

Countdown to Your
**BEST YEAR-END
GIVING CAMPAIGN**



ABOUT MOBILECAUSE

At MobileCause, we offer more than comprehensive fundraising software. We also provide one-on-one strategy and support to grow your nonprofit like never before.

With MobileCause, you can:

- Acquire new donors
- Retain current donors
- Inspire recurring donations
- Increase average gift size
- Strengthen donor relationships
- Lower the cost of fundraising



SPEAKERS



Moderator | Scott Couchman
Training Manager
MobileCause



Panelist | Pamela Grow
Fundraising Expert &
Author



Panelist | Corey Blake
Digital Fundraising Strategist
MobileCause

WEBINAR AGENDA

- Why is Year-End Fundraising so Important?
- Warming Up Your Donors
- Planning Out Your Email and Direct Mail
- Telling Your Authentic Story
- Tailoring and Calendaring Your Communications

POLL



Does your nonprofit currently have a plan for year-end fundraising?

1. Yes
2. No
3. Kinda, sorta....

COUNTDOWN TO YOUR BEST YEAR-END GIVING CAMPAIGN



Pamela Grow
Fundraising Expert &
Author

The Year-End Giving Overview

Why is Year-End Fundraising So Important?

30% of annual giving occurs in **December**

28% of nonprofits raise between **26-50%**
of the annual funds from their year-end ask

12% of annual giving occurs on the last
three days of the year

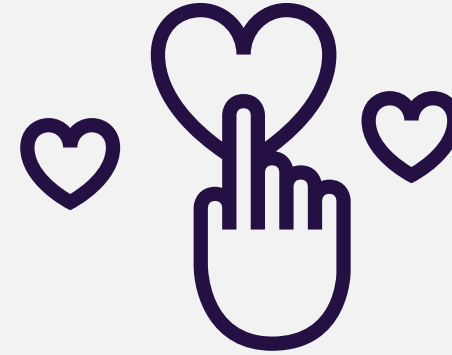
Source: Neon CRM

Nonprofit Year-End Strategies

54% of nonprofits start planning their Year-End appeal in **October**

59% of nonprofits make between **1-3 “touches”** for their year-end campaign

45% of nonprofits don't have a **digital strategy**



- Direct Mail is the most popular medium for year-end asks
- Email and in-person asks are second and third most popular

Source: Neon CRM

How People Give

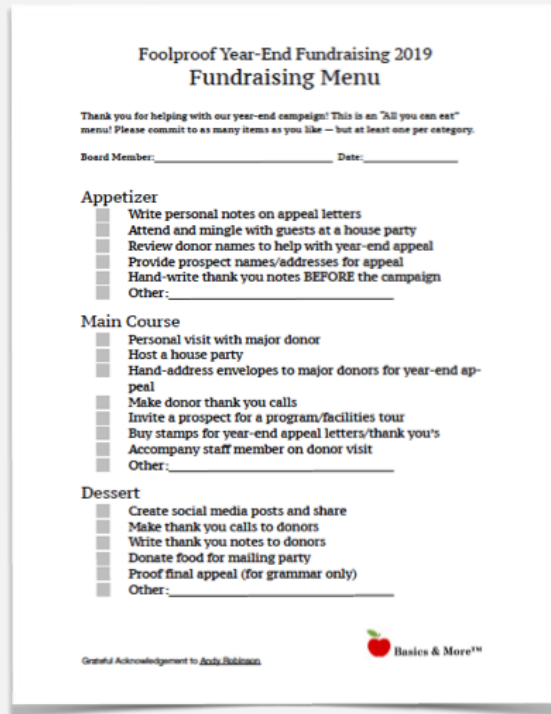
Volunteers are **twice as likely** to donate as non-volunteer supporters

$\frac{2}{3}$ of donors **do no research** before giving
(they give to orgs already known or referred by friends and family)

55% of people who engage with nonprofits on social media end up **taking some sort of action**

Sources: Neon CRM, NP Source

Getting Your Supporters Involved



The image shows a document titled "Foolproof Year-End Fundraising 2019 Fundraising Menu". It includes a thank you message, a section for board member and date, and three categories of tasks: Appetizer, Main Course, and Dessert. Each category has a list of tasks with checkboxes. At the bottom, there is a small red apple logo and the text "Basics & More™".

Foolproof Year-End Fundraising 2019 Fundraising Menu

Thank you for helping with our year-end campaign! This is an "All you can eat" menu! Please commit to as many items as you like — but at least one per category.

Board Member: _____ Date: _____

Appetizer

- ☐ Write personal notes on appeal letters
- ☐ Attend and mingle with guests at a house party
- ☐ Review donor names to help with year-end appeal
- ☐ Provide prospect names/addresses for appeal
- ☐ Hand-write thank you notes BEFORE the campaign
- ☐ Other: _____


Main Course

- ☐ Personal visit with major donor
- ☐ Host a house party
- ☐ Hand-address envelopes to major donors for year-end appeal
- ☐ Make donor thank you calls
- ☐ Invite a prospect for a program/facilities tour
- ☐ Buy stamps for year-end appeal letters/thank you's
- ☐ Accompany staff member on donor visit
- ☐ Other: _____

Dessert

- ☐ Create social media posts and share
- ☐ Make thank you calls to donors
- ☐ Write thank you notes to donors
- ☐ Donate food for mailing party
- ☐ Proof final appeal (for grammar only)
- ☐ Other: _____

Grateful Acknowledgement to [Appy Solutions](#)

 Basics & More™

Provide easily digestible tasks any board member, volunteer, introvert, extrovert or the most time-strapped can comfortably manage in a short period of time

- Write thank you notes
- Buy supplies, snacks, stamps
- Address envelopes
- Provide connections
- Make introductions

For a list of volunteer opportunities your volunteers can select, download the [Foolproof Year-End Fundraising 2019 Fundraising Menu](#)

Let's Begin the Countdown!

