a new program that we don't know about, we could all be missing an opportunity to match you with a worksite looking specifically for someone providing that program.



Newsletter Article

- Supporters who read newsletters might be more likely to be supporters who will contribute through workplace giving. Make sure you have an informative article in your newsletter to reach non-techies. Also make sure they know that you can be written in to any United Way campaign.



Get Your Board Involved

- Even if no one on your board works at a company that offers workplace giving, they may have a spouse that does – or a sibling or a good friend. What they don't know could hurt you!



Get Your Staff Involved

- Run a giving campaign in your office and make sure all of your staff knows your organization is an option in workplace giving for every person they know!



Work the Combined Campaigns

- Almost everyone who works for the Federal Government, the City of Denver or the State of Colorado is aware of their workplace giving program. If you have contact with any of them in any way, it is a great opportunity to connect. If someone inside a department of one of these campaigns requests that a specific organization be asked to present, the chances are much greater that organization will be asked!



Work the Worksite List

- Make sure you diligently “cross-reference” our worksite list with all of your supporters. Your “in” at one of those companies could be the difference between no charities speaking to the staff and only you speaking to their staff!



Bring Kittens!

- Make sure that your table at a fair is interesting and will draw individuals from the crowd in. Make yourself stand out and be memorable.



Duff, The New CSC “Mascot”



Women's Bean Project



Colorado Open Lands



Help Us Help You!

When we ask for your stories, pictures and power statements, send them to us!



Work Options for Women provides 15 hours of culinary training to help a woman end the cycle of poverty.

Cat Care Society feeds 35 cats in the shelter for one week.

Project Angel Heart delivers one month's worth of nutritious meals to someone with a life threatening illness.

Stride pays for special career education for five clients, helping them to achieve their goal of maintaining full-time employment and becoming financially independent.

Colorado Public Radio airs 20 minutes of commercial free public radio.



Doctors Care pays for the immunization of three children.

Colorado Open Lands permanently protects

6 acres of critical wildlife habitat.



what can we do with \$1 a day?

Every Dollar Makes a Difference!

When you hold a dollar bill in your hand, do you see a million dollar difference?

Last year, with an average gift of \$1 dollar a day, Community Shares received nearly \$1.5 million in workplace giving pledges. A paycheck contribution gift of \$1 a day - \$5 each week - adds up to a \$260 donation to the charities and causes you care about most. Take a few minutes to find out what our member agencies can do with \$1 a day. When we say "every dollar makes a difference" it's more than a campaign slogan - it's the Community Shares promise.



Top 10 Agencies of 08/09 Campaign

1. Planned Parenthood of the Rocky Mountains (\$82,812.29)
2. Cat Care Society (\$72,439.61)
3. Habitat for Humanity of Metro Denver (\$70,414.04)
4. Colorado Public Radio (\$65,305.02)
5. Wild Animal Sanctuary (\$57,977.06)
6. Project Angel Heart (\$57,414.64)
7. The Gathering Place (\$48,802.73)
8. Longmont Humane Society (\$48,034.64)
9. Table Mountain Animal Center (\$46,443.47)
10. Humane Society of Boulder Valley (\$32,792.18)



Ask Their Advice



➤ Advice from

- Toni of The Wild Animal Sanctuary says:
 - Be Enthusiastic!
 - Know your subject matter
 - Be brief in your presentation
- Kimberly of Habitat for Humanity of Metro Denver says:
 - Have all your ID numbers printed on your material
 - Attend EVERY event you are invited to – send a board member or volunteer if you have to
 - Make it personal – let folks know how their dollars help your organization – and make it local!