

5 Steps to Double

# YEAR-END GIVING

**69%**

Of the U.S. Population Gives and Supports **4.5 Causes** on Average

The end of the year is near and it's the single biggest fundraising opportunity for all nonprofits! **More than 30% of an organization's annual giving happens in the last 3 months of the year.** From Thanksgiving to New Year's Eve, individuals are more generous with their time and money to help raise support for causes they care about the most. Here are 5 steps to help you capture their interest and double your impact for your year-end giving campaign.

## CHARITABLE GIVING STATISTICS

**10%**

Of annual giving occurs on the last 3 days of the year

**77%**

Believe everyone can make a difference by supporting causes

**30%**

Of annual giving occurs in December

## TOP 5 STEPS TO DOUBLE YEAR-END IMPACT

### 1. Set Up Matching Gifts

- You have the ability to double or triple donations for the effort it takes to get an individual to give by developing partnerships with businesses
- Encourage higher gift amounts from donors when they see a match get multiplied by a local business or corporation for more impact
- Learn how to set up a simple matching gift program, check out <https://doublethedonation.com/>

### 2. Text-to-Donate Increases Giving

- Connect with your supporters any time, anywhere, and on any device, with mobile-friendly online forms
- As the pioneer in text-to-donate, MobileCause helps nonprofits add text messaging as a new marketing channel to engage supporters year-round
- For year-end appeals, offering a convenient way to give via a keyword and shortcode can help you increase giving by creating a sense of urgency

### 3. Tell Your Story on Social Media

- Social media helps you connect with and create ambassadors for your cause in an authentic way, especially during the holidays
- Being able to tell your story, create the ask and offer an embedded donation form on your Facebook profile, delivers a simple and consistent donor experience
- Using hashtags and branded keywords with shortcodes can offer a strong and immediate call-to-action

### 4. Boost Direct Mail Response

- Direct mail works best when it is integrated with online and mobile giving options because it gives advocates more ways to engage, donate, promote and support the organization
- 50% of donors are more likely to respond to direct mail when they receive multiple messages across fundraising channels reinforcing the call-to-action
- A QR code can also be a fun and easy way to give

### 5. Engage Staff with Peer-to-Peer

- Peer-to-peer fundraising is one of the most popular types of crowdfunding for year-end giving
- Your team and Board members will have an easy way to raise money on behalf of the organization and its a great way to strengthen culture with a unified purpose
- Staff can recruit friends and family from their social networks to amplify your year-end giving initiatives

## BONUS: Inspire 'Last Minute' Gifts at Year-end

Celebrate year-end with your supporters by hosting a NYE party or gala and display a live fundraising thermometer to inspire 'in the moment' giving

- MobileCause animated thermometers help raise 35% more donations by creating a sense of excitement as the thermometer builds towards its goal
- Donors appreciate being recognized for their contributions and tend to become lifelong donors



These tips will get you off to a great start on your year-end fundraising goals. However, our team of Digital Marketing 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.

#### SOURCE

1. <https://nonprofitssource.com/online-giving-statistics/>