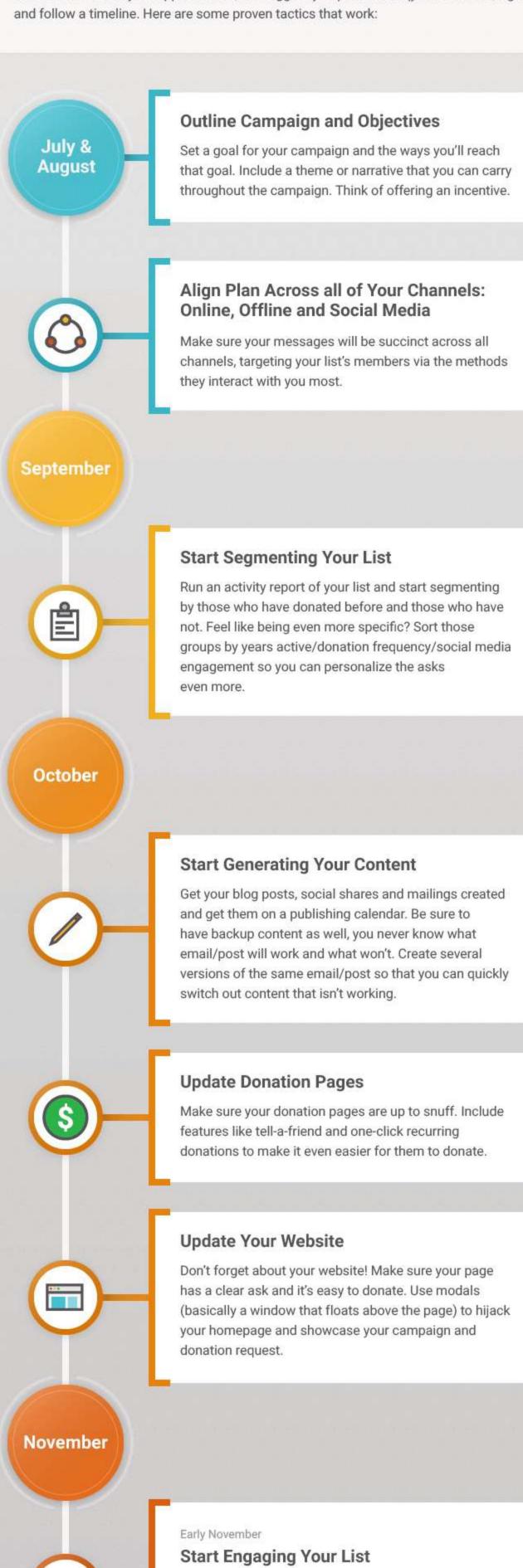
End-of-year fundraising doesn't just happen in December. It takes months of building lists, inspiring and cultivating donors, and testing and analyzing metrics. To help you get the most out of end-of-year opportunities, we suggest you plan ahead (you've started, right?) and follow a timeline. Here are some proven tactics that work:



for. Adjust accordingly.

End of November / #GivingTuesday Send First Multi-Part Email (Officially Begin Campaign) Here it is, the big kick-off! Make sure to reach out to your

audience across all channels simultaneously. Have that

backup content ready and implement as needed.

Start reminding your list what you believe in and engage

make sure you're seeing the responses you were hoping

them with small asks. Test your lists to validate and

Reach out to your list and remind them why you

focused on cultivating support instead.

appreciate them. This email shouldn't be an appeal, but



December

11th through the 24th Send Two More Ask Emails

1st through the 10th

Send Update Email

your supporters!

26th through the 30th **End-of-Year Appeals**

Ask at least two to three more times during the last few

As December 25th approaches, keep the momentum

going by sending at least two more email asks to

days of the year. This is the best time to be sending your end-of-year appeals!

New Year's Eve Send Final Email This is it, the end of the year! Be sure to email at least

one fundraising ask on New Year's Eve as this is one of the most lucrative times of the year (tax savings and

January

and say thank you!

all that)!

Happy New Year! Woohooo! You made it...now it's time to clean your list







