



**ENERGY  
OUTREACH  
COLORADO**

*Together We Power Stability*



# Tess Richey

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Senior Manager of Development



IT'S IMPORTANT  
TO HAVE LOTS OF  
FRIENDS WHO  
WILL RAISE  
MONEY FOR YOU



TO DO THAT, YOU  
NEED TO CAPTURE  
THEIR HEARTS  
THROUGH  
IMPACT



# FRIEND-RAISING 101

## Prepare, Prospects, Plan, Pursue, Promote

1. Make your engagement tool(s) to tell your impact
2. Do your research – find your prospects
3. Plan your visits
4. Visits, visits, and more visits
5. Now, keep your champions

Once you have your champions,  
start friend-raising



# 3<sup>RD</sup> PARTY CHARITY EVENTS

## Bike Race, Marathon

- Pedal the Plains
  - Rural Electric Coop's Bike Team races for EOC
  - EOC chosen as 1 of 3 charity partners in 2019
- Colfax Marathon
  - EOC participated in 2017 and 2018



# SMALL FRIEND-RAISING EVENTS

## Charity Recipient, House Parties, Champion Meet-Up's

- Charity recipient of business
  - The Acreage Restaurant and Cidery in May
- Champion Meet Up
  - @ local bar in May (bonus: use the discount as a kickback)
- Board hosted house party



# CHARITY TOURNAMENTS

## EOC's annual golf classic – *THE HEAT IS ON*

Tournaments can be hosted by the nonprofit, or by a 3<sup>rd</sup> party for-profit with proceeds going to the charity (ideal!)

- Great event for corporate supporters
- Traditionally about golf... so we reframed it to be about IMPACT





# Sponsorship Opportunities

	Title Sponsor \$30,000	Eagle Sponsor \$15,000	Brunch Sponsor \$7,500	Dinner Sponsor \$7,500	Birdie Sponsor \$5,000	Hole Sponsor \$2,500
<b>Number of Players</b> One round of golf	4 foursomes (16 players)	2 foursomes (8 players)	1 foursomes (4 players)	1 foursomes (4 players)	1 foursomes (4 players)	
<b>Recognition in DBJ Ad</b> Includes company logo	✓	✓				
<b>Event Signage</b> Large banner at event	✓	✓				
<b>Promotional Opportunity</b> Include branded item in player gift bag	✓	✓				✓
<b>Tee Signage</b> Logo on one tee box sign	✓	✓				✓
<b>Category Exclusivity</b> Exclusive sponsorship level	✓		✓	✓		
<b>Brunch Recognition</b> Recognition at brunch remarks and signage			✓			
<b>Dinner Recognition</b> Recognition at dinner remarks and signage				✓		
<b>Website Presence</b> Recognition on EOC website and social media	✓	✓	✓	✓	✓	✓
<b>Print Recognition</b> Recognition in EOC's newsletter & annual report	✓	✓	✓	✓	✓	✓

## Annual Golf Classic Details

We've started to plan for this year's Energy Outreach Colorado (EOC) Annual Golf Classic - *The Heat is On* - that will take place at Sanctuary Golf Course on August 29th, 2018. We hope you will consider joining us for a great day of golf, dinner, and the opportunity to support our mission to provide energy assistance and emergency services to people statewide.

This golf tournament is the only fund raising event hosted by EOC, and we are proud to have so many prominent sponsors support us each year. Last year we raised over \$151,000 for our statewide programs and we are hoping to reach much more this year. EOC has received top-ratings from Charity Navigator since 2003, and our average administrative costs are 5 percent. That means 95% of your donation will go directly toward assisting income-qualifying seniors, veterans, teachers, and many community members that have disproportionate home energy burdens.

The exclusive Sanctuary Golf Course is limited to those sponsoring a charity tournament, and *The Heat is On* provides you with the opportunity to share this unique experience with colleagues and friends. We have several sponsorship levels to choose from. Packages vary, and all include publicity, signage, and dinner.

Please contact Sarah Battani, major gifts director at (303) 945-9030 or sbattani@energyoutreach.org to discuss the best way for your organization to get involved.

Thank you for considering a sponsorship for our 2018 *The Heat is On* Annual Golf Classic. I hope to see you in August at the course.

**Jennifer Gremmert**  
Executive Director

# Annual Golf Classic

## The Heat Is On

September 11th, 2019 • Sanctuary Golf Course

Our Annual Golf Classic, *The Heat Is On*, is back for another year. It is the only fundraising event hosted by Energy Outreach Colorado, and we are proud to have so many prominent sponsors support us each year.

We are returning to the exclusive Sanctuary Golf Course, which is invitation-only and limited to those sponsoring a charity tournament. *The Heat is On* will provide you with the opportunity to share this unique experience with colleagues and friends.

# With Your Help

## Our impact in 2018

Last year our golf tournament was a huge success, raising over \$185,000 for low-income Coloradans. We spent the year delivering services that provide people the chance they deserve, and with your help we can do more this year.

