



YEAR-END GIVING

Strategy Workbook

2019

Year-End Giving

Why a Year-End Campaign is Important

From Thanksgiving to New Year's Eve, American generosity skyrockets. People make donations, volunteer, and raise support for causes they care about more frequently than any other time of year.

Think about all the donations you've received so far this year. Now imagine gaining 10% more, before 2019 comes to a close. It is possible! **Over 10% of all annual giving happens in the last 3 days** of the year. A strong year-end push can propel your cause forward with more donations, giving you the power to fuel your mission in the year to come.



30% of all annual US donations occur in the month of December



10% of all annual US donations occur on the last 3 days of the year



New Year's Eve is the most generous day of the year

Multi-Channel Year-End Giving Campaigns

Reinforce your message with multiple appeals. It takes a **minimum of three exposures** of your message for a person to make a decision. Be sure to create a comprehensive campaign with multiple touch points and methods of connecting with you for the most success. Year-End campaign components:

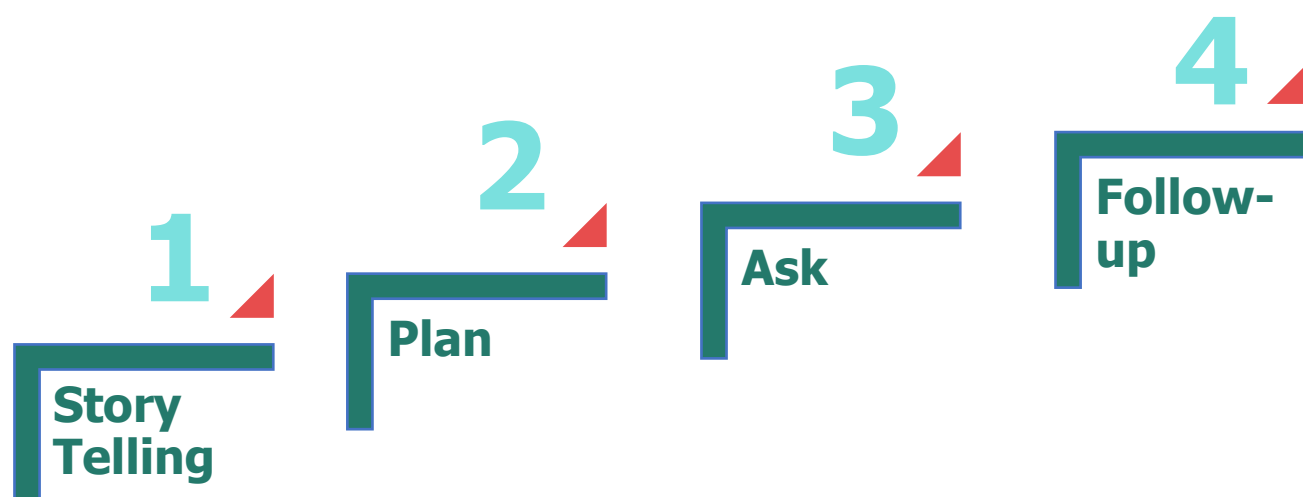
- ✓ Text
- ✓ Email
- ✓ Website
- ✓ Direct mail
- ✓ Social media
- ✓ Donation forms
- ✓ Telephone calls
- ✓ Personal appeal

Year-End Giving

Introduction

A successful Year-End campaign requires strong storytelling, a solid plan, a comprehensive calendar that includes multiple donor touch points, and strong execution. Print this workbook and work through it to help you maximize your End of Year campaign.

There are four basic steps to a successful Year-End campaign. Follow this guide to set yourself up for success.



Goals

To increase your likelihood of achieving success, **establish your goals for the campaign**. Set a monetary fundraising goal as well as goals for new and existing donors. You may also wish to identify supplemental goals, such as number of recurring gifts received, volunteers recruited, and new social followers.

Set a monetary goal for your campaign. The goal should be aspirational but not outrageous. One you can share with your constituents and provide updates on how close you are to achieving it. Your call-to-action is vital in helping you reach your goal. **Tell people how their donation impacts your cause** with specific dollar amounts and what each dollar amount will enable you to accomplish. Give meaningful, tangible examples, “\$25 helps supply 40 meals to hungry children.”

Donors should also be **encouraged to make a recurring gift** to help you achieve your goals throughout the year. Include suggested donation amounts, recurring gift options, and include the MobileCause [recurring encouragement pop](#) up to increase the number of recurring gifts (by 64% in one study) to help your organization accomplish specific goals in the new year.

Year-End Giving

1. Storytelling

Your success in driving donations is largely based on how effectively you engage your audience through compelling storytelling. Breakaway from a boring recap of your organization, tell your story like you are telling the plot to a blockbuster movie!

1. Once upon a time...

When people give, they want to know who they are giving to, so it is important to make this clear from the outset. Start by introducing --or re-introducing-- the main characters in your organization's story, namely your beneficiaries or "faces of the organization". The main character doesn't have to be a person or group of people. Highlight the noun or object being positively impacted (ex: the school district, the city of Boston, the animals, etc.)

