

Maximize Year-End Charitable Giving

The Importance of Year-End Giving

Most nonprofits know that end of year giving is important to their fundraising efforts, but some may not know how important it is:



30%
Percentage of total nonprofit donations that occur in December



11%
Percentage of donations that occur over the last 3 days of the year



\$375
The average donation reported by a survey of 40,000 donations made on December 31st

10 Tips to Maximize End of Year Giving



Use Branded Landing Pages

Branded campaigns generated 38% more donations than generic pages. Donors who give through branded pages are 66% more likely to become repeat donors.



Use Video in Online Fundraising

57% of online donations occur after the donor has watched a video.



Make Sure Your Campaigns Are Shareable

67% of people make donations after doing no research of their own, showing the value of word-of-mouth marketing in charitable circles.



Multiple "Touches" with Your Donors

60% of non-profits make 1-3 touches with their donors to encourage year-end giving. A surprising 28% of non-profits do not promote their year-end campaigns at all.



Mobile-Friendly Landing Pages

Mobile-friendly landing pages generate 34% more donations than those formatted only for desktop computers.



Mobile-Friendly Emails

56% of all emails are read on mobile devices. Mobile-friendly emails optimize the experience of your mobile audience.



Incorporate Social Outreach

78% of donors have at least one social media account. Make sure that you are promoting your year-end fundraising efforts on multiple social media platforms.



Use a Multi-channel Outreach Strategy

54% of donors prefer to give online, but 11% prefer direct mail. Using a multi-channel approach ensures you are appealing to your full donor base.



Utilize Donations through Text Messaging

90% of text messages are read in less than 3 minutes, and the average donation size from text-based outreach is \$107.



Follow-up and Show the Benefits of Donating

The #1 reason that donors stop donating is that they were not aware of how their donation made an impact. Follow-up with donors showing how the funds from your year-end giving drive were used.

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