



Colorado Gives Fundraising Instructions for Colfax Marathon

Thank you for running with Denver Kids in the Colfax Marathon and for supporting Denver Kids by participating in peer-to-peer fundraising. Below are instructions for setting up and operating a Colorado Gives fundraising page as well as helpful tips for using CO Gives, our fundraising platform. **Your page can be up and running in less than 10 minutes!**

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CreateYour Page

Register or Login:

- Visit <https://www.coloradogives.org/team/DKcolfax2025>
- Select the “Join this Team” button underneath our goal tracker
- Login if you have an account or enter your email, name and password to create one
- The website will return you back to our team fundraising page. Click “Join this Team”> “Get Started”> “Build Your Fundraiser”

Personalize Your Campaign Details:

- The website will auto populate a template for your fundraising page. We encourage you to edit and personalize your page.
- Fundraiser Title: At the top of the page, you’ll see your page’s title. Click the pencil icon in the top right corner, and fill in your name ([Insert name here]’s Colfax Marathon Fundraiser> Maddie’s Colfax Marathon Fundraiser)
- Goal Amount: When setting a goal amount remember that all fundraisers are encouraged to shoot for \$500 to \$1,000, we suggest you aim higher; you’ll be surprised how many people will want to support you!
- Upload Photo: The template will auto populate a Denver Kids Logo for your profile. Change this to a different photo for more personalization on your fundraising page, or insert an image in the “Story” section. To do this, click the pencil icon next to the summary button, then you can upload a photo from your computer. We recommend you add a photo to make your page more personal and help people find you on the site.
- Summary: Personalize your summary section with a welcome message to reflect you and your relationship with Denver Kids. Express your passion for our mission and others will feel it too!
 - Example/ template: Welcome to my fundraising campaign on behalf of Denver Kids for the Colfax Marathon 2025! Denver Kids is important to me because they support DPS

students in growing personally and academically, pursuing postsecondary options, creating healthier futures. Investing in students is how I invest in our Denver community. Join me in using the Colfax Marathon as an opportunity to further Denver Kids mission and empower students in achieving their dreams.

- **Duration:** No need to set a closing date for your campaign, we'll accept gifts even after the event is over!
- **Custom URL:** We recommend using your name. This can be found under "settings" on the left hand side of your screen. Remember to do this before you share your page. Once you have sent a link to your page don't change your URL.
- Once you are ready to begin fundraising, Select "Publish" on the bottom left of the page. You can always go back and edit your page even after it is published.
- A notification will be sent to Denver Kids to approve your fundraising page. Once it is approved, you will receive an email. Then, you're ready to begin!

Navigating CO Gives as a Fundraiser

When returning to CO Gives, you can login with the navigation options at the top right of the page. Once you are logged in, you can access your campaign with the square icon at the top right next to your profile picture. From your campaign you can access different pages.

These pages will help you personalize your campaign, request donations, track your fundraising progress and manage your campaign. Read through the pages and descriptions below to learn more.

Fundraiser Page

- Here you can see an overview of your fundraising progress and outreach
- You can edit your fundraising page at any time using the "edit mode" switch on the top right hand corner of your screen. When "edit mode" is switched off, you can see how your page looks to people coming to donate to your campaign
- Share this Page: Click this button located under the donate button to share your campaign on Facebook, X, or to copy your custom URL
- Giving Activity: As people donate to support your campaign, their names and gifts will appear here
- Goal: If you need to change your fundraising goal during the campaign you can update it here.
- Updates: On "edit mode", you will find an "Updates" tab next to your "Story". Here you can post campaign updates including photos and videos to help inspire people to give
 - Click "Post an Update" and begin composing for a text update.
 - To post a photo select the "Insert Image" icon and upload your image.
 - To post a video select the "Insert Video" icon and upload your video URL.
 - To create a your video URL: Choose your video and post it to your chosen platform
 - Facebook: For the video to display, the video must be posted as public on Facebook.
 - YouTube: You can post videos as either public or private on YouTube. You need to use a google account to post on YouTube.
 - Vimeo: Create a basic account to post videos for free. The video must be public on Vimeo for it to be visible to everyone on CO Gives.

- Click the desired video to open and copy the video link

Fundraising Tools:

- On the left of your screen, you'll find a menu of settings that can aid in your campaign progress. Under Fundraising tools, you'll find Embeds and Matching Grants
- Embeds: This setting is used for customization of the donation form. Denver Kids has already customized this part of the donation process, no need to make any changes!
- Matching Grants: This setting is used if you have a donor that wants to challenge others to match their contribution to your campaign. To add a grant match to your page, click the grey "Create" button at the top right of your screen. For further information on how matching grants works for a Team Fundraiser, click [here](#). If you are interested in using this feature, please contact Maddie Crea (denverkidsdevintern@gmail.com) for further assistance.

Donations:

- This is where you will track the contributions made to your campaign.
- Add offline donations
 - We encourage larger donations to be made offline to limit fees. A donor can cover CO Gives fees but not the payment processing fees.
 - People can donate to your campaign offline by mailing their donation to Denver Kids. Anyone donating offline should make all checks payable to Denver Kids and please make sure that in the memo it says Colfax Marathon and who the donation should be credited to. Send the donation to Denver Kids at
780 Grant St.
Denver, CO 80203
 - To submit an offline donation go to your Donations page and select Add Offline Donation at the top left. Enter the donation information and hit submit. The donation will not show on your campaign until Denver Kids receives and verifies the donation.

Checkout:

- This setting allows you to customize the transaction and post transaction experience. While Denver Kids has already created a basic Thank You Page, you also have the capability to customize the Donation Receipt that people will receive after donating to your campaign. To do this, click on "Checkout" on the left hand side of your donation page, then click "Donation Receipt". Under "Customize Message", you will find a box to compose your message.
 - Example/ template: Thank you for your contribution to my campaign for Denver Kids during the 2025 Colfax Marathon. Because of generous donors like you, Denver Kids is able to continue fulfilling its mission of empowering students on their journey to success.

Settings:

- Here is where you'll find the general settings for your fundraising page, including your custom URL, Social sharing settings, and the discoverability of your campaign.

Sharing your Campaign

Email

- Send emails to your network inviting them to donate to your campaign. Denver Kids provides email templates to help with your outreach in the FUNdraising Playbook
- [See our FUNdraising Playbook for email and social media templates](#)

Share

- Social media is a great tool to spread the word, easily share your page on Facebook, Instagram, Twitter and LinkedIn
- [See our FUNdraising Playbook for email and social media templates](#)

Questions

If you have any issues or have questions about CO Gives or fundraising please contact Maddie Crea at denverkidsdevintern@gmail.com . We are here to support you and thank you for running with Denver Kids!