2. What do the main characters do?...

It is critical in a successful campaign to tell your supporters what your organization is dedicated to, otherwise they won't know how their potential contribution impacts the main characters. Update your supporters about the recent programs have you launched, what you've been doing this year to advance your organization's mission. Share your story!

3. But every story has a villain...

A good story would not be complete without the bad guy. For nonprofits, the villain is any obstacles you are currently facing. What is/are the main issue(s) facing the main characters in your story? What is preventing good from prevailing? Is it a lack of funding to expand a school in an impacted school district; or trouble delivering goods to homeless people in rural communities? Problematicize the issues your organization is facing so that you can set yourself up to show how the donor can help!

4. The battle of good vs. evil...

This is about IMPACT. Convey your plan of action. Since your audience now knows who your beneficiaries are, and what obstacles they face, create and communicate your plan of action to help good prevail over evil. Convey your plan throughout the campaign, so your audience is prepared to help you fight your battle. Communicate updates on the status of your campaign; let your donors know how close (or far) you are to reaching your goal and continue to share the impact that can be achieved with donor engagement.

5. Resolution...

You wouldn't leave a movie theater right before the bad guy dies. Likewise, don't stop communicating with donors simply because 2018 and your campaign are over. Keep communicating throughout the campaign and into 2019. Even if you do not reach your fundraising goal on, let donors know this. If anything, it may motivate them to give another year-end gift. Conversely, if you smash your goal, let your constituents know and thank them for their support. 2018 will end, but your organization's story should not!

For more detailed information on storytelling, please watch our MobileCause Academy training: ["Storytelling and Influencers"](#) and ["Compelling Storytelling to Engage Donors and Boost Gifts"](#)

Year-End Giving

Put it together and what do you get?

"(1) Sara is a veteran who was injured when Hurricane Irma hit Florida last September. (2) After four months of physical therapy, (3) Sara returned to find her home marked by FEMA as too dangerous to inhabit. (4) She reached out to Habitat for Humanity of Collier County's hurricane disaster recovery program, which is committing to repair the damaged roof, carport and porch. (5) Sara has a safe home again and is paying it forward by helping her neighbors recover."

Read the full story here: <https://www.habitat.org/stories/florida-veteran-stands-strong-after-hurricane-irma>

Now it's your turn.

Put together your movie script to build your organization's story. Remember, the objective is to make your story suspenseful, as if your audience is watching an action film!

Main Character(s):

What is the Main Character dedicated to? What has been done to prepare for battle?

Bad Guy(s):

Good vs. Evil:

Happy Ending:

Combine the plot elements to create your own script/story:

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2. Planning Your Campaign

Establishing Your Goals

What is your organization’s most compelling need?

Example: provide meal assistance to local kids, build a new school, provide disaster relief to 10,000.

What does success look like?

Example: raise \$10,000 to feed 500 kids.

How many new donors would you like to bring into the organization?

How many new volunteers do you need to recruit?

What are your impact metrics?

Example: \$25 buys shoes for 5 children, \$100 provides a week of groceries for a family, \$500 pays for a mammogram to a breast cancer patient.

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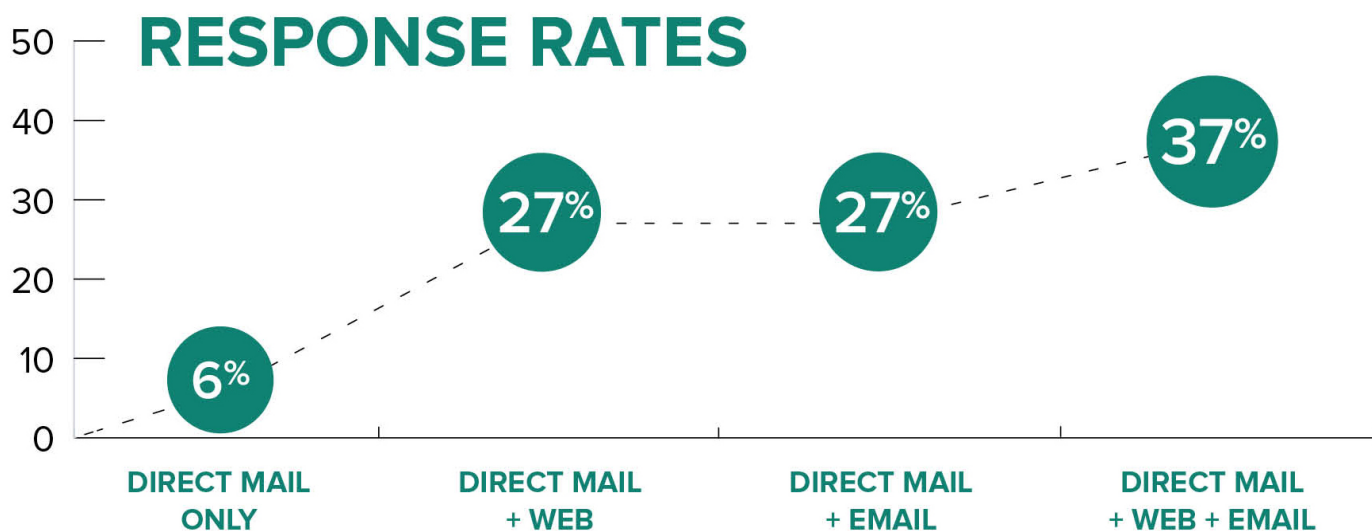
Year-End Giving

