

# 2021 Year-End Fundraising Campaign Guide & Timeline

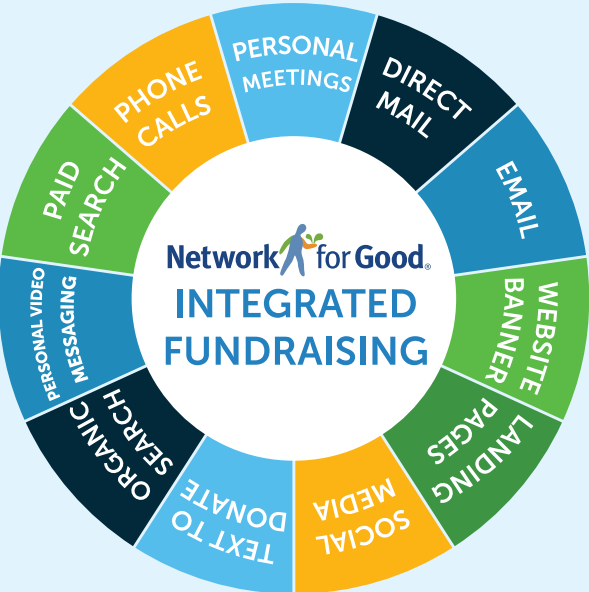
# Did you know that nearly 1/3 of all charitable giving occurs in December? And 10% of all giving is raised in the last three days of the year?

Year-end fundraising is the most exciting, demanding, and engaging time of the year for fundraisers. Here at Network for Good, we are passionate about helping you make the most of this opportunity to raise funds and awareness about your mission. Our fundraising software allows you to segment, communicate, fundraise, and analyze the activities that will make your year-end fundraising campaign successful. This guide, written by our experienced **Personal Fundraising Coaches**, was created exclusively for our fundraising software clients to help you plan your year-end campaign using best practices. Our goal is to help you optimize your time, effort, and outcomes.

## How did fundraising change in 2020?

Check out some of the statistics from the M+R 2021 Benchmark Study:<sup>1</sup>

- Total online revenue grew by 32% in 2020.
- Nonprofit mobile audiences grew by 26% in 2020, compared to a 3% average increase in email list size.
- The average response rate for fundraising email was 0.10%, a 41% increase over the previous year.
- Revenue from Facebook Fundraisers increased by 14%.



We believe that the most successful year-end campaigns will take advantage of all the communication channels an organization has available, including direct mail, email, social media, text messages, video, and more. Think of a year-end campaign as an integrated fundraising campaign that engages all of the senses of an organization—resulting in both increased giving and brand awareness. Take advantage of the increased time that individuals across the United States are spending at home and online due to the ongoing pandemic and include a variety of digital communications in your plan this year while retaining any tried and tested print appeals that continue to motivate more traditional donors.

1. <https://mrbenchmarks.com/charts/fundraising>



Typically, a year-end campaign will run a minimum of eight weeks (mid-November to early January). With continued concerns with COVID-19, and continued slowdowns in the U.S. Postal Service, you might consider beginning in late-October. Components of the campaign typically contain at least:

- ✓ One direct mail appeal—consider a second reminder direct mail appeal or postcard inviting recipients to make a secure online gift.
- ✓ 10+ emails to your donors and contacts.
- ✓ 1-2 group video messages to donors and contacts.
- ✓ Lots of social media posts—plan on two to four per week with impact stories, donor profiles, and board member profiles so you can build engagement, sharing, and giving.
- ✓ Phone calls or personal video messages to key donors who you want to invite to participate in the campaign—board members and other volunteers
- ✓ Engagement tactics in January to touch and retain donors, including thank yous and new donor welcome kits.

