

The Ultimate Year-End Fundraising Checklist

December is prime time for fundraising—30% of all online giving happens during this month. Be prepared: print out this checklist to stay on track!

- We have a concrete year-end fundraising goal.
- We have a campaign calendar to organize our efforts.
- We have a multichannel fundraising campaign.
- We plan to leverage #GivingTuesday to jumpstart our December giving.
- Our year-end appeals have an emotional hook, urgency, and a clear call to action.
- Our giving process obvious, easy, and transparent.
- Our donate button is prominently displayed on our website and included in all of our online outreach.
- We've enabled recurring giving options on our online donation page.
- Our website's home page will focus on fundraising in December.
- We have a prominent donation button on our nonprofit website.
- We have third-party endorsements, testimonials, and/or charity ratings on our website and donation page.
- We will track which methods garnered the best results and repeat them.
- We have a donor management system in place to track, measure, and organize our donor information and donation history.
- We have a plan to follow up with our donors by regularly sharing results, stories, and updates on the impact of their gifts.