Multi-Channel Communication Plan

Ideally, you want to have multiple ways to communicate with donors and multiple touchpoints for each media. The more communication channels you include in your campaign, the higher the response rate (see graph below).

It's OK if a donor receives each of the communications from you. Each of your messages should not be an exact replication of each other (your Facebook post shouldn't be the exact copy in your text and email), but unique copy with a similar tone and message. All communication pieces should work together.

- **Direct Mail** is good for telling a longer story and sharing lots of images but requires long lead times and a marketing investment.
- **Email** enables the ability for a longer narrative and easy links to other media (videos, photos, newsletters) and donation pages.
- **Social Media** is great for quick and frequent updates, using images and videos
- **Text** supports the highest open rate, quickest review, and creates a sense of urgency



PRO TIP: For best results, always send at least four messages **before** you ask for a donation.

Year-End Giving

Campaign Calendar

Build up your footprint in donors' lives. Create a calendar of when and how you will share your compelling story.

Categorize and plan your types of messages:

● **Exposition**

Providing information on the organization and who/what it benefits

Example: Last year Alleviate Homelessness California provided supportive services that allowed 1,850 to find a place to call home. To Amy, ACH, provided more than services, it provided her with much needed hope and encouragement during a time of struggle.

● **Impact**

Detailed explanation of how money raised is used and what it will achieve

Example: Our program director explains why ACH's transition program has been able to successfully help 1,850 people find places to call home, why that isn't enough, and how external support is critical to our mission of eliminating homelessness in the region.

● **Ask**

Requesting a donation or gift

Example: We simply cannot keep up with the increasing rate of homelessness without your help. A gift of \$190 could provide the necessary resources to help someone like Amy with the necessary career services to propel them into a steady job making it easier for them to find a place to call home.

Example: This holiday season, consider giving the gift of hope and encouragement. For \$16 a month, you will provide someone in our community with the resources necessary to find a place called home.

● **Stewardship**

Ensuring the donor feels appreciated so he/she will continue to be involved in the organization and donate

Example: Thank you for your gift. Because of your help we will be entering 2019 with the resources needed to expand our program and ensure that 500 more people will have access to the life-changing services that we offer.

Incorporate the various style of messages into several communication channels, including: social, email, direct mail, texts and phone calls. Always remember to **share campaign updates** and where you are in relation to your goals.

Year-End Giving

Campaign Calendar: November – December

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|-------------|---|---|-------------------------------|------------------|--------------|--------------|
| 24 November | 25 | 26 | 27 | 28 Thanksgiving | 29 | 30 |
| T | | E | | S/T | | E |
| 1 December | 2 | 3 #GivingTuesday | 4 | 5 | 6 | 7 |
| | Morning: E / S Mid-Day S / T | Morning E / S / T Mid-day S / T Evening S / T | E1/ E2 S / T | | S / T | |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| | M / S | | S / T | | S | |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| | S | E | | S | T | |
| 22 | 23 | 24 | 25 Christmas | 26 | 27 | 28 |
| | S | Morning T Mid-day S | | E / S | | S |
| 29 | 30 | 31 New Year's Eve | 1 January | 2 | 3 | 4 |
| | Morning E Mid-Day S / T | Morning E / S / T Mid-day S / T Evening S | | E / S / T | M | S / T |

Key:

T = Text

S = Social Media

E = Email

M = Direct Mail or Letter

Year-End Giving

3. Appeals

Congratulations! Your campaign planning is in place. You set your goals, crafted your story, established your impact metrics and created your campaign calendar. Now it's time to execute your plan and make your appeal.

This is where your great storytelling will pay off. Whether it's a text, email, direct mail or social media post, be sure to incorporate a story into your message. People donate when they have an *emotional* connection to your cause. Let them in and tell them how a life, event, disease, animal, community was transformed because of your work.

Supporters and donors want to know that their contribution is making a difference. The number one reason people don't donate is because they stop thinking they (or their gift) matter to your organization. Overcome that by affirming the value of every gift. Tell them how the money raised will be used, and keep communicating with them after the campaign, so they know the progress you are making. Provide impact metrics as part of your ask, either within your message or your donation page, or both!

Every link in every communication (with an appeal) should go directly to your giving page. Don't include inks to your website's home page, your Facebook page, or your Instagram account. Prevent them from getting distracted, that tends to reduce the amount of money you'll raise.