As you consider how best to plan your year-end campaign, consider proven tactics that can boost dollars raised. This guide provides direction on:

- 1. Selecting your mailing list.**
- 2. Whether to include major donors in the mailing(s).**
- 3. Suggested year-end communications and solicitation timeline.**



You have multiple messages that you will be sending for your year-end campaign. As you plan your cadence, consider who you want to send to and when. It is not recommended that you email your full contact list every time you communicate during your year-end campaign. Segment your existing donor base for customized messages based on their commonalities with your organization (i.e. major donors, donors to a specific program, etc.). Your coach can help guide you.

Here are some considerations:



- **Direct mail**—this is the costliest part of the campaign. Depending on the size of your mailing list, you may want to:

- Suppress any significant donors who have given within the last three months, or who would be better cultivated via personal calls (from yourself or your board).
- Select donors who have given within the last three to five years, suppressing those who haven't given in many years.
- Identify a "test" group that has not been routinely solicited—i.e. contacts who attended an event but haven't given, a new mailing list you have received, family members of service recipients, etc.



- **Email**—you will be sending several email messages during the campaign. Network for Good's Personal Fundraising Coaches have designed a robust series of year-end email templates (called the Year-End Engagement Plan) that are built into your fundraising software and segmented into donor and non-donor email groups. You can use these "drip" email templates or send your own email appeals during the eight-week period. If you use the Engagement Plan, the mailing segments (donors and non-donors) are created for you and can be edited before you launch the plan. Consider whether you want to include major donors in this group and note that those who donate will be removed from the next email sent automatically.



- **Social media**—begin to note those that like and/or respond to your posts. You may find that these supporters are active "influencers" who can be asked to repost your fundraising solicitation, or who are loyalists who could be asked for a more significant gift. One way to capture these findings in your fundraising software is to add a note to the contact's record. Or you can create a custom field named "Social Influencer" with a checkbox to filter this group.



- **Peer-to-peer**—identify loyal donors and influencers who are willing to act as fundraisers to multiply your fundraising appeals. You can use Network for Good's **peer-to-peer** fundraising pages to leverage these loyal supporter's networks as part of your year-end fundraising efforts.



- **Text messaging**—Text messaging is one of the most commonly used forms of modern communication, with a 97-98% open rate. If you have a mobile phone number for your donors but haven't yet sent a text appeal, consider sending a personal video message and/or a group text holiday greeting during this season.

## QUICK TIP



### NETWORK FOR GOOD PERSONAL FUNDRAISING COACH

“Be sure to include direct mail in your year-end campaign so you don’t leave out supporters for whom you don’t have an email address. The cost of the mailing should be less important than cost effectiveness. It costs money to raise money.”

MICHELE PETERS, CFRE  
FLORIDA

## Major Donors—Do You Include?

Knowing your major donors’ giving habits is helpful to further engage them in your mission. Personal meetings and calls can be planned in advance of their gift to thank them for their continued support, reaffirm the relationship, learn their specific interests, and request a larger gift. These meetings and/or calls can be done by the executive director, a trained board member or the development officer. Be sure to record the key findings and outcomes from the meeting in the donor’s record in your fundraising software.

A best practice is to have two people from your organization, the executive director or development director and a board member join the conversation. The board member will add a degree of credibility to the ask. Studies have found that personal meetings with a major gift prospect yield higher returns when a board member participates in the meeting. The prospect/donor tends to study the volunteer while the ask is being made; the board member can respond, “When Anna and I made our major gift, we, too, carefully considered the contribution. We are happy with the investment in X organization and ask you to join us.” If in person meetings are not possible, using virtual tools like Skype or Zoom can still be effective for creating personal engagement with our highest donors.

At year-end, you’ll want to consider whether you want to include each major donor in your year-end campaign mailing list. This depends on the timing of their gift and the amount. For example, you may want to omit the

donor from your mailing list if they have recently given, or give a substantial amount that is better nurtured through personal contact. Send major donors updates on program accomplishments and personal impact stories. Include a tagline like: made possible through your generosity. Make sure the donor knows they made a real difference for someone.

