INTEGRATING DIGITAL ELEMENTS INTO OUR DEVELOPMENT STRATEGY
ENERGY OUTREACH COLORADO

• Non-profit of 26 staff
• Administer programs
  • bill payment assistance, crisis intervention, weatherization, residential and multi-family housing, homeless to home
• # of contractors
• In 2017:
  • $6.62 million distributed statewide for bill payment assistance
  • Over $2 million invested for home heating repair/replacement
THE PEOPLE WHO SUPPORT US

2017 donation total = $3,539,203
17,132 = total # of donors
10,332 = # of monthly donors
82% donor retention rate
WHY INCORPORATE DIGITAL

- Accessibility to a wider audience
- Meet people where they are – younger, corporate, press
- Online donations
- Provide tools – actionable user experience
- Be nimble
- Improve donor retention
- Variety of tactics – social, email, mobile, web, technology
What excites me personally about the digital age is that you close the gap between dreaming and doing.

Bono
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