Be sure to encourage donors to make their donation recurring. They can make a positive impact throughout the year.

Ideally, your giving page has copy at the top that mentions your "year-end campaign" and the important deadline of December 31st. You want that page to reinforce the message that your donors read in your appeal communications. If you have a match program, be sure to include that too.

For **year-end emails**, focus on the ask. Do not make your appeal in the form of a newsletter or donor profile. Your emails should be dedicated to an appeal. **Send at least two emails between Dec. 27 and Dec. 30 and at least one on New Year's Eve.**

For **social media posts** leading up to the last week of the year, you can:

- Encourage your staff, volunteers, etc. to share photos from the past year (volunteer activities, galas, runs/walks, etc.)
- Tag the individuals within the photos to boost the reach of the post
- Focus on impact metrics (\$40 covers a school uniform for one student)
- Use free image tools like <https://pixlr.com/>, <https://www.canva.com/>, and <https://unsplash.com/> to create images to include with your posts
- Share a behind the scenes/day in the life as a staff/volunteer for your organization
- Include a picture of a person, posts with faces get 38% more likes

47%
of supporters
learn about
nonprofits from
social media

Year-End Giving

Social Media Examples with Impact Metrics



29%
of donors say
social media
shares convinced
them to give



A recurring
gift request
with impact
metrics!

Year-End Giving

Social Media Appeal Examples

Vasculitis Foundation
December 31, 2018 · 🌐

In less than 10 hours the VF 2018 Annual Appeal will come to an end. Thanks to a generous contributor reaching our goal got just a bit easier because every dollar you donate before midnight on January 1, will be matched dollar-for-dollar up to \$5K!

Remember, your donation is an investment!
Donate before the year comes to an end:
<https://bit.ly/2qGtK2x>

Your donation, large or small, is your investment in our three-year journey to increase earlier diagnosis, develop better treatments, and to improve the quality of life overall for patients worldwide.

\$95,211.87 Total Raised

\$100,000 Goal →

Catholic Schools of Broome County
December 31, 2018 · 🌐

It was another amazing year for the Catholic Schools of Broome County. As we move through another December, we get some time to think about what it is we do every day to offer the best for our students. As you know, we couldn't do this without the generosity of others.

<https://app.mobilecause.com/vf/CSBC>
<https://www.goodmorningamerica.com/.../girl-cochlear-implants...>

We look forward to an exciting and impactful 2019!



GOODMORNINGAMERICA.COM
Girl with cochlear implants gets classroom elf just like her
Holly the elf has cochlear implants just like Ann Redmore.

The King's Christian Academy
November 29, 2018 · 🌐

It's not too late to give! If you'd like to make KCA part of your end-of-year giving, please click on the link below.

CLICK HERE TO GIVE: igfn.us/vf/KCAEAGLES

The King's Christian Academy
#GIVINGTUESDAY



APP.MOBILECAUSE.COM
The King's Christian Academy
I'm fundraising for The King's Christian Academy this #GivingTuesday to...

The Morning Center
December 30, 2018 · 🌐

Help us reach our year end goal. There are some super easy ways to have your generosity change the world. Visit morningcenter.org/give to make a donation. Dr. Jeff Brawner shares about another beautiful way to get connected in this short video. Enjoy, and thanks for your support!

<https://youtu.be/y4VI3g8WTZY>

YOUTUBE.COM
Memphis Morning Center with Dr. Jeff Brawner
A short update and sharing a little bit about a ministry we partner with in...

Year-End Giving

Your Donation Can make a big difference!

\$50 Buys food for 2 boys for 2 months
\$100 Provides funds to clothe 3 boys for a year.
\$250 Supports the cost of lumber to build 6 sets of bunk beds at the Village of Hope orphanage



newlifeforhaiti • Follow

newlifeforhaiti Help us further our mission to give twelve orphans a brighter future in 2019! By giving to New Life for Haiti's year-end campaign, your gift of any amount will be matched if made before midnight tonight! You can make your tax-deductible donation by going to New Life for Haiti's website or texting NLHYE to 41444.

46w

Like Comment Share

Liked by mobilecause and 14 others

DECEMBER 31, 2018

Add a comment... Post



New York Cares
Yesterday at 3:17 PM · 🌐

For the last 30 years, New York Cares has concentrated the generosity of our city into the #CoatDrive to help keep hundreds of thousands of New Yorkers warm throughout the harsh winter months. This year, our mission of warmth continues as we distribute our 2 millionth coat. Here's how to participate:

- 👕 **Donate a Coat:** Donate a new or gently used coat at hundreds of drop-offs citywide between today and December 31.
- 👥 **Start a Collection:** Rally your friends, family, and co-workers to join your collection efforts and help reach this year's goal of 130,000 coats.
- 📱 **Text to Give:** No coat to donate? Simply text COAT to 41444. Just \$20 buys a new coat for a New Yorker in need.