## Phone Calls

Even if you decide not to include your major donors in the direct mail and email appeals, you may want to have your board members call the donors to thank them. This is best done prior to Thanksgiving so you can tie in the theme of gratitude. Using **Personal Video Messaging** can be a great alternative to leaving a voice mail. It will be well-received and could yield a (surprise) year-end gift if the donor has the ability and interest to do so. You can make these calls on any day of the week, but Friday afternoons are better than you might think—people typically answer their phones and are pleasantly surprised by the gesture. To make the effort easier for you, you can create additional administrators in your fundraising software (at no additional cost) that have limited views. For example, a board member or staff person can view contact information and record call notes but will not see the sensitive donation information.



## Matched Gifts

A highly effective motivator for a year-end campaign is a matched or challenge gift. According to the research report from The Big Give titled “A Great Match: How match-funding incentivises charitable giving in the UK and unites funders and donors in tackling social issues”, 84% of respondents felt that they were more likely to give if matching was offered. Matched funding was rated the most motivating donors to give, even more so than emergency appeals or religious or other cultural festivals.<sup>2</sup>

According to another study by Innovations for Poverty Action, announcing that a matching gift was available had a significant impact, increasing the revenue per solicitation by 19%. They also found that the probability that an individual would choose to donate increased by 22%.<sup>3</sup>

A dollar-for-dollar donation match can boost overall giving and is a great hook to leverage across email and social media channels, especially on #GivingTuesday and in the final days of the year. Do you have a major donor who would be willing to contribute a matched gift? If so, you will want to line up the matched gift(s)—you can have multiple donors contributing towards a bulk matched gift—by the end of October. This way, you will be able to include messaging about the matched gift(s) when you draft your communications.

### Tips to find a matching donor:

- If you have worked with a matching donor in the past, consider asking them first. This is a great way to keep them engaged with the organization.
- If you have not worked with a matching donor in the past, review your major donors from the past two years. Is there anyone who has not given yet this year who might be a good fit? Ask them if they are planning to make a year-end gift this year, and if so, if they would consider allowing your organization to use it as a matched gift. This donor could be recognized in your communications or anonymous depending on their personal preference.
- Consider forming a coalition of board members to pool their normal year-end gift into a more significant challenge to the community. A board member, preferably the chair, is likely to be the best person to lead this initiative.

### **For our clients working with a Personal Fundraising Coach, your coach will be encouraging you to:**

- 1.** Have a carefully planned campaign ready to execute in early November.
- 2.** Set a campaign goal—one that is aggressive and realistic.
- 3.** Be ready to fundraise with vigor across all of your communication channels.

2. <https://blog.thebiggive.org.uk/match-funding-research-report-launched/>

3. <https://www.poverty-action.org/study/effect-matching-ratios-charitable-giving-united-states>

## What About Your Board and Top Volunteers?

Year-end is a great time to motivate your board and key volunteers to participate in your campaign. Ask them to make thank-you calls or personal video messages to donors and top prospects. They can reach out to LYBUNTS (donors who gave last year but not this year) and SYBUNTS (donors who gave some year but not this year) who you would like to retain before year-end. You can quickly pull LYBUNT and SYBUNT lists from your fundraising software filters in the Contacts section. Here's a sample script for a voicemail or video message:

*Hi John, I'm a member of the X board of directors and wanted to thank you for your support over the years. I noticed that you haven't yet given this year and wanted to let you know about our latest [milestone, initiative, or news]. Your contribution this year would mean the world to us—we have a goal of raising \$X before the end of the year so we can hit the ground running in 2022. Will you help us? Feel free to visit our website to make a donation, or give me a call to discuss. Thanks so much and happy holidays to you and those you love!*