Warm Up Your Donors

“

Pre-suasion is a method of priming an audience to receive your message more openly.

- Robert Cialdini

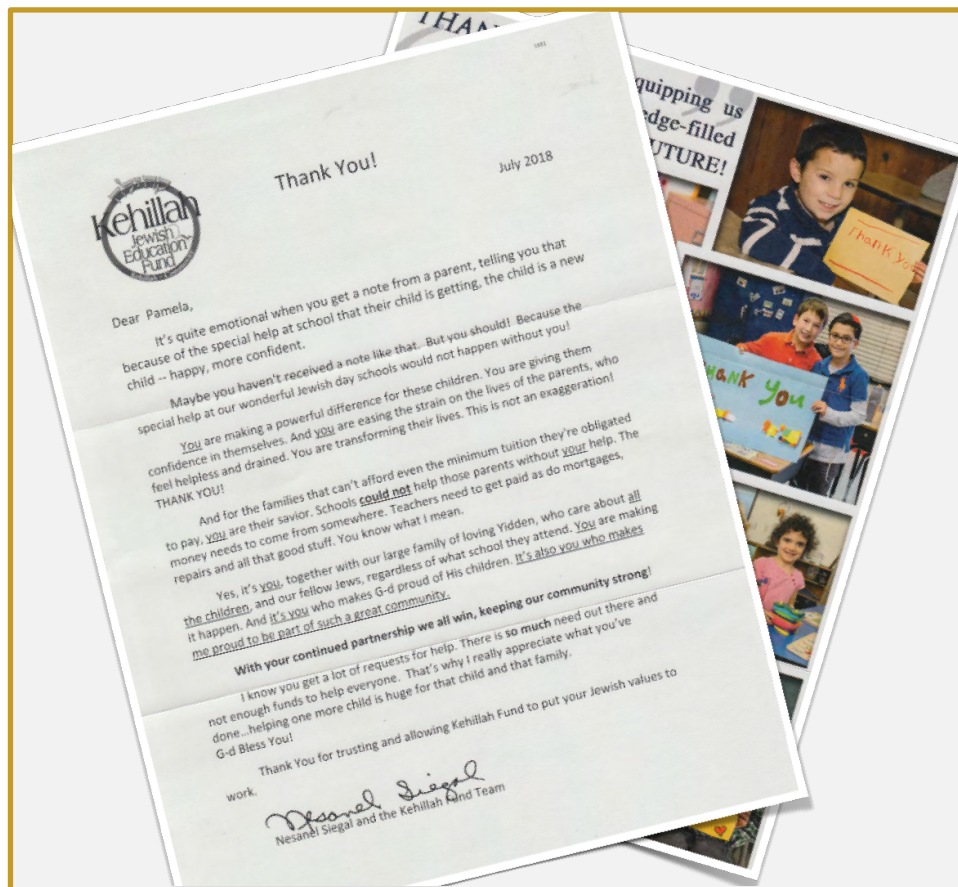
“Prime” Your Donors

Why?

- Makes people feel important
- Makes people feel appreciated
- Makes people feel selfishly fulfilled
- Who doesn't want to feel more important, appreciated and selfishly fulfilled? And wouldn't you be more generous if you did?

Source: Next After

Warm Up Your Donors

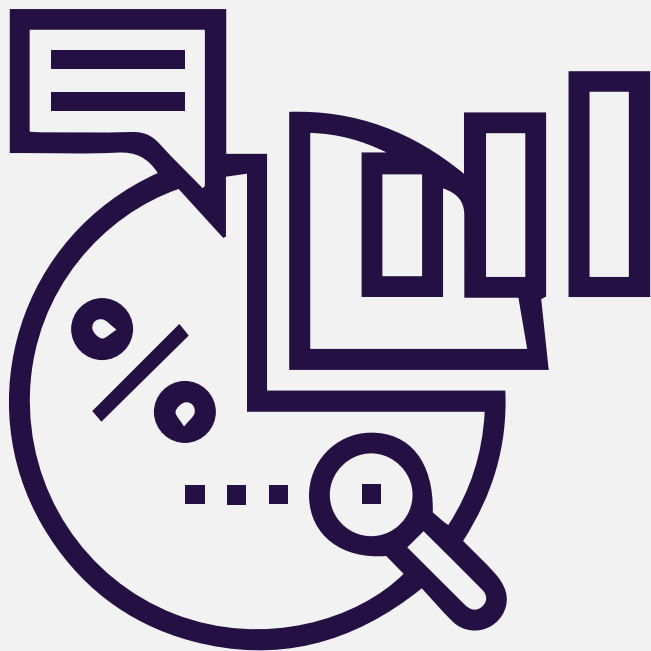


“Prime” Your Donors

How?