Visit www.newyorkcares.org/coats to get started 🌐



New York Cares
30th Annual COAT DRIVE

43 38 Shares



newlifeforhaiti • Follow

newlifeforhaiti In December we were able to raise \$22,983 through our Year-End Matching Gift Campaign! We are incredibly grateful for our amazing donors that gave to support New Life for Haiti and our mission to care for the forgotten children in southern Haiti. Thanks to your generosity, we are one step closer to opening the Village of Hope Orphanage Boys' Home in 2019! From the bottom of our hearts, THANK YOU! 🙏

45w

Like Comment Share

10 likes

JANUARY 2

Add a comment... Post

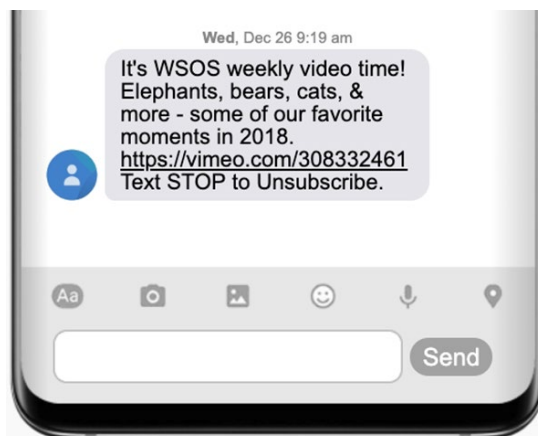
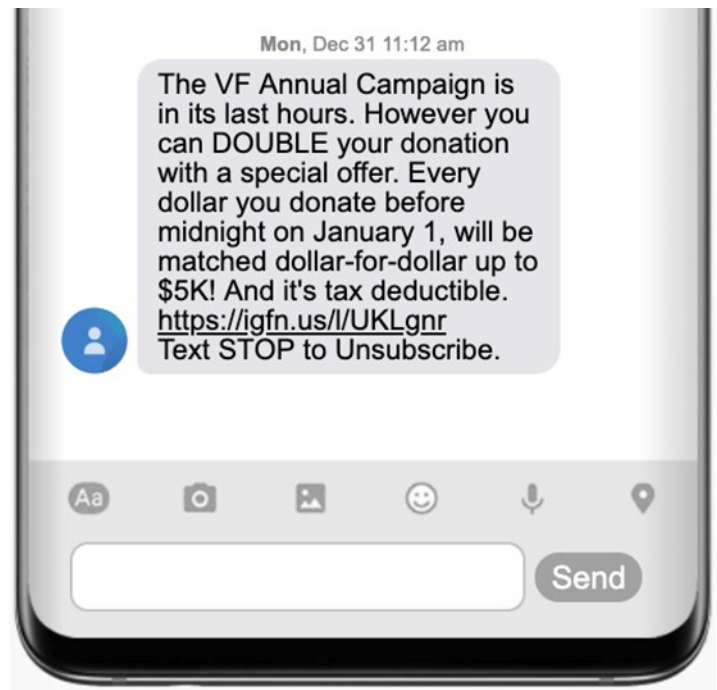
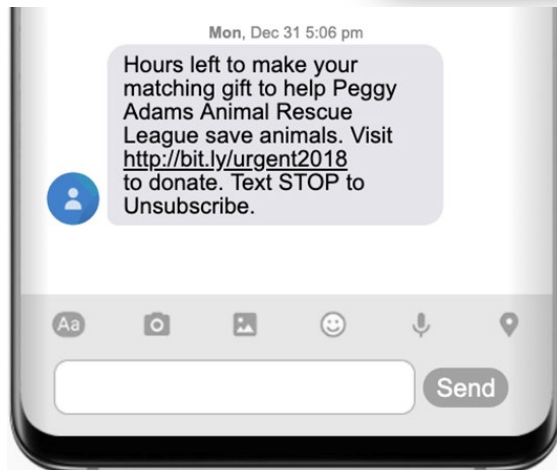
Year-End Giving

Mobile Message Appeals Examples

As we look to 2019, our students are top of mind for Catholic Schools of Broome County. Click here to read about a recent student success:

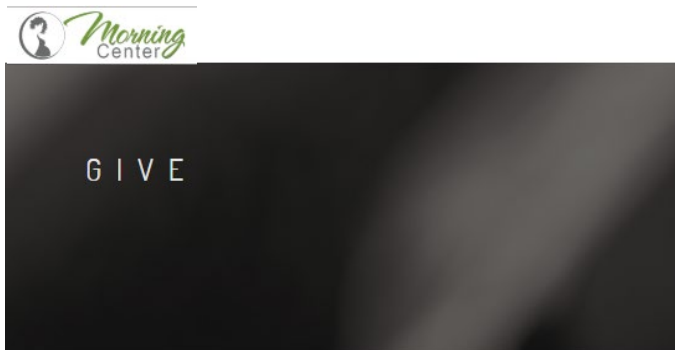
<https://csbcsaints.org/advancement/annual-fund/>
Text STOP to Unsubscribe.

