

5 Dos & Don'ts for

# YEAR-END APPEALS

December giving is **54% more** than the average of all other months

**Ready to put your year-end appeal into full gear?** Whether you have your year-end giving campaign underway or are looking for ways to engage new donors during the annual season of giving, it's not too late to amplify your year-end fundraising efforts.

Curated from real year-end appeals, these are our Top 5 Dos and Don'ts to help you connect with your donors and achieve your end of year goals.

## YEAR-END GIVING STATISTICS

**29%**

Of donors say social media shares convince them to give

**28%**

Of nonprofits raise between 26-50% of their annual funds from their year-end ask

**30%**

Of annual giving occurs in December

## 5 DOS & DON'TS FOR YEAR-END APPEALS



### ✓ Do Segment Your Donors

### ✗ Don't Send the Same Message to All

All donors should not be treated the same, make sure you tailor your messaging and channels to your audience so you can engage supporters on a deeper level

**Segment and communicate with your donor database by:**

- **Giving history:** One-time, recurring, year-end and major donors
- **Location:** Invite locals to a year-end event or reward giving with a memorable experience
- **Cause interest:** Demonstrate understanding of supporters' connection with your cause

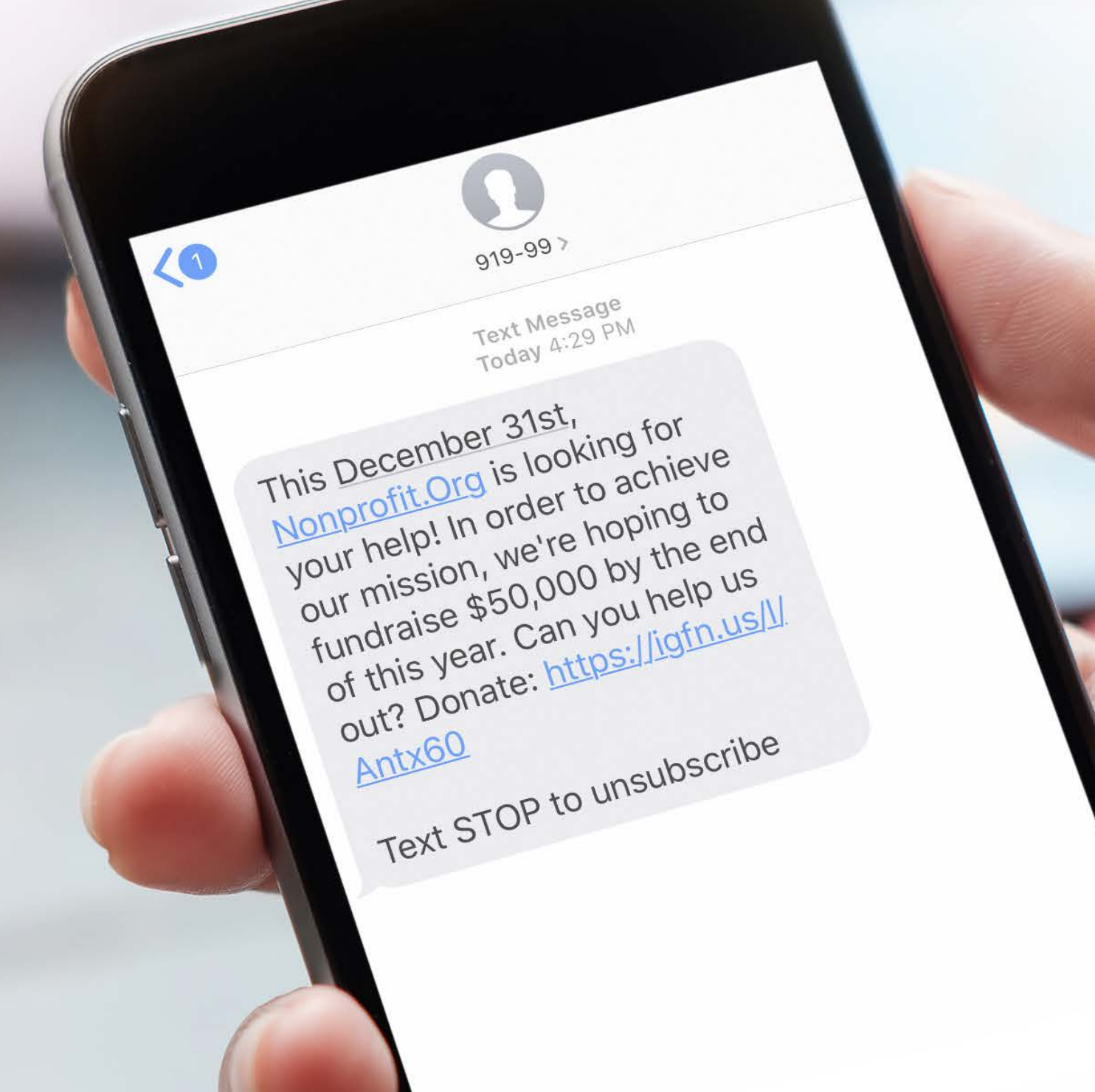
### ✓ Do Promote a Year-End Appeal

### ✗ Don't Put a General Ask in a Newsletter

Regular communications, such as newsletters, should be used for sharing information about the great work your cause is doing, not asking for donations

**Make your year-end appeal a special initiative:**

- **Promote a specific metric:** Include a year-end financial goal or how many people you will help
- **Talk about the need:** The why, how and benefits to beneficiaries and donors
- **Matching gift programs:** Showcase matching gift programs so donors know their gift will go even further



### ✓ Do Include Metrics in Your Ask

### ✗ Don't Just Hope for the Best

Donors want to give to causes that share their values and to know how funds are used, yet only 4% of nonprofit websites explain how they use donations

**Sharing impact metrics will help your cause:**

- **Before campaign:** Establish suggested donation amounts and show what donations can do