### QUICK TIP



#### NETWORK FOR GOOD PERSONAL FUNDRAISING COACH

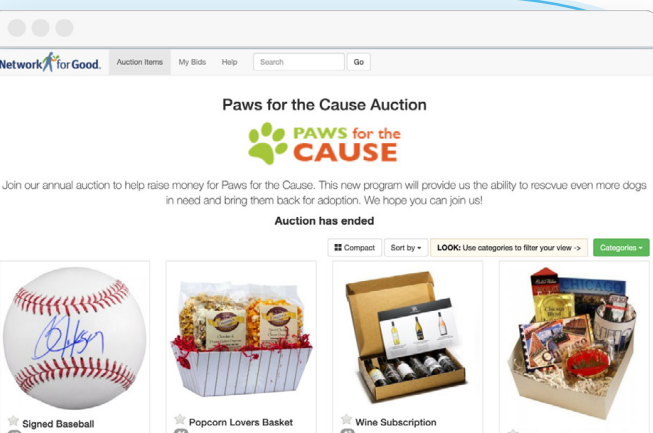
"Make certain you have individually and personally thanked each donor at least six times throughout the calendar year."

TOM GIDDENS,  
MASSACHUSETTS

## Fall Events

With a reduction of the pandemic lockdown protocols and the increased availability of the vaccine, many organizations have planned for in-person fall events but the surge in Delta variant cases has many organizations now looking for alternative revenue streams.

**Virtual and hybrid events** can be a smart choice in these uncertain times. Incorporating a virtual event—even a short live-streaming activity—on #GivingTuesday or any other day during this giving season, will engage current and prospective donors and encourage donations to your mission.



Learn more about Network for Good's new virtual and hybrid event and online auction software.

[LEARN MORE HERE](#)

## Typical Year-End Communications Schedule

### It's wise to develop a communications plan so that your organization:

- Schedules each fundraising/marketing piece in step with your marketing calendar, so there isn't conflict with other communications also being sent by the organization. Map each move as shown in the flowchart of activities below.
- Drafts a budget for all printed materials including quantities, number of direct mail pieces (letter, inserts, response cards, and envelopes), etc. Record the costs so you can plan for and evaluate future year expenses.
- Tests the materials with a select group of donors, board members, and volunteers for their reaction—are these materials emotionally compelling and motivating? Are they donor-centric enough to put them in the story as a participant, not merely as a bystander? Are they community-centric enough that program participants and beneficiaries are seen as drivers and partners in their own empowerment?
- Requests additional contacts from your board and key volunteers to add to the mailing list.
- Has ample time to design an overall theme for your campaign, requesting photos and testimonials from people connected to the cause, confirming the look and feel of the communications.
- Thinks through where and how the campaign will be promoted on your homepage and website.

### Below are suggestions/considerations when designing a year-end communications plan.

#### Pre-Launch

- Plan your theme.
- Collect testimonials, videos, pictures, etc. that tie to your theme. Video will put the donor in the middle of the story.
- Draft communications materials—direct mail solicitation, emails, social media posts, video scripts, etc.
- Develop web banners, set-up donation page for fundraising campaign, plan where and how it will be highlighted on your website and onsite (if client/donor facing).

Brief your staff on the theme, timing/calendar, and campaign goals. Get everyone pumped to be part of this year's campaign! If you are working onsite, a simple communicator is posting a thermometer with your goal in a visible spot in the office and raising it throughout the campaign. The lunchroom or near the exit are great spots that can remind all that fundraising is a team sport.

#### QUICK TIP



#### NETWORK FOR GOOD PERSONAL FUNDRAISING COACH

"As the number of donors who no longer own checkbook grows, be sure you are including a QR code (preferably) or your giving page link in your year-end direct mail appeal. This way, your donor can open the letter and immediately give."

CHANY OCKERT, CFRE  
MONTANA



## Preparing Your Direct Mailing

- Identify staff who will cover phones/inbound requests during the last week/days of the year so no opportunity is missed.
- Draft the appeal using best practices—a double-sided letter, pictures, strong call to action, using a “P.S.,” etc. Your coach can tell you more about these if you are not familiar with them.
- Consider all elements of a direct mail solicitation—letter, insert/buck slip, response card and/or donation envelope, etc.
- Organize your board members and volunteers to write handwritten notes on the letters of key prospects.
- If you have secured a matching gift for the campaign, be sure to mention it in the letter.
- Consider how you will print/mail your direct mail solicitation and the cost. You can print from your fundraising software or outsource it with a printer/mail house. If you opt to use a printer, you can recreate the letter in your fundraising software so you can easily retain a copy.