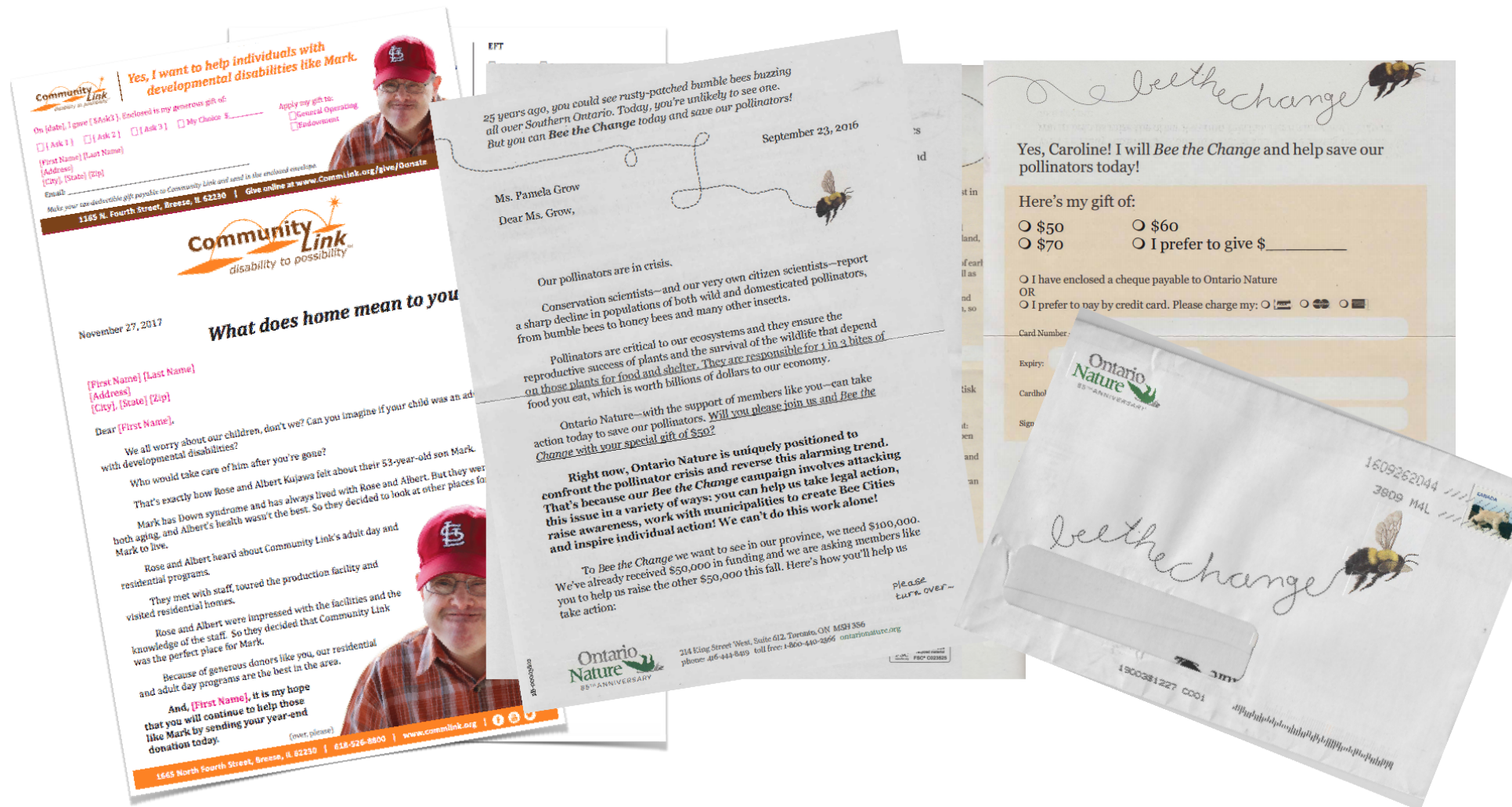
- One-page impact update
- A personal thank you/update call
- A ‘just because’ thank you postcard
- An email

Analyze Your Data



- How did you do last year overall?
- By segment?
- What channels did you use last year?
- What's your renewal rate?
- What's your breakdown at various giving levels?
- How can you breakdown all year-end giving?
- Consider a data audit
- Review your data with an eye to segmentation

For Direct Mail: Think Package, Not Letter



For Direct Mail: Think Package, Not Letter



THIS

embracerace
RAISING A BRAVE GENERATION

Yes, I know that the time is now. I want to help raise a brave new generation!

Please find enclosed my gift of...

☐ \$30 ☐ \$50 ☒ \$100* ☐ \$250 ☐ \$500

☐ My special gift of \$_____

***Make a bigger difference!**
With your gift of \$100 or more, you'll gain exclusive advanced entry into our new EmbraceRace parenting-race online curriculum. You'll be first to use the materials in 2020 and provide your valuable feedback to shape a new generation.

☐ I have enclosed my check **OR** ☐ I prefer to give by credit card
(Make checks payable to "Proteus Fund" and write "EmbraceRace" in the memo line.)

CARD NUMBER: _____ EXPIRATION DATE: _____
VISA/MasterCard SECURITY CODE: _____ SIGNATURE: _____
DATE: _____ PHONE: _____
EMAIL ADDRESS: _____

Please use the enclosed reply envelope OR give securely online at www.embracerace.org.
Questions? Please email us at Hugs@EmbraceRace.org

[First Name] [Last Name]
[Address1]
[Address2]
[City] [State] [Zip]

Thank you

EmbraceRace | 15 Research Drive, Suite B, Amherst, MA 01002 | embracerace.org

Your gift today will also activate your Ontario Nature membership for 2021! This is your chance to make a gift to help wild species you love and wild spaces you explore. With your gift of \$50 or more you'll continue to receive all your membership benefits. Please, give today! - Caroline

Yes! I will provide critically-needed funding to protect wild species and wild spaces across our province!

