



**ENERGY
OUTREACH
COLORADO**
Together We Power Stability

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



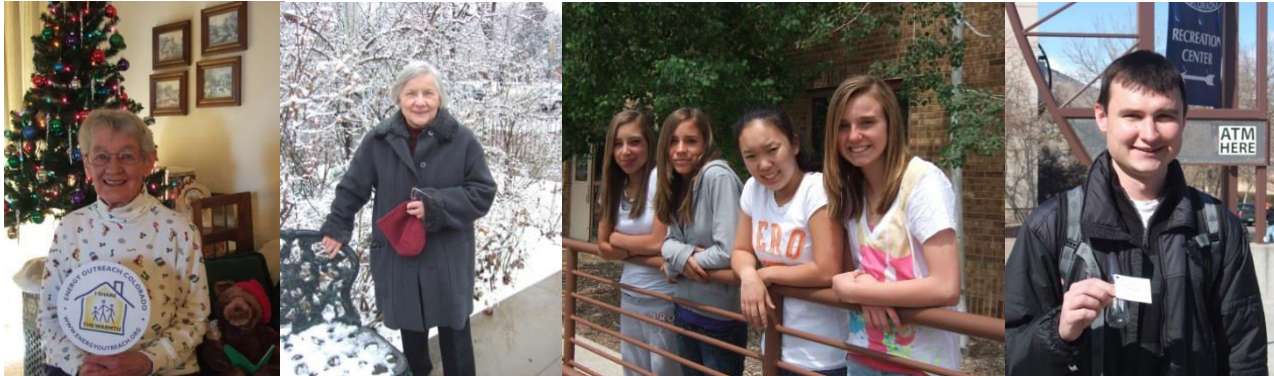
THE PEOPLE WHO SUPPORT US

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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