### QUICK TIP



**NETWORK FOR GOOD**  
PERSONAL FUNDRAISING COACH

“Start planning earlier than you think you should on how you will reach new and existing donors during a time when they are most generous and when many nonprofits will be making asks.”

**CHERIAN KOSHY**  
IOWA

### QUICK TIP



**NETWORK FOR GOOD**  
PERSONAL FUNDRAISING COACH

“Year-end is a great time for experimentation. Test what works with your audience every year and within four years you will have an unbeatable year-end fundraising program.”

**ELIZABETH FINLAYSON,**  
ILLINOIS

- Plan the timing of the direct mailing. How many days do you expect it to take before the piece “drops” in mailboxes? If you use a mailing house, they can give you an estimate.
- Determine whether you will use first class or nonprofit postage. Your decision affects the cost of the mailing and the time that it takes for the mailing to reach mailboxes.

## Scheduling Your Campaign

Your communications schedule is a critical part of your success—leveraging multiple channels and timing the communications for the greatest response. Test and learn from the times that you sent your emails. Note the dates of all communications so you have a starting point for next year. For example, data shows that giving is concentrated between 12-7 p.m. on December 31st. Popular times to send emails during the week are 6 a.m., 10 a.m., 2 p.m., and 8 p.m. Tuesday-Thursday is great for reaching contacts who use their work-related email. Sometimes the weekend is smart for youth-oriented, arts, animal, or other similar missions (or if you have predominately personal email addresses). Your best bet is to test email dates and times to see what works best for your constituency.

**Here is a timeline you can use to schedule your campaign. Tasks with a 🌱 can be easily performed in Network for Good’s fundraising software.**











DATE	FORMAT	TASK
<input type="checkbox"/> By Thursday, 10/28	website social media	Create an Everyday Giving Page in your fundraising software for your year-end campaign. Design a banner or pop up/light box for your website’s homepage promoting the fundraising campaign. The banner will run on your website for the next two months. Draft a plan for social media content—pull together core messages and photos so you’ll have a sense of your inventory and they will be available when needed. You can fill in more detail once ramp-up starts.
<input type="checkbox"/> Friday, 10/29	website	Launch the banner ad on your website’s homepage to promote your year-end campaign. It’s go time!
<input type="checkbox"/> Friday, 10/29	social media	Begin ramping up your social presence (25-50 percent more activity). Post regularly for the next two months so you are at the top of news-feeds during giving season. Spotlight key volunteers and service recipients, share exciting happenings and impact from the year, begin sharing goals for 2021. Where appropriate (but not on every post) link to the donate page.  <i>Note: Election Day is November 3, and is likely to affect national and local news. Be sure to consider the timing of your campaign against the very crowded political messaging environment.</i>
<input type="checkbox"/> Friday, 10/29	<input checked="" type="checkbox"/> email	Email to re-introduce donors and non-donors to your organization. Share a few of your organization’s major accomplishments from this year. Highlight how the support of generous donors helped you advance your mission. It’s important to re-engage donors your mission before you share personal stories and ask for contributions.