☐ \$56 provides plants to establish new pollinator habitat at our Cawthra Nature Reserve and supports our Youth Council in their campaign to promote pollinator-friendly practices and ban the most harmful pesticides

☐ \$75 surveys 100 square kilometres of spotted salamander habitat, records and monitoring populations. This is vitally important because salamanders are to be disappearing in many areas and are excellent indicators of ecological health

☐ \$102 keeps us on the ground every day establishing partnerships with farmers, local nature groups and others to help expand greenway habitats for species like the rapidly declining red-headed woodpecker

☐ I would like to make a special gift of \$_____

☐ I have enclosed my cheque, payable to Ontario Nature **OR**
☐ I prefer to pay by credit card. Please charge my: ☐ VISA ☐ MasterCard ☐ AMEX

Cardholder's Name: _____
Card Number: _____ Expiry: _____
Signature: _____

Thank you for your gift today!

Ms. Pamela Grow

Ontario Nature
214 King Street West, Suite 612
Toronto, ON M5H 3B6
phone: 416-444-9410
toll free 1-800-440-3464
ontariounature.org/help

Charitable Registration # 90737 4943 RR0001
SASIS6-45629717 AM B 2B-00009

Name(s): _____
Address: _____ City: _____
State: _____ Zip: _____ Phone: _____
Email: _____

GIVING OPTIONS

☐ I would like to make a **one-time** gift of:
☐ \$25 ☐ \$50 ☐ \$100 ☐ \$250 ☐ other \$_____

☐ I would like to be a **monthly Evergreen Steward** with a recurring credit card gift of:
☐ \$10 ☐ \$20 ☐ \$30 ☐ \$50 ☐ other \$_____

☐ I would like **volunteer** with field stewardship (planting, invasive plant removal, etc.)

☐ My check is enclosed ☐ Please charge my credit card Visa/MC/Discover/AmEx

Credit card #: _____
Name on card: _____ Exp. Date: _____
Signature: _____ Security Code: _____

Please send me information about:

☐ Planned giving through my will or estate
☐ How I might preserve my land
☐ Contributing stocks or securities
☐ I have other thoughts to share about please contact me.

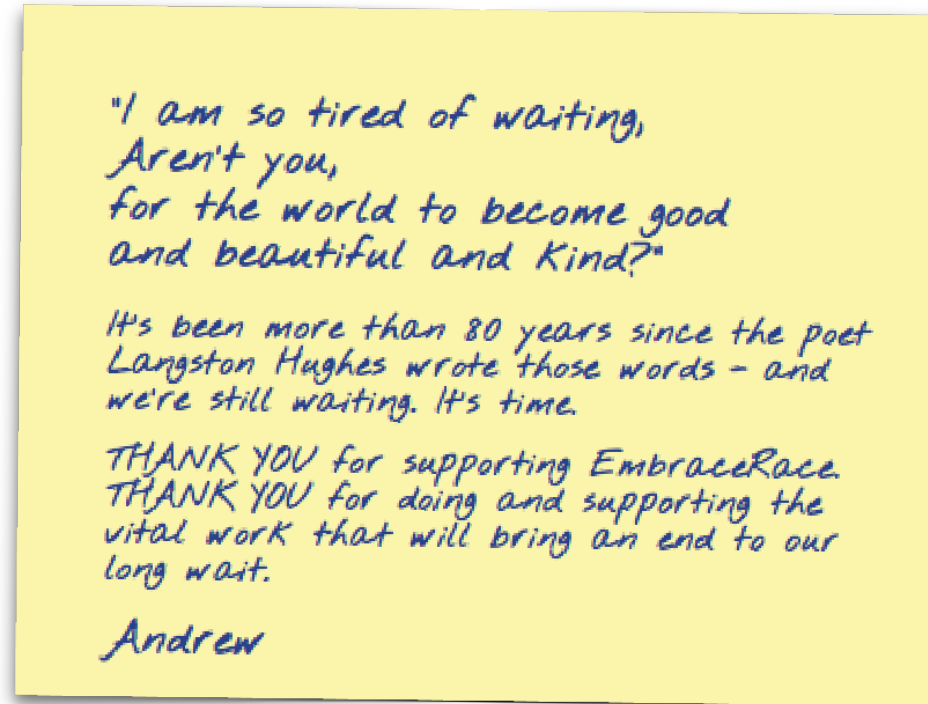
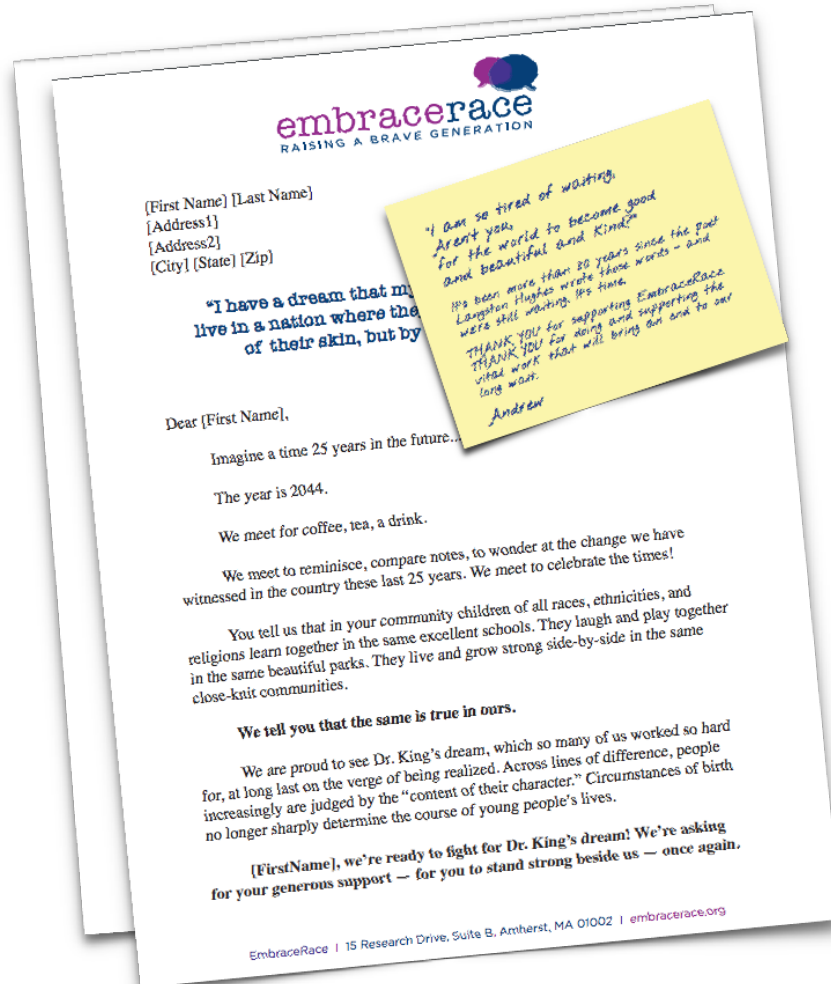
01(c)(3) non-profit organization



