

# 3 STEPS TO UNLOCK YEAR-END GIVING SUCCESS

---

Campaign Planner with Checklists



# HOW CAN NONPROFITS MAKE EVERY YEAR-END FUNDRAISING MOMENT COUNT?

With 30% of annual giving occurring in December alone and 28% of nonprofits raising 26-50% of their annual funds from year-end giving<sup>1</sup>, the pressure is on the last few months for nonprofits to really inspire and engage with donors.

A well-planned year-end push can propel your cause forward by driving more donations and give you fuel for your mission in the year to come. To help you save time and maximize your results, we've outlined three critical steps to Year-End Giving success (and some Insider Tips on how to apply them) so you can get up and running quickly, easily and with confidence.

Whether you're capturing new donors or reconnecting with your current base, you can rest assured these strategies will rally support around your cause before the ball drops on New Year's Eve.

## LET'S GET STARTED!

## What's Ahead

### 1 BUILD THE PERFECT CAMPAIGN PLAN

- Four key campaign components
- Focus on the giving experience

### 2 MAKE EVERY CHANNEL COUNT

- How to maximize each communication outlet
- Your ideal messaging sequence

### 3 GET THE TIMING RIGHT

- Building an effective planning calendar
- Important items to schedule and automate


## 1

# BUILD THE PERFECT CAMPAIGN PLAN

There are many moving parts to a successful Year-End campaign strategy. Streamline your efforts by focusing on these four elements and getting them campaign ready. Then move on to our expert strategies to get your message seen and heard.


## YOUR MESSAGE

- ☐ Clarify your mission and create a theme around your cause that will resonate with donors.
- ☐ Be sure you have an easy-to-donate online giving experience that's consistent across channels and reinforces your message.

 **Insider Tip:** Increase impact by weaving your story and message throughout all aspects of your multichannel strategy: backstory, mission statements, fundraising asks, mobile messaging, personalized thank yous and more.


## YOUR GOAL

- ☐ Promote a goal, financial or number of donations, that donors can directly contribute to and track impact.
- ☐ Create specific program goals and correlate them with tangible outcomes.

 **Insider Tip:** Position matching gifts around a specific deadline to create a sense of urgency: "Every donation made before December 31st will be matched to double the impact of your gift!"


## YOUR BRAND

- ☐ It's important your brand looks professional and demonstrates the purpose of your organization.
- ☐ Create a branded year-end donation page that reflects your campaign theme and message.

 **Insider Tip:** Make getting to your website's donation page a single click and only include form fields for what you absolutely need in your donor database. This makes giving as easy as possible and lowers the abandonment rate.

## THE LOOK

- ☐ Select images and colors that reflect your story to magnify your cause.
- ☐ Compile photos, videos, and testimonials to showcase an emotional appeal for support.

 **Insider Tip:** Design your campaign to reinforce how you intend to use gifts. If your organization supports endangered elephants, include a compelling picture or video of an elephant that demonstrates the importance of your cause.

## 2

## MAKE EVERY CHANNEL COUNT

For many fundraising professionals, the biggest challenge in year-end giving is creating a convincing appeal using a multichannel campaign<sup>3</sup>. Here's our quick guide to making the most of each communication channel.

### DIRECT MAIL

Mailing an appeal letter can lay the foundational groundwork for your overall campaign.

### EMAIL

Share a success story from someone who has been helped by your organization.

### WEBSITE

Your homepage, donation and thank you pages should all evoke an emotional appeal for action.

### SOCIAL

Create awareness and build buzz by posting frequently on Facebook, Instagram and/or Twitter.

### VIDEO

Engage your donors with compelling videos on your website, via email or on social media.

### TEXT MESSAGE

Send a story of impact along with your keyword and short code to make giving easy and convenient.

### PERSONAL

Make personal calls or face-to-face meetings to form deeper connections for appeals and acknowledgements.

### YOUR IDEAL MESSAGING SEQUENCE

It takes a minimum of three views of your message for a person to take action<sup>2</sup>. So, you'll need to reinforce your message with multiple appeals by communicating effectively and consistently.

