

The Importance of Year-End Giving for Nonprofits

Can you believe it's almost December? With nearly **one-third** of all nonprofit donations occurring in the final month of the year, it's imperative for charities to make the most of peak giving season. Does your nonprofit have active outreach efforts in place for the months leading up to the new year?



Key Stats about Year-End Giving



50% of nonprofits receive a majority of their annual donations in the last three months of the year – from October through December

\$48 Billion
the average amount donated to nonprofits in November and December each year



52% larger first-time gifts are made by donors in December than by donors who start their giving at another time of year



31%
of total annual giving occurs in December

12%
of all nonprofit giving occurs during the last 3 days of the year (12% of a year is 44 days!)

When to Start the “Year-End Ask?”

The most popular month to start end-of-year marketing outreach efforts is November, with nearly half of nonprofits surveyed launching their campaigns in that month.



How to Market Year-end Giving

Every nonprofit surveyed about year-end marketing outreach indicated that they use direct mail as part of their strategy. Email marketing was a close second, with 92% of nonprofits using email as part of their outreach strategy.



Direct Mail
100%



Email
92%



Website
50%



In-person
15%

Study-proven Recommendations



2/3 of new donors do not research before donating
Surprisingly, a majority of donors choose new charities based solely on recommendations and word-of-mouth, and do not conduct their own research. For this reason, it is critical to make your outreach efforts easy to share through email and social media.



70% donate through multiple channels
Because 7 out of 10 Americans will donate through multiple media, utilize a multi-channel outreach approach for end-of-year donations.



Volunteers are twice as likely to donate
Those who volunteer their time are also more likely to donate money to the cause. Try promoting unique volunteer opportunities in your year-end ask.



2 “touches” is most common degree of outreach
Approximately 1/3 of nonprofits incorporate two “touches,” or asks, in their end-of-year ask campaign. However, there was a wide variety of responses; nearly 15% employed 5 or more, while 13% used only a single touch.

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Inspired Items for Nonprofit Auctions

Sources:

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