NOT THIS

For Direct Mail: Think Package, Not Letter

Add a “Lift”



Plan Out Your Email Series

Is There a Magic Number of Emails?

Year-End Campaign Email Checklist

- ✓ Is the message going to the right audience?
- ✓ Is the offer (the “why”) relevant to the issues that matter to them?
- ✓ Does the offer resonate with this audience?
- ✓ Are you maximizing the perceived value of offer and minimizing the perceived cost?
- ✓ Are you giving proper incentive to take action now?
- ✓ Is it simple for donors to give?
- ✓ Is the call to action clear?
- ✓ Do donors believe you are trustworthy and the giving process is secure?
- The more emphatic the “yes” to each of these, the more emails you can send.

Source: NextAfter

Source: NextAfter

Show Extra Love for Your Best Donors

Pareto Principle

20% of your donors



=



Source: Denisa Casement

Show Extra Love for Your Best Donors

Your Best Donors Get Special Packs





Halfway through the Countdown!

Let's keep counting down to
Your Best Year-End Giving Campaign

COUNTDOWN TO YOUR BEST YEAR-END GIVING CAMPAIGN



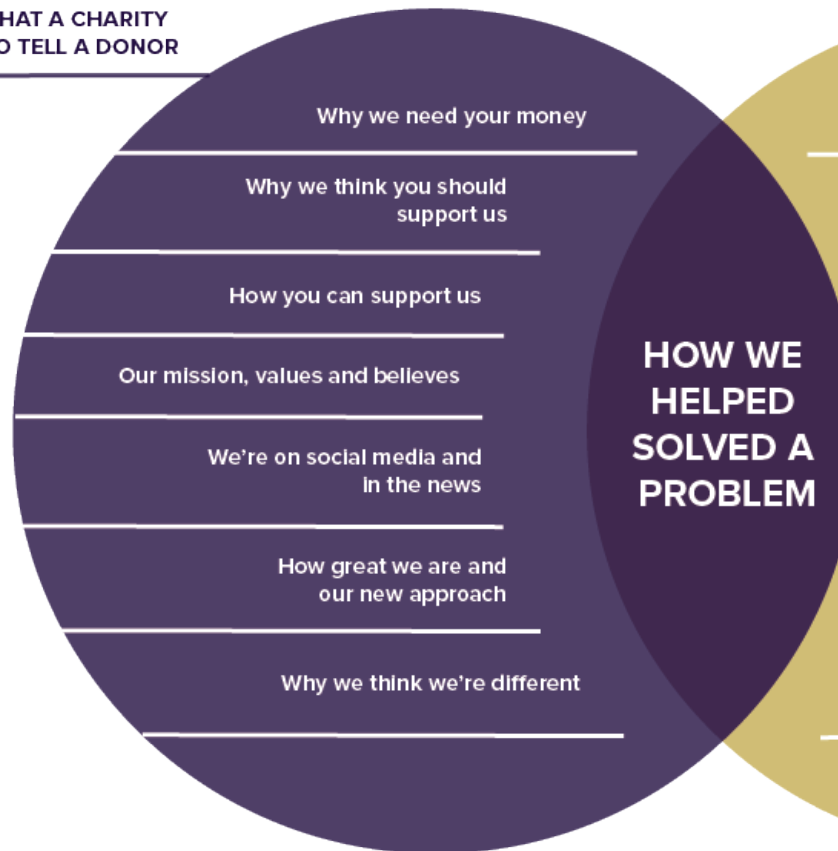
Corey Blake
Digital Fundraising Strategist
MobileCause

Tell Your Authentic Story

“When you tell people facts, they criticize. When you tell people stories, they listen.”