**Follow this easy messaging sequence to amplify your Year-End Giving impact.**

- ☐ Warm-up letter explaining your campaign and cause
- ☐ Website homepage article
- ☐ Emails every two weeks
- ☐ Appeal letter including a keyword to your donation page
- ☐ Follow-up text message with video link
- ☐ Consistent social media posting, increasing frequency the last three days of the year
- ☐ Text message with a link to a year-end giving themed donation form
- ☐ Personal communication such as a phone call, visit, handwritten note or email



**Insider Tip:** Text messages have a 98% open rate, so don't be shy about sending out messages and appeals via this important channel.



**Insider Tip:** Thanks to social media algorithms, only about 4% of your followers will see your content, so increase your posting frequency to boost your visibility.



**Insider Tip: 3-to-1 Rule** = Before and after each appeal, send 3 compelling messages without an appeal. This helps build trust and create a more meaningful relationships with your donors.

## 3

## GET THE TIMING RIGHT

Whether your Year-End Giving campaign is still a couple months away or it's right around the corner, your efforts will always benefit from some ahead-of-time planning and scheduling. Below are our not-to-be-missed calendar items that will help set you up to hit your fundraising goals.

### Pre Planning Essentials

- ☐ Get your website ready
- ☐ Customize your donation page
- ☐ Test your online giving experience
- ☐ Add recurring giving encouragement popup to giving page
- ☐ Add video to your acknowledgment page
- ☐ Set up automated thank yous and tax receipts

### November

- ☐ Send out first year-end appeal
- ☐ Schedule text messages about impact
- ☐ Promote your #GivingTuesday campaign
- ☐ Email updates with great stories about your mission
- ☐ Recruit ambassadors to help spread the word
- ☐ Schedule compelling social media posts

### December

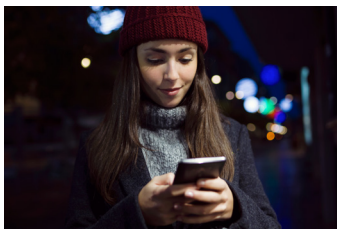
- ☐ Send out holiday cards
- ☐ Promote any matching gifts or special incentives
- ☐ Send text messages with link to donation pages
- ☐ Email updates with heartfelt stories about your beneficiaries
- ☐ Schedule compelling social media posts
- ☐ Call your donors to say a personal thank you
- ☐ (End of Dec) Send another year-end text and e-appeal
- ☐ (Dec 31st) Send your last chance text and e-appeal



**Insider Tip:** Get Personal! Balance your asks with actions that make donors feel good about your cause.



**Insider Tip:** Recruit passionate supporters to be digital ambassadors and share your campaign with family, friends and via social media to increase giving and bring in new donors.



STAT | **30% of annual giving** occurs in December<sup>4</sup>

**By using these fundraising secrets, insider tips and best practices, you're sure to have a Year-End Giving campaign worth celebrating. It's a busy time of year, but also one of the most generous. Your efforts today will help build the foundation for your organization's future, so you can continue to fight for your mission in the years to come.**

---

### **About MobileCause**

MobileCause provides an innovative suite of digital fundraising and donor engagement solutions that help nonprofits do more good with a full suite of customizable, mobile-friendly solutions including online forms, fundraising events, crowdfunding, campaign promotion, and data management with the industry's lowest credit card processing fees and never any transaction fees. MobileCause is trusted by thousands of nonprofit organizations to successfully manage their fundraising campaigns.

**TEXT 4MINTOUR TO 51555 TO WATCH HOW YOU CAN RAISE MORE DURING YOUR NEXT CAMPAIGN.**

For more information or a free consultation, visit [mobilecause.com](https://mobilecause.com), call us at **888.661.8804** or email us at [info@mobilecause.com](mailto:info@mobilecause.com).

### **SOURCES**

1. Neon CRM
2. Herbert E. Krugman
3. MobileCause Source on File
4. NP Source

