

TWELVE

easy ways

TO BOOST YEAR-END FUNDRAISING

Thirty-one percent of charitable giving happens in the month of December.¹ Since the end of the year is such an important fundraising opportunity for social impact organizations, we gathered a dozen simple strategies to boost revenue and engage your audience.

1 TRY PEER-TO-PEER FUNDRAISING WITH A HOLIDAY DEADLINE

Use a holiday like Christmas or Hanukkah as the deadline for a peer-to-peer fundraising campaign. Supporters can ask for donations instead of gifts.

2 CREATE A FUNDRAISING CATALOG

Create a fundraising catalog that allows supporters to purchase specific supplies or services for beneficiaries as holiday gifts.

3 PROVIDE SOME ECARDS

Encourage supporters to donate in honor of a loved one, and create custom eCards for them to send after a gift.

4 START A PARTNERSHIP

Partner with a local business or restaurant to have a percentage of a day's proceeds go to your cause.

5 CAPITALIZE ON THE LAST THREE DAYS OF THE YEAR

Create a series of email appeals to send your community in the final three days of the year, when 12 percent of annual giving occurs.²

6 PROMOTE MONTHLY GIVING

Revamp and promote your monthly giving program as a way for supporters to give back all year long.

7 SEGMENT YOUR APPEALS

Use donor information from #GivingTuesday and the past year to segment supporters and send them appeals based on their giving history.

8 BRAND YOUR CAMPAIGN & DONATION PAGES

Create campaign and donation pages branded for the season that give donors a fun, seamless experience.

9 USE A MATCHING DONATION

Use a matching donation to mobilize donors to double their gift. You can even promote recurring giving by matching their first monthly gift.

10 CREATE A SOCIAL MEDIA CAMPAIGN

Use social media shout-outs to recognize supporters, create an image countdown for the end of your campaign, or show the progress you've made toward your goal by updating your followers.

11 SHARE YOUR BEST STORIES

Go through your content from the last year and find the very best stories to share with your audience. Follow each story with a closely tied appeal.

12 MAKE SOME PHONE CALLS

Phone calls can still be a powerful way to get people to follow through on a donation, especially in the final days of the year. Call lapsed donors to reengage them.

Sources ¹ Charity Navigator, "Online Giving Statistics." ² Ibid.

FINISH THE YEAR STRONG

The end of the year is an extremely important time for fundraising and donor engagement. Use one or more of these strategies to boost donations and set your organization up for success in the new year.