- Alexander Schure (Founder of Pixar)

THINGS THAT A CHARITY
WANTS TO TELL A DONOR



THINGS THAT A DONOR WANTS
TO HEAR FROM A CHARITY

- What you achieved with my money
- Why I made the right decision to support you
- That you value me
- That you think I'm special
- You'll ask how I want you to communicate with me
- That you know why I give and what I care about
- That you've remembered what I've done and what I've said

Source: bluefrog fundraising

Tell Your Authentic Story

The Backbone of Great Storytelling

- Think: Less company recap, more Hollywood Blockbuster
- Introduce your characters and their obstacles
- Propose a solution to the challenges your cause and org faces
- What does achieving your mission look like?
- Let donors know how they can play the hero

For more information on Storytelling, download the [How Authentic Storytelling Can Transform Your Nonprofit infographic](#)



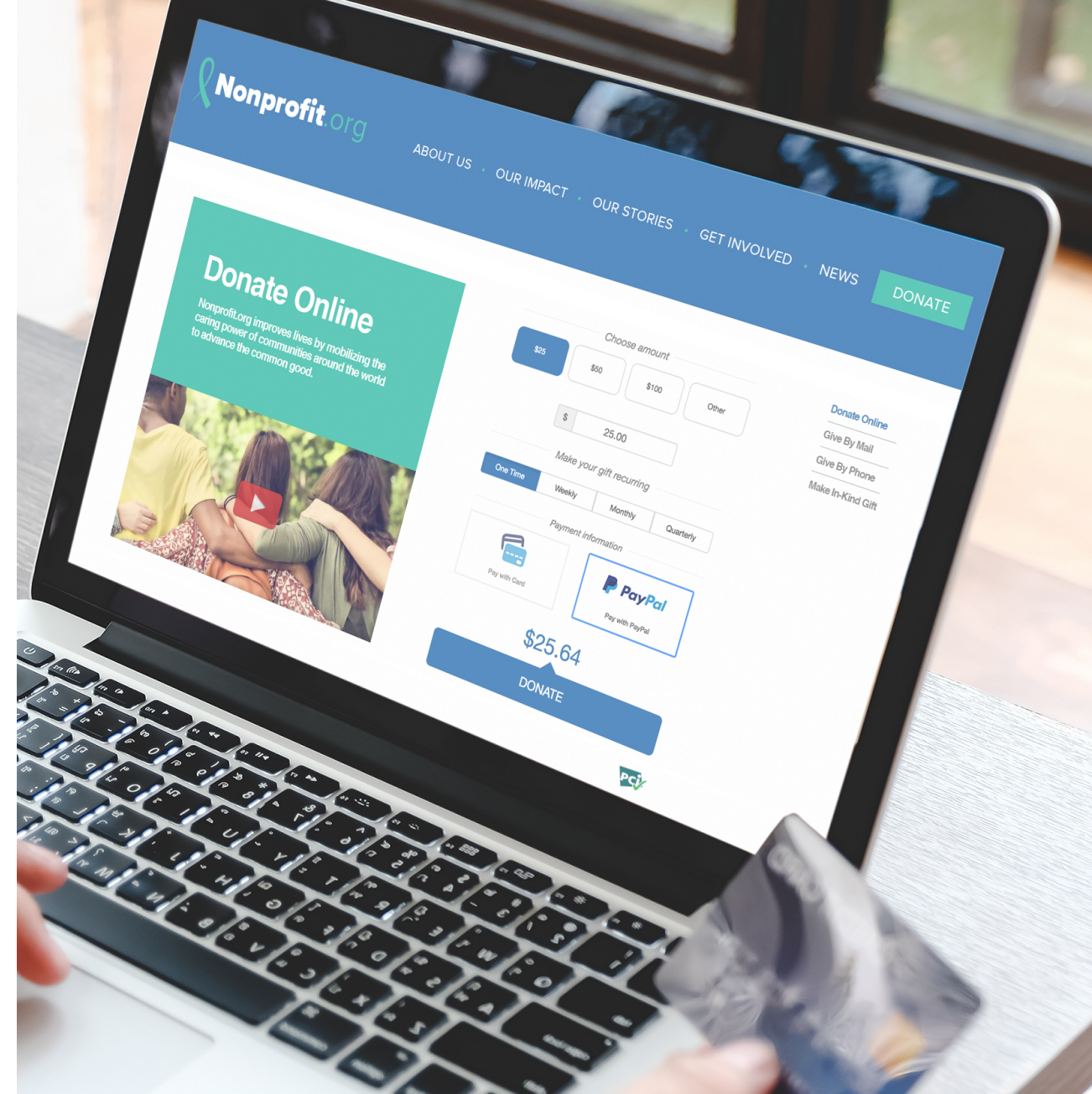
Confirm the Online Giving Experience

Ensure Giving is Simplified

- Have a large, colorful 'donate' button on the home page
- Make your CTA clear
- Capture only the essential donor info fields
- Optimize for Mobile: 84% of nonprofits are still using donation pages that are not optimized for mobile devices

Nonprofits see abandonment rates of 50%-70% on their donation page

Source: NP Engage



Confirm the Online Giving Experience

Test the Donor Experience

- Can you easily find where/how to donate?
- Make a donation
- Do payments process?
- Did you receive automated email and text confirmations?
- Confirm thank you and tax receipt language