DATE	FORMAT	TASK
<input type="checkbox"/> Thursday, 11/4	 email	Tell a story in the third person that highlights the tangible impact of your work.
<input type="checkbox"/> Week of November 15	phone script	Develop the phone script for board members and other volunteers to make their calls. The goal is deepened engagement—ask what inspires your giving, etc. Collect and leverage their stories.
<input type="checkbox"/> Wednesday, 11/17	 direct mail	Time the arrival of your direct mail letter to land in mailboxes by or around mid-November. This letter matches your year-end theme and the graphics used in your campaign emails and social posts. Optional: send a second letter or postcard to those who haven't responded to arrive by the end of the first week of December. The additional touch can be a useful reminder for well-meaning procrastinators.
<input type="checkbox"/> Monday, 11/22 and Tuesday, 11/23	phone call  video message	Board makes thank you phone calls or send personal video messages to the top donors from 2021 (to date). There is no direct appeal for funds in this communication. Record any relevant contact feedback/notes in your donor management system.
<input type="checkbox"/> Monday, 11/22	 direct mail	Send hand written thank you notes to top 10-20 donors to arrive before Thanksgiving.
<input type="checkbox"/> Wednesday, 11/24	 email  text message  video message	Thank you emails can go out to volunteers, the board, etc. to express appreciation for all they do and wish them a happy Thanksgiving. Alternatively, you can send a thank you text or video message.
<input type="checkbox"/> Wednesday, 11/24	social media	Thank you post on social media. This can include a nice harvest picture or one that shows the joys of volunteering/contributing. There is no ask for a donation, instead focus on gratitude for the support you have received from so many volunteers and donors over the year(s).
<input type="checkbox"/> Friday, 11/26	website social media	Launch a banner on your website's homepage for #GivingTuesday and add the #GivingTuesday logo to your campaign donation page. Post a "save the date" on social media for #GivingTuesday. You can find a handy #GivingTuesday toolkit (with logos) <a href="#">by clicking here</a> .
<input type="checkbox"/> Sunday, 11/28	 email	Email blast to promote the power of numbers on #GivingTuesday— consider announcing a matching gift to encourage contributions.
<input type="checkbox"/> Sunday, 11/28	social media	Post on social "Are you ready to make a difference for #GivingTuesday?" to create excitement.
<input type="checkbox"/> Monday, 11/29	 text message	Fill out the form within your fundraising software to begin sending text messages. Send a get ready to make an impact on #GivingTuesday text message. Repeat again on #GivingTuesday.

DATE	FORMAT	TASK
<input type="checkbox"/> Tuesday, 11/30	 email  text message	<p>Up to three emails and text messages promoting day-of giving on #GivingTuesday. Use #GivingTuesday logos/hashtags where appropriate.</p> <ul style="list-style-type: none"> <li>• <b>Early morning (around 5 a.m.):</b> Please join our national day of giving.</li> <li>• <b>Noon:</b> Updating your contacts on your progress against your goal and encouraging prospects to give by the end of the day.</li> <li>• <b>Early evening (around 7 p.m.):</b> Announcing that time is running out and you are sooo close to your goal (or that there is still time to give)—please help us! Show a progress thermometer or another graphic that highlights your goal.</li> </ul>
<input type="checkbox"/> Tuesday, 11/30	social media	Posting throughout the day to encourage giving, share gift results/momentum, and highlight impact. Use logos/hashtags for #GivingTuesday where appropriate.
<input type="checkbox"/> Wednesday, 12/1	website	Post a thank you banner for gifts received on #GivingTuesday and remove #GivingTuesday logos and wording from website banner and campaign donation page. You will want to officially remove any reference to #GivingTuesday in your banners and on your donation pages by Thursday, 12/2, so there is complete focus on your year-end campaign.
<input type="checkbox"/> Wednesday, 12/1	 direct mail  phone call	If possible, call every new donor from #GivingTuesday to personally thank him/her for choosing your organization. Ask what inspired the gift and their communication preferences for the future. Enter relevant call notes/insights into the contact record in your fundraising software. Thank-you personal video messages or postcards can be a nice addition, or alternative, to leaving a voicemail if no one answers the phone.
<input type="checkbox"/> Rest of December	social media	Increase your posting cadence to at least two to three times per week. Spotlight your programs, incredible volunteers, profile a major donor. Slip in an ask (modeled after your campaign theme) every three posts.
<input type="checkbox"/> Tuesday, 12/7	 email	Email blast to encourage giving during the year-end campaign (suppress anyone who has given so far). Tell a story, use a testimonial. Use some of your communication language in a social media post the next day.
<input type="checkbox"/> Second week of December	phone call	Board members call lapsed 2020 major gift donors (or those who gave early in the year and you'd like to request another gift) to thank them for their prior giving and to ask them to give before the end of the year. "Your contribution will help XX [service recipients] and enable us to expand our outreach."
<input type="checkbox"/> Tuesday, 12/14	 email  text message	Optional reminder email blast and text message to encourage giving during the year-end campaign (suppress anyone who has given so far). It's important to talk about the spirit of generosity and gratitude that comes with the holiday season. Express gratitude for what has been accomplished. Appeal to donors/non-donors to show their support. This email should come from yourself, your board president, or someone of influence (from their business email) rather than from your standard organization email address (i.e. JaneDoe@xcharity.org vs. xcharity@xcharity.org). Use some of your communication language in a social media post the next day.
<input type="checkbox"/> Tuesday, 12/28	social media	Ramp up asks for giving through the rest of the year. A short pitch can be made at the end of a content related post.