This is your last chance to leave your mark on 2018! Click here to make a tax-deductible gift and support the students of the Catholic Schools of Broome County: <https://app.mobilecause.com/vf/CSBC>
Text STOP to Unsubscribe.



Year-End Giving

Giving Pages Examples



HOME > GIVE

HERE ARE SOME GREAT WAYS TO SUPPORT OUR MINISTRY:

DONATE JEWELRY **GIVE** MATCHING GIFTS WHY DONATE?

Be sure to check if your company has a matching gift program by clicking the "Matching Gift" tab above.

Designate Your Gift

Please designate my gift to: *

Select Option

Choose amount

\$35 \$50 \$70 Other

Embedded on website



This year, give a present to your community.

With your gift, **Peace Over Violence** pledges to continue...

To answer every call,
To teach more teens about healthy relationships,
To train more girls in self-defense,
To heal and move more individuals from victim to survivor,
To protect the vulnerable with profound public policy action.

Thank You!

Choose amount

\$25 **\$50** \$100 Other

\$ 50.00

Make your gift recurring

One Time Weekly **Monthly** Quarterly

With monthly gift as default



Your gift to the Washington Pavilion helps us to continue and expand on vital arts and science opportunities that bring lasting enrichment and culture to our region.

Thanks to several generous donors, all gifts received through December 31 will be matched dollar-for-dollar up to \$50,000.

Select Donation Amount

\$50 **\$100** \$250 Other

With matching Gift

Year-End Giving



Text NLHYE to 71777

Msg & data rates may apply



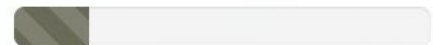
Please support **New Life for Haiti's Matching Gift Challenge** in the month of December. Your gift will help us earn matching dollars and meet our goal of raising \$60,000 to rescue children, improve the quality of life in the Grand Anse River valley of Haiti, and bring the love and hope of Jesus to those who believe they have been forgotten. *Why not sign up as a Fundraiser, and invite your friends to join us too!*

\$1,224 funds school for 3 boys at the Village of Hope orphanage school for an entire year



\$10,98345 Total

Raised



\$60,000 Goal ↗

27

Donors

0

Fundraisers

[Give Now](#)

[Become a Fundraiser](#)

[Campaign](#)

[Fundraisers](#)

[Donors](#)

[Comments](#)

Your gift to this campaign will be matched, dollar-for-dollar up to \$60,000, and will support the opening and operating costs of the second home at the Village of Hope orphanage, welcoming our first group of boys to Village of Hope, and rescuing them from a life of poverty and hopelessness.

Did you know? Haiti has the second highest rate of child slavery in the world. We need your help today to rescue the forgotten orphans in the Grand Anse River valley.

With matching gift

Year-End Giving



Text KCAEAGLES to 71777

Msg & data rates may apply



\$20,766.19 Total

Raised



\$25,000 Goal ↗

93

Donors

[Make a Donation](#)

[Become an Ambassador](#)

[About](#)

[Fundraisers](#)

[Donors](#)

[Comments](#)

Thank you to everyone who supported The King's Christian Academy on #GivingTuesday! We are 70% towards our overall goal of raising \$25,000. These funds will allow us to upgrade instructional technology, expand classroom libraries, and continue to offer a vibrant, 21st century Christian education.

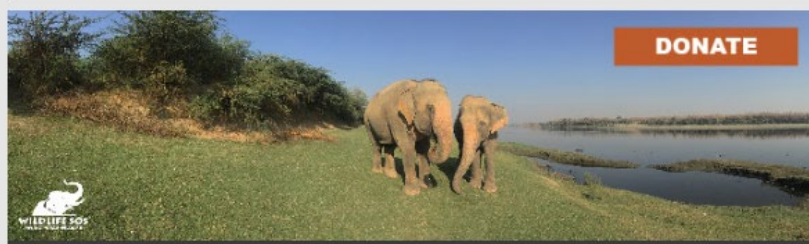
From now until December 31st, we need your help to reach our fundraising goal. Every dollar helps!

KCA is a 501(c)(3) tax-exempt organization. Gifts to KCA are tax deductible to the fullest extent allowed by the law.

Using Crowdfunding template

Year-End Giving

Email Appeal Examples

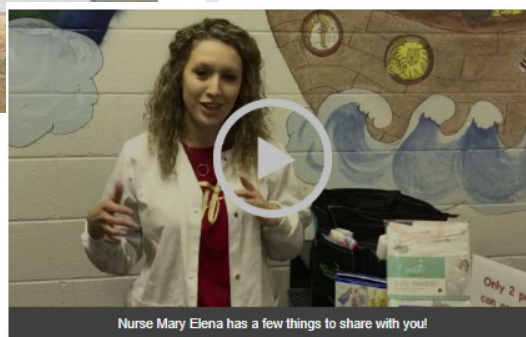


Dear Jeremy,

Two generous Wildlife SOS donors have agreed to match your donations up to \$50,000 before year's end! With your help, we can raise \$100,000 for India's elephants. The elephants that come to us need long-term care each and every day to help them recover from their wounds.