### We kept people warm

A faulty furnace is a crisis in winter months, especially when you can't afford a repair. 1,517 vulnerable households were in that situation and we were able to repair or replace their heating unit at no cost.

### We CARE

Our CARE program provided energy efficiency upgrades to 290 vulnerable households. Improvements that will lead to lower bills and less energy consumption. And it's free to those who qualify.

## Your Support Matters

Every sponsor for our tournament will get the **Basic Sponsorship Package**, which includes recognition in speaking remarks, social media, and our annual report and newsletter.

To learn more about sponsorship opportunities, ways to support our Annual Golf Classic, *The Heat is On* or for any questions, contact Tess Richey at (303) 226-5057 or [trichey@energyoutreach.org](mailto:trichey@energyoutreach.org).

### Premier Sponsorships

<b>Hero</b> <b>\$25,000</b> 	<b>Champion</b> <b>\$15,000</b> 	<b>Advocate</b> <b>\$10,000</b> 	<b>Partner</b> <b>\$7,500</b> 	<b>Supporter</b> <b>\$5,000</b> 	<b>Friend</b> <b>\$2,500</b> 
<b>YOUR IMPACT</b> No one should live in a cold home. Be a hero by supporting the Crisis Intervention Program and help us increase the number of homes served with furnace repairs and replacements.	<b>YOUR IMPACT</b> Everyone deserves a chance to get back on their feet. Champion the Bill Payment Assistance Program to help us stabilize more households.	<b>YOUR IMPACT</b> A utility bill can stand between families having stable housing. Remove that barrier and move people into the home they deserve by advocating for the Homeless to Home Program.	<b>YOUR IMPACT</b> You can make the difference for many people who can't afford to improve the energy efficiency of their homes. Partner with EOC's CARE Program to help more households lower their utility bills and consume less energy.	<b>YOUR IMPACT</b> There is more need than resources. Support NEEP and reduce energy burdens for non-profits serving low-income people and help stretch funding for services.	<b>YOUR IMPACT</b> Affordable housing is critical for people on a fixed income. Become a friend of the Affordable Housing Weatherization Program and reduce energy costs for multi-family residences so the savings is passed on to keep rents low.
<b>★ Category Exclusivity</b> <ul style="list-style-type: none"> <li>• 4 Foursomes</li> <li>• Speaking Opportunity at Dinner / Match</li> <li>• Customized Promotion Plan</li> <li>• Customized Impact Report</li> <li>• Event Signage</li> <li>• Promotional Opportunity in Gift Bags</li> <li>• Basic Sponsorship Package</li> </ul>	<ul style="list-style-type: none"> <li>• 2 Foursomes</li> <li>• Speaking Opportunity at Brunch</li> <li>• Customized Promotion Plan</li> <li>• Customized Impact Report</li> <li>• Event Signage</li> <li>• Promotional Opportunity in Gift Bags</li> <li>• Basic Sponsorship Package</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Foursome</li> <li>• Customized Promotion Plan</li> <li>• Customized Impact Report</li> <li>• Event Signage</li> <li>• Promotional Opportunity in Gift Bags</li> <li>• Basic Sponsorship Package</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Foursome</li> <li>• Customized Impact Report</li> <li>• Promotional Opportunity in Gift Bags</li> <li>• Basic Sponsorship Package</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Foursome</li> <li>• General Impact Report</li> <li>• Promotional Opportunity in Gift Bags</li> <li>• Basic Sponsorship Package</li> </ul>	<ul style="list-style-type: none"> <li>• Basic Sponsorship Package</li> </ul>



# RECYCLING PROGRAMS

## Holiday Light Recycling

- Partner with utility
  - IREA customers brought unwanted holiday lights
  - 3,700 pounds
  - Generated \$680 – matched by IREA = \$1,360




# BIRTHDAYS, MEMORIALS, TRIBUTES

## Birthday Fundraisers on Facebook (or crowdfunding)

- Tell your supporters about more ways to have an impact!
  - Rosie's birthday fundraiser

**Story**

I had fun sharing when I'd picked a local nonprofit for a fundraiser at work last week. My birthday is next week, so I've picked another local nonprofit for donations. Energy Outreach Colorado combines energy efficiency (something I've worked on for years) with taking care of Colorado's most vulnerable populations (something that's more important now than ever). I hope you'll choose to celebrate with me by supporting them in their mission to help pay energy bills and energy efficiency upgrades for affordable housing and nonprofit facilities. Every little bit will help me reach my goal. Thanks & blessings!

 **Rosie Denver** • December 3, 2017

**You Can Do It!** Birthday Fundraiser for Energy Outreach Colorado

Fundraiser for Energy Outreach Colorado by Rosie Denver

**Donate to Nonprofit**

[✉ Invite](#) [➔ Share](#) [⋮ More](#)

**Fundraiser Ended**  
Thanks to everyone who donated!

**\$261 / \$360 raised**



**AFTER IT'S ALL  
SAID AND DONE,  
SHARE THE  
IMPACT**





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