Community First Foundation
BUILDING CAPACITY FOR COLORADO NONPROFITS

Community First Foundation has been a leader and innovator in community-based giving since 2007. Their year-round site has raised over $300m for Colorado nonprofits since 2007, and $47m in 2018 alone, for the benefit of more than 2,600 nonprofits.

The name says it all. Community First Foundation focuses on building community among Colorado’s nonprofits—and helping them build capacity to support and strengthen nonprofits and those they serve in their communities. Community First Foundation’s mission is to drive positive change in Colorado’s community through increased engagement, giving, service, stewardship, and innovation.

One could argue that none of these values is evolving and changing as much as—or providing more opportunity than—innovation. And arguably, this has been the focus of, and one of the main reasons for the success of, ColoradoGives.org. This site provides a forum for year-round fundraising for Community First Foundation, and is the online site for their annual fundraising event, Colorado Gives Day.

“While fundraising is certainly one of our objectives, Community First Foundation is especially focused on building a sustainable, thriving, and growing nonprofit community. Sustainability and growth aren’t possible without strong attention to nonprofit capacity building.”

Dana Rinderknecht
Community First Foundation

Dedicated to Helping Nonprofits Succeed and Thrive

In addition to Community First Foundation's endowments, grant programs, and university-endorsed certification programs for nonprofits, the Foundation has led the country in establishing and building a healthy giving program for the benefit of the community. Starting in 2007, ColoradoGives.org was established as a year-round online giving site. Looking to grow and innovate, the Foundation was the first to start an annual online giving event, and needed a partner for the journey.
Dana Rinderknecht, Director of Online Giving at Community First Foundation, is never short on innovative ideas. She has been involved in ColoradoGives.org from the onset, and has seen Community First Foundation through near constant innovation to grow the capacity of the Colorado nonprofit community. In 2018, The Foundation raised $47m, as stated above, with $35m coming from Colorado Gives Day and more than 25% attributed to year-round giving—almost $12m.

Among other innovations, Dana has worked with CiviCore to author and build a market-leading platform with easy-to-use resources for donors and nonprofits alike. The Nonprofit Dashboard available on ColoradoGives.org makes life easy for donors. Even the most discerning donor can search a comprehensive database and find detailed information about Foundation-approved nonprofits. Every nonprofit can provide an overview of the organization, detailed program and service area information, and information regarding the org’s management team, financials, and credentials. Community First Foundation has found that this data is critical to empower donors and nonprofits alike, as donors have many options these days for their hard-earned money.

“*What I like best about CiviCore is the partnership we’ve created. This is not just about Community First Foundation and ColoradoGives.org, or even CiviCore; it truly is a partnership. They have amazing ideas.*”

Dana Rinderknecht
Community First Foundation
In addition to the Nonprofit Dashboard, The CiviCore Giving Platform provides unique capabilities where donors can:

- "Shop" for nonprofits, adding multiple donations to their cart over time, requiring only a single transaction at checkout time. This encourages multiple donations to a variety of nonprofits, increasing first-time donations to new nonprofits.
- Review recommendations for additional nonprofits to which they might like to donate based on what they’ve already added to their cart, similar to Amazon’s recommendation engine: “Those who purchased a vacuum cleaner also bought vacuum cleaner bags.”
- Choose from any number of funding sources for their donation, including their own donor advised fund (DAF) or giving gift cards.
- Schedule recurring donations of any amount or frequency to encourage sustained giving.
- Integrate the Foundation’s DAFs into the giving event leaderboard totals.
- Enable community employers and corporate sponsors to engage their employee bases by selecting their employer as a source of match funds during checkout.

Community First Foundation is also rigorous in its use of data to help plan and grow giving for the benefit of their nonprofits.

In addition to being innovative, Community First Foundation is also rigorous in its use of data to help plan and grow giving for the benefit of their nonprofits. Any data collected throughout the year and during the annual ColoradoGives Day event can be pulled from the system to glean insights and provide a base for better planning for future events and fundraising strategies. Examples of detailed information can be found on the Foundation’s Data & Reports page. Reports include not only total donations, nonprofits who have participated, and detailed data breakdowns by region or category, but additional insights that illustrate how nonprofits build capacity over time from ColoradoGives.org.

For example, Dana Rinderknecht, working with the CiviCore team, uncovered an interesting piece of data in their post-event analysis. CiviCore noticed that the biggest day for monthly donations on ColoradoGives.org was the 8th of the month. Donors had donated on the giving event’s annual day, held on the 8th, and many had set recurring donations at that time, resulting in a monthly annuity of donations going forward for the nonprofits participating in Colorado Gives Day. This helped Dana and her team plan for future events, and enabled many nonprofits in the Colorado community to benefit from recurring gifts and a more predictable revenue stream.
“CiviCore has always been willing to try new, innovative, fun, and exciting things. They really look at the best way to help both the nonprofits and the donors, as well as Community First Foundation. We’ve been lucky to have a true partner in our mission, not a typical technology vendor relationship.”

Dana Rinderknecht
Community First Foundation

Enabling Growth and Capacity Building: CiviCore Giving Platform

Community First Foundation has been instrumental in the development of the CiviCore Giving Platform. Their innovation has helped CiviCore develop a platform that many others can benefit from. In addition to those highlighted above, CiviCore Giving Platform provides a strong ecosystem of partners, as part of Neon One. Partners include NeonCRM and NeonRaise, who provide donations and payment processing management tools for mission-based organizations of all sizes, Rallybound for peer to peer fundraising, Arts People ticketing and event management, and many additional partnerships to help grow capacity for mission-driven organizations.

SINCE 2008

CiviCore is honored to have been a part of ColoradoGives.org since 2008, having contributed to the impact Community First Foundation has had on Colorado nonprofits.

Visit civicore.com to learn more about the CiviCore Giving Platform, or Contact Us.