Holly, the blind, elderly elephant you helped us bring to our Elephant Hospital, was suffering with severely swollen legs when she arrived, among other ailments.

Wildlife SOS veterinarians check Holly outside the hospital.



Patient Story.

One of our patients set down with one of our staff members today. She is in her mid-20s and appears to be doing fine in terms of health and the health of the baby. She has entered her fifth month of the pregnancy and has been with us since the very beginning. She found the Morning Center online and tried us out. She lives about 30 minutes away. When asked about the Morning Center she said, "I've had friends tell me to get doctors closer to where I live, but I just can't. Everyone here is so wonderful I don't want to go anywhere else."

Does Your Company Have a Matching Gifts Program?



It's the last day of 2018. What better time to say yes to joy and make a 100% tax-deductible gift to CCA?

Your gift creates joy for sick kids and their families by helping CCA sustain and grow programs of music, friendship, nature, and resources.

Choose joy for the new year. Make a difference. Thank you.

GIVE YOUR TAX-DEDUCTIBLE GIFT

If you've given to CCA recently, we sincerely appreciate your support.

Year-End Giving

Live Stream and Videos on Social Media

Nonprofit organizations of all shapes and sizes can live stream Year-End Giving events. Creating videos with your phone and posting them work great too.

- Empower supporters who can't attend your campaign or in-person event to join the event on Facebook Live and/or YouTube Live
- Show your impact in action, be out in the community making a difference (providing coats to the homeless, providing meals to those in need)
- Feature the Executive Director sharing how the money raised will be used



Click on image to view video



Join us on Facebook Live
at 3pm for a special holiday
announcement from Ashley
Angel Foundation.
bit.ly/AAF

Reply STOP to unsubscribe



Year-End Giving

Scheduling Messages

The busiest time for sending Year-End Giving messages is the week between Christmas and New Year's Day. It's also the time you are most likely to want to take some much-needed break time and enjoy the holidays. Not to worry! Thanks to today's technology, you can easily schedule your messages to send when you want them, regardless of what you are in the middle of doing.

Text Messages

Use the MobileCause Schedule a Message functionality to schedule a single or series of text messages leading up to New Year's Day. You may want to segment your lists into those who have given and those who have not. It would take a little more effort to segment and update your lists before sending a message but could lead to better results when the message is specific to the recipient. Messages should be direct and remind people about Year-End Giving and remember to always include a link to your donation page.

Over the last year, the Ashley Angel Foundation has been supporting children with cancer and their families. See how: youtube.com/b31

Reply STOP to unsubscribe

See how the Ashley Angel Foundation has changed the lives of pediatric cancer patients this year: youtube.com/4567g

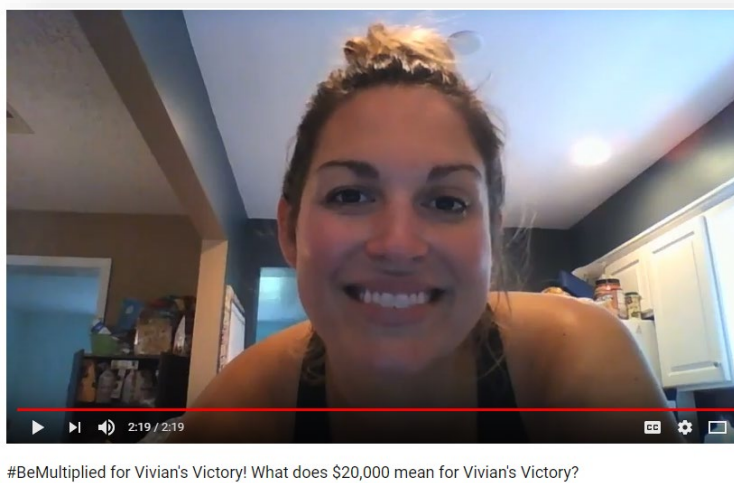
Reply STOP to unsubscribe

This is your last chance to leave your mark in 2019. Your gift brings a smile and means the world to a child with cancer: mcause.com/AAF

Reply STOP to unsubscribe

Social Media

Social media platforms also have tools to preschedule messages to post on a specific date and time. Have fun with it and emphasize that now is a typical time away from the office. Create short videos of you talking to your donors in your PJs, around the fireplace, with your hot cocoa telling them you are relaxing right now, but the work never stops, and you need their help! Be sure to include your text-to-donate keyword and shortcode your video message and include a link within your post!



Click on image to view video

Email

Email service providers (ESP) enable you to setup email blasts for specific days and times. Most also provide the flexibility to send via the same time of day regardless of time zone (12pm for everyone, no matter what the time zone). Many ESPs will also provide recommendations for when to send based upon the open and click-thru habits of your mailing list.

Year-End Giving

Bringing in Donations

You've done it! You've crafted your story, planned your calendar, scheduled and sent your messages. Now it's here, time to bring in donations!