Segment Your Donor Data

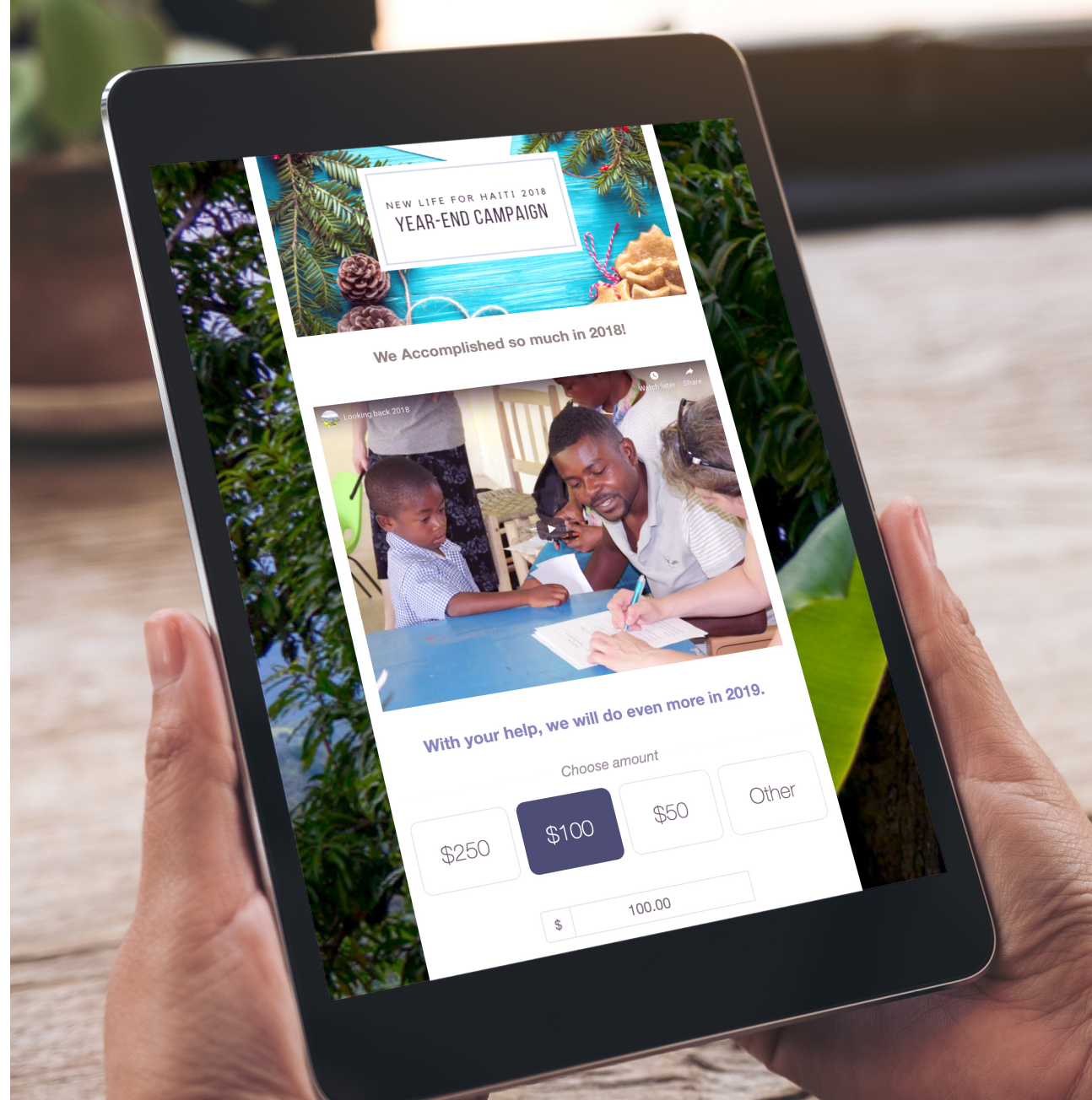
- Break up your master donor list into three to five smaller lists based on giving history or psychographics
- Donor segmentation examples:
 - > Recurring donors vs. one-time donors
 - > First time donors vs. repeat donors
 - > Giving level



Segment Your Donor Data

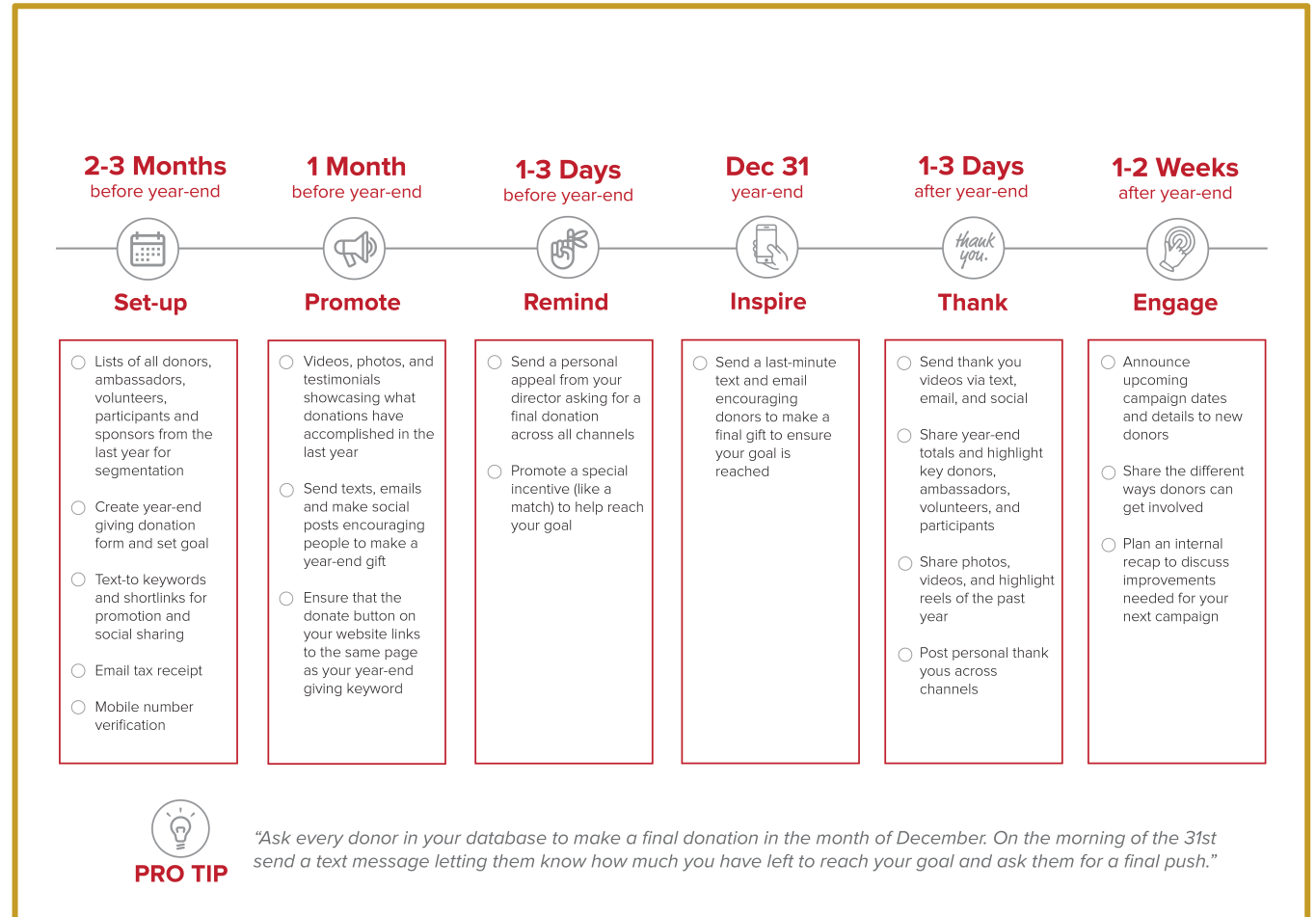
Incorporating Data into Your YE Campaign