DATE	FORMAT	TASK
<input type="checkbox"/> Tuesday, 12/28	 email  text message	Reminder email mentioning that there are only a few days left to give and be recognized as a 2021 donor. If possible, announce a matching gift to propel additional gifts.
<input type="checkbox"/> Wednesday, 12/29	 email  text message	Email blast with "Please make a difference today" (use more specific mission-related language if possible) promotion. If you are close to your goal, mention where you are against your campaign goal.
<input type="checkbox"/> Thursday, 12/30	 email  text message	Final email of the campaign to encourage gifts by midnight on December 31. Send a thank you email to all who contributed. Include an update on dollars raised and good tidings for the New Year.
<input type="checkbox"/> First two weeks of January	 email  direct mail	Send direct mail thank you letters to major donors. Prepare 2021 donation summaries to be direct mailed or emailed.
<input type="checkbox"/> Last two weeks of January	 email  direct mail	Create an internal campaign report to highlight results and lessons learned. Ensure your data from the year-end campaign is clean and organized in your fundraising software. Identify any first-time donors (they are tagged in your fundraising software) and put them into your queue to receive newsletters and other general communications. Consider asking a board member make thank you calls or send personal video messages to new donors. As an engagement tool, consider sending a donor welcome kit (welcome letter and brochures) by direct mail to new donors. Set yourself up for a smooth and successful 2022.

## #GivingTuesday

2020 saw a record-breaking #GivingTuesday. On December 1, 2020 in the United States, \$2.47 billion was given on #GivingTuesday. This was a 25% increase from 2019. 13% of the adult population in the U.S. participated in this day.<sup>4</sup> If you haven't participated in the past, now is the time to join the movement.

# GIVING TUESDAY

**Save the date: it will take place on Tuesday, November 30, 2021.**

### Tips to Get Started:

- Just as you would for your broader year-end campaign, come up with a theme, a goal, and a communications plan for #GivingTuesday. Plan to start sending communications a few days in advance, such as Saturday, November 27, 2021, to reach people before they begin receiving asks from other organizations. Allow people to make a gift in honor of #GivingTuesday when it's convenient for them rather than requiring them to be made on the day itself.
- Visit the #GivingTuesday [website](#) to view their free online toolkit, get ideas, and copy the logo for your marketing outreach.
- Seek a matched gift to further motivate your donors. If you have a matched gift that you launched for your broader year-end campaign that has not been completed yet, you could let people know that their #GivingTuesday gifts will be matched. Alternatively, you could seek a matched gift specifically for the day itself.
- #GivingTuesday fundraising can occur via email, text-to-donate, and Facebook fundraisers and other social media. Use testimonials, storytelling, and progress updates to keep your content fresh throughout the day.
- Follow the hashtag #GivingTuesday to see what your fellow nonprofit organizations are doing. Make notes of any ideas and inspiration for the future.
- Provide an engaging, celebratory conclusion to the day by sending a newsletter and social media posts the following day (Wednesday) with pictures/testimonials, a donor honor roll, and spotlight on the total raised.