Donation Page

- Create a special donation form for your Year-End Campaign so you can measure results.
- Add a video or image to the top of the donation page that represents how the funds raised will be used. (Donation pages prompted by video have been shown to collect 4x than those without a video).
- Include your impact metrics on the donation page, "\$25 will buy/save...."
- If a donor or a local business will be matching donations for that day only, say so! Matching donations are a great way to encourage giving.
- Encourage recurring giving, "Keep transforming lives/saving homeless dogs all year long...."

Share Updates on Social Media

Keep the excitement and enthusiasm building for your campaign, share updates and milestones throughout the month. Let people know how close you are to reaching your goal and encourage them to help you exceed it!

Build a Thermometer of progress that you can share when you reach milestones. Make it personal, about what you will do, not just the money you raise. For example, show that you've raised enough to give the gift of an amount of clothing instead of or with the dollar amount going toward clothes.



Year-End Giving

4. Thanking & Acknowledging Donors

With your Year-End Giving campaign behind you, the giving (and your work) keeps going. Your focus shifts to the year ahead. However, don't neglect to acknowledge your end of year success and the donors who made it happen.

Send a thank you message

- Within the next few days, send everyone a thank you message.
- Thank them for their donation and let them know how you're putting their money to work.

Post a thank you message

- Post thank yous on social media.
- If you have permission to tag the donor in your posts, do so (you can create a custom field on the donation page requesting their permission to publicly acknowledge them)
- If you do not have permission, you may consider adding just the donors' first name.
- Include how the money raised is being used.
- Add an image or video.

Ask again (if they didn't donate)

- Give non-donors another chance to donate within your social media posts and email updates.
- Segment your list (use "Create Segment" found under Communication & Marketing within MobileCause to make this easy) and send another ask message to those who did not give during the campaign ("It's not too late to help us get 2020 off to a great start...")

Because of you, The Salvation Army was able to provide 1,600 families in NE Florida with a Holiday Ham and fixings. Thank you!

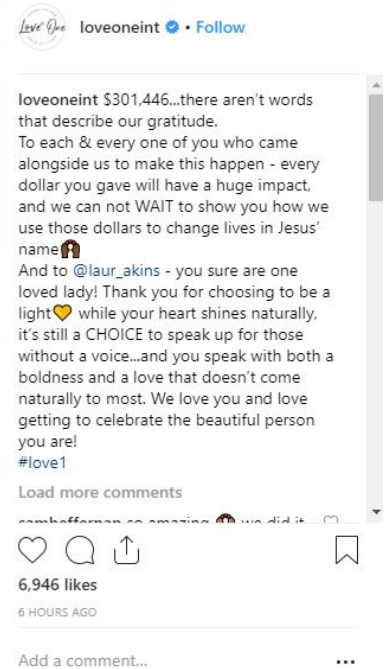
Reply STOP to unsubscribe



Year-End Giving

Review results

- Set aside time for a post-campaign review to identify what went well and areas for improvement and take notes so you'll remember them for next year
- Measure results. How did your year-end giving donation form perform compared to a standard giving form? How much do you raise in a typical month? How much did you raise in December? How did this year-end campaign compare to last year's? Or previous years?
- Dig into the [Reporting & Analytics](#) module within MobileCause to understand the effectiveness of your campaign. Review your Campaign Metrics and Channel Metrics (if you do not have Channel Metrics in your account and would like to add them, contact your Account Manager), to see how your forms and pages performed. Look at the click-thru rate, conversion rate, and total collected for each form and page. If you have Channel Metrics, look to see which marketing channels delivered donors to your campaign. Use this information to improve future campaigns.



Year-End Giving

MobileCause Resources

Best of luck in your Year-End Giving campaign. For more information on working with MobileCause, the following resources and support teams are available to you:

Account Management

Your dedicated Account Manager is your main contact and available to assist you with questions regarding your account, CRM integration, additional digital marketing services, and other add-ons to your plan: accountmanagers@mobilecause.com.

Customer Support

If you need help with the MobileCause product, your merchant account, or have questions about donations, please contact our Support Team at support@mobilecause.com or 888-661-8804, extension 2.

Knowledge Center

You have unlimited use of and access of our live daily training courses, how-to and training videos, Knowledge Center resources, and fundraising strategy training webinars, which can all be found at: support.mobilecause.com. We also have an extensive library of [Fundraising Strategy videos](#).

Become a Certified MobileCause Professional. Complete the MobileCause Fundamentals training series and receive a certificate of completion and badge for your social media and resume: <http://mcause.us/training>.

Digital Fundraising Services

Need more help in setting up your campaigns? Digital Fundraising Service engagements are available to assist you in setting up and managing your fundraising campaigns, including events, galas, peer-to-peer and crowdfunding, golf tournaments, run/walks, memberships, days of giving, fund drives, capital campaigns, recurring giving, year-end giving, mobile messaging and marketing, and more. For more information, visit: <http://mcause.us/dmsinfo>.