



# The Final Countdown

**YOUR GUIDE TO ENSURE YEAR-END GIVING SUCCESS**

**“Get Connected” To Raise More Money and Exposure for Your Organization**



*Dear Fellow Fundraiser,*

The last fourteen weeks of the calendar can be overwhelming for non-profit professionals. Your organization's year end can "make or break" your fundraising goals. In fact, data shows that approximately 12% of all giving happens in the last three days of the year! So much for "winter break..."

This guide is meant to help you make the last months (and days) of the year as efficient and effective as possible. We discuss how to ace your year-end fundraising campaign and make meaningful connection points between your year-end campaign, GivingTuesday, and your year-round fundraising strategy.

We provide weekly check-points to keep you on track for your year-end giving campaign and GivingTuesday from September all the way through to the end of January. (Yes, January!)

This year's theme for year-end success is "get connected." Get connected to your donors, volunteers, board members and community at large. Connect with them to share your impact on the community and the outcomes that their gifts will have. Connect with staff and tell them how impactful their work is.

This year's guide will help you turn those connections into better donors – and bigger dollars for your mission!

Sincerely,

Mike, Paul, Amanda

# END OF YEAR TIMELINE CHECKLIST

## September



12

Document your budget, available resources, and employees that will be supporting your year-end campaign.

If you have decided on a matching gift sponsor, begin coordinating announcements (social media, press release, website, and email).



26

Select communication channels and outline messaging for your year-end campaign and GivingTuesday.

Create your theme and overall narrative you will be following for your messaging.

Identify Targets & VIP Prospects from the donor segmentation work you did last week.

## October

5



Decide if you will be using matching gifts as part of your year-end or GivingTuesday campaign strategy, and secure your matching gift sponsor.

Take the time to review last year's campaign.

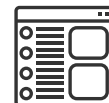
19



Draft your campaign timeline and goals (using this timeline as your basis) and begin to task out to your team of employees and volunteers.

Create donor segments based on your goals and establish donation levels.

3



It's time to write the fundraising appeal! Start drafting messaging for your year-end direct mail outreach.

Create your campaign donation landing page.

# END OF YEAR TIMELINE CHECKLIST

 10

Finalize your messaging and theme for GivingTuesday.

Create email templates for GivingTuesday and Year-End communications

 24

Pull data for year-end direct mail piece focusing on donors whose last gift was within the previous 24 months.

Get your thank you and follow-up materials ready for #GivingTuesday.

 6

Pull your donors over age 65, and send them a letter about your stock transfer/distribution process.

17 

Create your year-end campaign launch timeline.

Create your dates and deliverables for email, direct mail, and other communication solicitations throughout the end of the year.

Order (or design) holiday cards from your organization for your top donors, board members, and volunteers.

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Review LYBUNT (Last Year But Unfortunately Not This Year) list and develop strategies for your top 20%.

This is a great time to publicly announce your year-end giving campaign and/or participation with GivingTuesday.

## November

# END OF YEAR TIMELINE CHECKLIST



20

Host a "thank a thon" for your top donors who have already given in the calendar year.

It's last-minute prep for GivingTuesday! Create your day-of social and engagement strategy.

13

Prepare your GivingTuesday donor segmentation. Don't exclude donors who have given already this year!



27

**Day before GivingTuesday**

Prepare for GivingTuesday on the 28th by scheduling e-mails to deploy ahead of time.

Check that you are set up for supporters to fundraise on Facebook.

# GIVING TUESDAY 28

## December



12

**2 Weeks Until End of the Year**

Set up meetings or coffees with three of your top 20 donors.

Create a short 1-3 minute video about the impact that GivingTuesday made.

5

Direct mail piece should land. Deploy an e-mail with the same look and feel like the direct mail piece this day to the same list of donors who received this direct mail piece.

# END OF YEAR TIMELINE CHECKLIST



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## 1 Week Until End of the Year

Drop e-mails or handwritten notes focused on stewardship (not solicitation) to outstanding LYBUNTS and 2023 impactful donors.

Use your website or other PR opportunities to honor your year-end donors.



26

## 5 Days Until End of the Year

Deploy your last-minute e-mail, social media assets, and make personal calls to any major outstanding LYBUNTS (Last Year But Not This Year Donors).

Re-confirm your follow-up plan and check in on thank you progress.

# January



2

Analyze your fundraising results.

Update your donor database to track who donated and what communications were most effective for each donor.



9

Write a monthly giving ask for new donors or repeat donors that gave in November or December but are not yet a monthly or major donor.

Thank staff and volunteers.



16-31

Once you've analyzed the data, debrief everyone on the results, then have an honest discussion about the campaign and how it went.