#### QUICK TIP



#### NETWORK FOR GOOD PERSONAL FUNDRAISING COACH

"Connect the dots between a donor's gift and your agency's impact. Your job in a year-end campaign is two-fold: thank donors for support this year and set the stage for what is possible in the next year with donor gifts."

**JOHN GILCHRIST, FAHP,  
CFRE, CNC,  
TEXAS**

4. [https://issuu.com/givingtues/docs/2020\\_givingtuesdayimpact\\_final?fr=sYzNkZjl3MDkyMDg](https://issuu.com/givingtues/docs/2020_givingtuesdayimpact_final?fr=sYzNkZjl3MDkyMDg)

## Advanced Campaign Ideas

Year-end campaigns are a lot of work, but they can be fun, too! They are a fantastic way to leverage all your possible fans—staff, board members, volunteers, etc. If you want to go the extra mile this year, here are a few ideas:

### QUICK TIP



#### NETWORK FOR GOOD PERSONAL FUNDRAISING COACHES

“Start planning earlier than you think you should on how you will reach new and existing donors during a time when they are most generous and when many nonprofits will be making asks.”

PEARL & MEL SHAW,  
TENNESSEE

- Ask your most dedicated followers to create and start promoting a peer-to-peer campaign just before Thanksgiving. The campaign would run through December. Your Personal Fundraising Coach can guide you on how to launch and manage these campaigns. Use social media to celebrate the success of individual fundraisers and continue to encourage your fundraisers to promote their campaign.
- Share sample language with your board members and best volunteers to use so they, too, can promote your campaign through their channels (work, social, etc.).
- Promote sustaining/recurring giving by including monthly/recurring donation language in your solicitations and double check to ensure that it is an option on your Everyday Giving Page. We recommend setting “monthly” as your default frequency.
- Leverage your year-end Everyday Giving Page as a campaign landing page that features images from your campaign, brief testimonials (a video or links to testimonials), and highlights ways to give and volunteer.

**“To give away money is an easy matter and in any man’s power. But to decide to whom to give it and how large and when, and for what purpose and how, is neither in every man’s power nor an easy matter.”**

**– MAYA ANGELOU**

## January Follow-Up

Fundraisers often spend the last few days of the year anxiously tracking donation levels against their campaign and annual goals. It's thrilling to watch the dollars tick upward toward these goals. And after a well-deserved snooze on January 1, it's time to move to the next phase and engage your donors so you don't lose them! Sadly, fewer than 50% of all donors (new and recurring) do not give again after the first donation—the suggestions below can help you beat the odds and retain more donors:

- In the first week of January, thank your donors as a group via social media and group video messaging. It is also nice to send written thank you's with handwritten notes to major donors, as well as mid-level donors who have the potential to upgrade.
- Thank you phone calls also go a long way to building relationships with new and/or promising donors. You can leverage board members to make these calls. Be sure to provide a script.
- Update the donor honor roll on your website to recognize those who made a gift in 2020.
- Keep your board well informed and attuned to your fundraising via email—use the email blast or video messaging feature in your fundraising software to share some statistics, pictures, and highlights from your 2020 fundraising.
- If you don't already produce an annual report, use the email blast feature in your fundraising software to compile a simple report that can be shared with your entire contact base. Or upload a PDF of your annual report to your website and link to it in an email blast.
- Create a welcome kit for new donors—an overview of your programs, newsletter, pledge form, calendar of upcoming events—let this document serve as a friendly information tool rather than a hard fundraising appeal.

### QUICK TIP



#### NETWORK FOR GOOD PERSONAL FUNDRAISING COACH

"Segment your communication lists to test and learn. It's one of the best ways to see what resonates with your audience. Be sure to record your findings so you can build on them next year."

**KIMBERLY O' DONNELL,**  
CFRE, ACC  
WASHINGTON DC

**Ready to get started with a Personal Fundraising Coach to help you knock this year-end out of the park?**

[LEARN MORE](#)

**From all of us at Network for Good, best wishes for a smooth and successful giving season!**



## Acknowledgments

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