

# YEAR-END GIVING

Secrets that inspire donors over the holidays

## 45%

of our webinar attendees stated that their biggest challenge in their year-end fundraising planning is creating a convincing appeal and a multi-channel campaign.

Branded, multi-channel campaigns raise 38% more and donors are 66% more likely to give again<sup>1</sup>

### Insights from our attendees

**61%** plan to add video as part of their campaigns

**23%** plan to add a customized donation page

**21%** plan to add an online landing page

## 1 CAMPAIGN STRATEGY

### USE THESE TOP FOUR ELEMENTS TO CREATE A SUCCESSFUL CAMPAIGN

#### Message

Identify a project and create a theme that resonates with your donors

#### Goal

Select a financial goal that donors can contribute to and directly impact

#### Look

Decide on images and colors that reflect the same story to magnify your cause

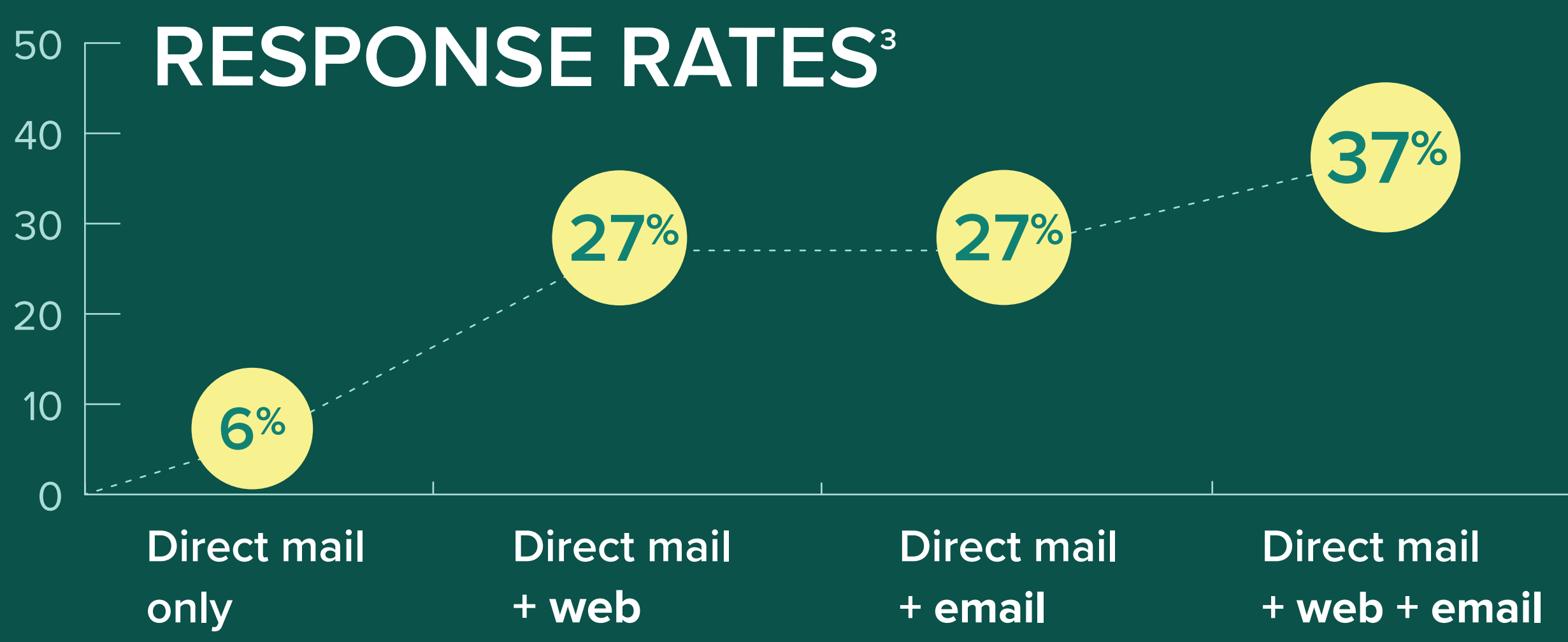
#### Brand

It's important to look good and communicate effectively and consistently

### Reinforce your message with multiple appeals

It takes at minimum three exposures of your message for a person to make a decision.<sup>2</sup> Follow this sequence for maximum impact:

- Warm-up letter
- Appeal letter
- Follow-up letter
- Emails every two weeks
- Website homepage article
- Customized donation form
- Personal communication



The post office gives a discount for envelopes that contain mobile donation instructions<sup>4</sup>  
**QR Codes** = 5% off postage for nonprofits who are first-time mailers

## 2 CHANNELS

### MAKE EVERY CHANNEL COUNT

#### Mailings

Paper mailings are powerful and they lay the groundwork for your overall campaign

#### Email

Share a report on your impact or a story from someone who has been helped

#### Website

Your homepage, donation and thank you page need to be easy yet memorable

#### Social

Build buzz by running Facebook ads targeted at your existing followers

#### Video

Delight your donors with videos on your website, via email or on social media

#### Personal

Make personal calls or even face-to-face meetings to form deeper connections

### DIRECT MAIL<sup>5</sup>

## 71-81%

of all nonprofit gifts come through direct mail, but direct mail should never be your only method of fundraising

After each ask for donations, follow-up with three compelling messages or thank yous before you ask again  
**3-to-1 Rule** = This method helps you create valuable relationships with your donors

## 3 PERFECT TIMING

### BE STRATEGIC, STICK TO YOUR PLAN AND USE YOUR CALENDAR

#### OCTOBER

- Website ready to go
- Customized donation page
- Add video to your thank you page
- Send year-end appeal

#### NOVEMBER

- Call all your donors with a thank-a-thon
- Promote #GivingTuesday
- Email update with a great story for your donors

#### DECEMBER

- Holiday card
- Dec 26** Year-end e-appeal
- Dec 31** Last chance e-appeal

### TIME FOR GIVING<sup>6</sup>

## 25-35%

of giving takes place between Thanksgiving and New Years

Avoid donor fatigue by balancing your asks with actions that make donors feel really good about your cause  
**Get Personal** = Pick your top 10 donors and send them personal thank you videos