- **During campaign:** Show donors the impact of their contribution in your communications
- **Common metrics:** How different gift amounts can impact the organization, how many people can be helped with every gift

### ✓ Do Run a Multi-Channel Campaign

### ✗ Don't Rely Only on Email

Thanks to already full email inboxes, Gmail filters and a less than 20% open rate, email alone will not help you reach your year-end goal

**A multi-channel campaign builds awareness:**

- **Direct mail and Email:** Both should play a role in your year-end fundraising strategy and include multiple sends
- **Text messaging:** Text messages have a 98% open rate and is a preferred communication tool for many
- **Social media:** Include social media in your campaign and identify 'influencers' to promote your appeal



### ✓ Do Make Your Thank You Personal

### ✗ Don't Forget to Thank All Donors

Take the time to thank donors by sending timely customized thank yous and receipts for all gifts

**Create messages that will resonate with your donors:**

- **Lifelong donors:** Recognizing donors for their contributions motivates them to give again
- **Share results:** present the results of your campaign and/or how funds will be used
- **Thank you video:** Including a video by your Executive Director will increase the connection with your cause and can boost donations

## BONUS TIPS

**59%**

Of nonprofits make 1-2 donor "touches" for their year-end campaign

**4-6**

Strategically timed messages or social posts should be enough

**PERSONAL**

Making your year-end goal personal to your supporters will help make your appeals more successful

These tips will get you off to a great start on your year-end appeals. However, our team of Digital Fundraising Services experts are here to help if you need an extra hand.

To speak directly to an expert about implementing MobileCause software and strategy for your organization please call **(888) 661-8804** or go to <https://hubs.ly/H0cRdct0> to take a 4-Minute Platform Tour.

### SOURCES

1. <https://nonprofitsource.com/online-giving-statistics/>
2. <https://www.neoncrm.com/10-year-end-giving-statistics-every-fundraiser-should-know/>
3. <https://www.crowdfunder.com/the-science-behind-online-giving/>
4. MobileCause data on file