- Tailor your messaging to appeal to each specific audience
- Craft your story for each communication channel
- Send donors to different donation pages based upon giving level
- Encourage one-time donors to become recurring donors



Build Your Campaign Calendar

- Tailor your messaging to appeal to each specific audience
- As with most successful fundraising campaigns, get started early!
- Increase your response rates by promoting your campaign across all channels
- Be strategic about promoting your keyword or providing a link



Build Your Campaign Calendar

Create Your Communication Calendar

- Utilize a multichannel campaign
- Boost frequency of messages as you approach the 31st
- Social media is effective, but you need to post often
- Preschedule texts, social media and emails so you send frequently without being tied to your computer

22	23	24	25 Christmas	26	27	28
		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 Channel

M Mail
S Social
E Email
T Text

Type

● Ask
 ● Exposition
 ● Impact
 ● Stewardship

The All-Important Thank You

Thanking donors isn't just a nice thing to do, it reinforces your connection and combats some stunning donor attrition rates

90%

of first-time donors are being lost by some nonprofits on an annual basis

59%

of annual donors drop off the radar each year on average

First-time donors who receive a personal thank-you within 48 hours are **four times** more likely to give again.

Your Thank You Should Be:

- ✓ Personal
- ✓ Timely
- ✓ Heartfelt and Genuine
- ✓ Demonstrate Impact of Giving
- ✓ Showcase Results from Campaign

The All-Important Thank You

Creative Ways to Thank Donors

- Add a video to your automated thank you email
- Establish a Donor Spotlight
- Tell the story of a passionate supporter
- Tag donors on social media (with permission)
- Interview donors on Facebook Live or Instagram Stories
- Redirect them to web page, special content, or video






Feeling overwhelmed on how to execute these strategies and more?

Our Digital Fundraising Strategists help you craft, set up and implement these strategies and more:

- Crafting Storytelling and Year-End Appeals
- Building Your Campaign Calendar
- Creating a Branded Year-End Giving Page
- Setting Up Mobile Messaging, Social Media & Email Communications

The background of the slide is a dark purple field filled with numerous small, glowing yellow and orange particles, resembling confetti or sparks. In the upper right corner, a large, stylized clock face is partially visible, with the year '2020' prominently displayed in a golden, serif font. The clock's hands and other markings are also in a golden hue.

Grab the confetti and put on your dancing shoes,
because these Year-End Giving Campaign tips
and strategies will surely get you prepped for your
best fundraising year yet.

POLL



Do you like what you heard? Would you like more information on: (Check all that apply)

1. MobileCause
2. Pamela Grow

QUESTIONS & ANSWERS



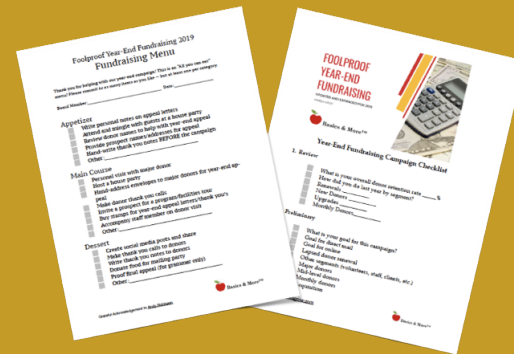
2020



More than just comprehensive fundraising software. MobileCause also offers nonprofits the one-on-one strategy and support needed to maximize their resources and grow their mission.

To speak directly to an expert about implementing MobileCause software and strategy for your organization please:

➤ Call (888) 661-8804 or TEXT MCDEMO TO 51555



Looking for more year-end fundraising resources?

[Download Pamela's Foolproof Year-End Fundraising Menu & Checklist](#)