



Raise[®]

2023



4 Ways to Rock your Year-End Fundraising

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Nice to Meet You

- 30-year career as a fundraiser, earning my stripes at big shops like Harvard, American Red Cross, National Trust for Historic Preservation
- CFRE, AFP Master Trainer, past president, AFP Washington Area Metro Chapter, former Advisory Panel, Rogare, The Fundraising Think Tank, member, The Giving Institute
- Tailored 1:1 consulting on startups, major gifts, campaigns, assessments/studies, CEO/CDO coaching, and board training.







Today We'll Talk About...

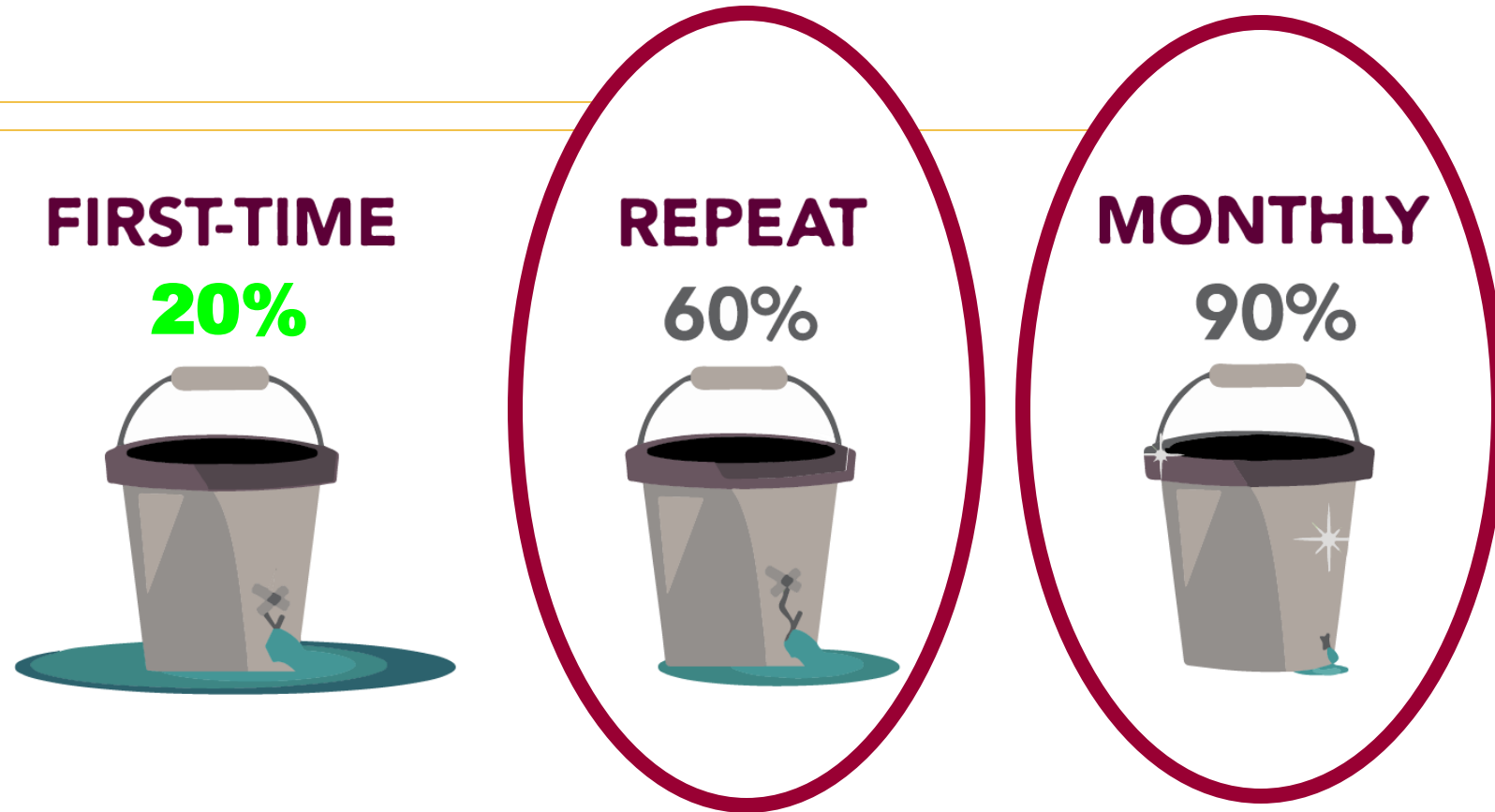
- 4 Ways To Make the Most of Year-End Fundraising As Part Of Your Overall Strategy
- What To Do After December 31st





42%

And it's getting worse...



“Fundraising under-performance, therefore, is actually a failure to communicate.”

- Penelope Burk, *Donor-Centered Fundraising*

1

Fundraising is
a Year-Round
Marathon
Not a Year-End
Sprint



2023

This is What
Happens in An
Internet Minute



Frenzy Amplifies



75% of donors
use information
about a
nonprofit's
impact in their
giving decisions.



At least 4 to 6 solicitations/year

AND throughout the year, create meaning for your donors through communications that show they made a difference

Personal “thank you’s” with stories of impact and results

Share video updates about your programs

In-person visits by staff/executive leadership

Invitation to events



Celebrate your donors—feature profiles in your e-newsletters

Offer periodic webinars with CEO

Research reports

Invitation to volunteer

2

Guide Donor
Decisions, Don't
Make Them
Guess



Prioritize Your Donors to Close Year-End Gifts

- 1. Last Year Not Yet this year Donors**
 - Who hasn't yet made their gift this year but supported you last year?
- 2. Current/New Donors**
 - Are there any additional gifts you can secure?
- 3. Inactive Donors**
 - Any donors who gave to you 2 years ago to try to reach?

Give Donors Giving Options



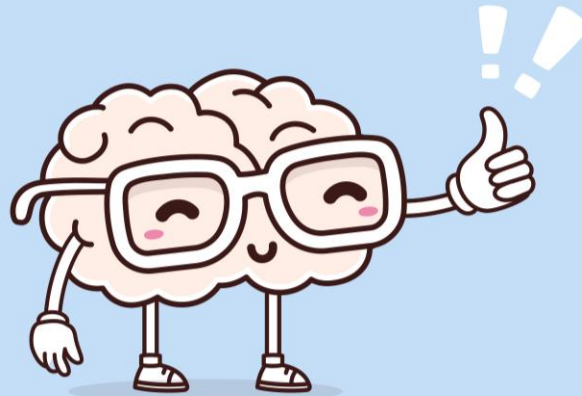
Set the Stage for Upgrades

Anchoring

\$1,000 \$500 \$250 Other

Social Proof

"Donors like you care about..."
"You see the importance of investing in..."



Leverage Matching and Challenge Grants

- The amount doesn't matter. It's the idea of leveraging our gift that does.
- Match ideas include:
 - All gifts of or above a certain amount
 - All upgraded gifts to a certain gift level
 - All renewed gifts from inactive donors



Make it concrete and tangible—how much more can be done with this matched contribution?

3

Think Multi-
Channel,
Not Just
Digital



“If writing a letter a hundred years ago was the equivalent of sitting down with someone in a quiet room and talking face-to-face, writing an email today is like yelling at someone across a noisy traffic intersection while they’re rushing to an appointment.”

--Jocelyn K. Gleib, *Unsubscribe*



Meet Your Donors Where They Are



Direct Mail is NOT Dead

Donors are **3X** more likely to give online in response to a direct mail appeal than an e-appeal.

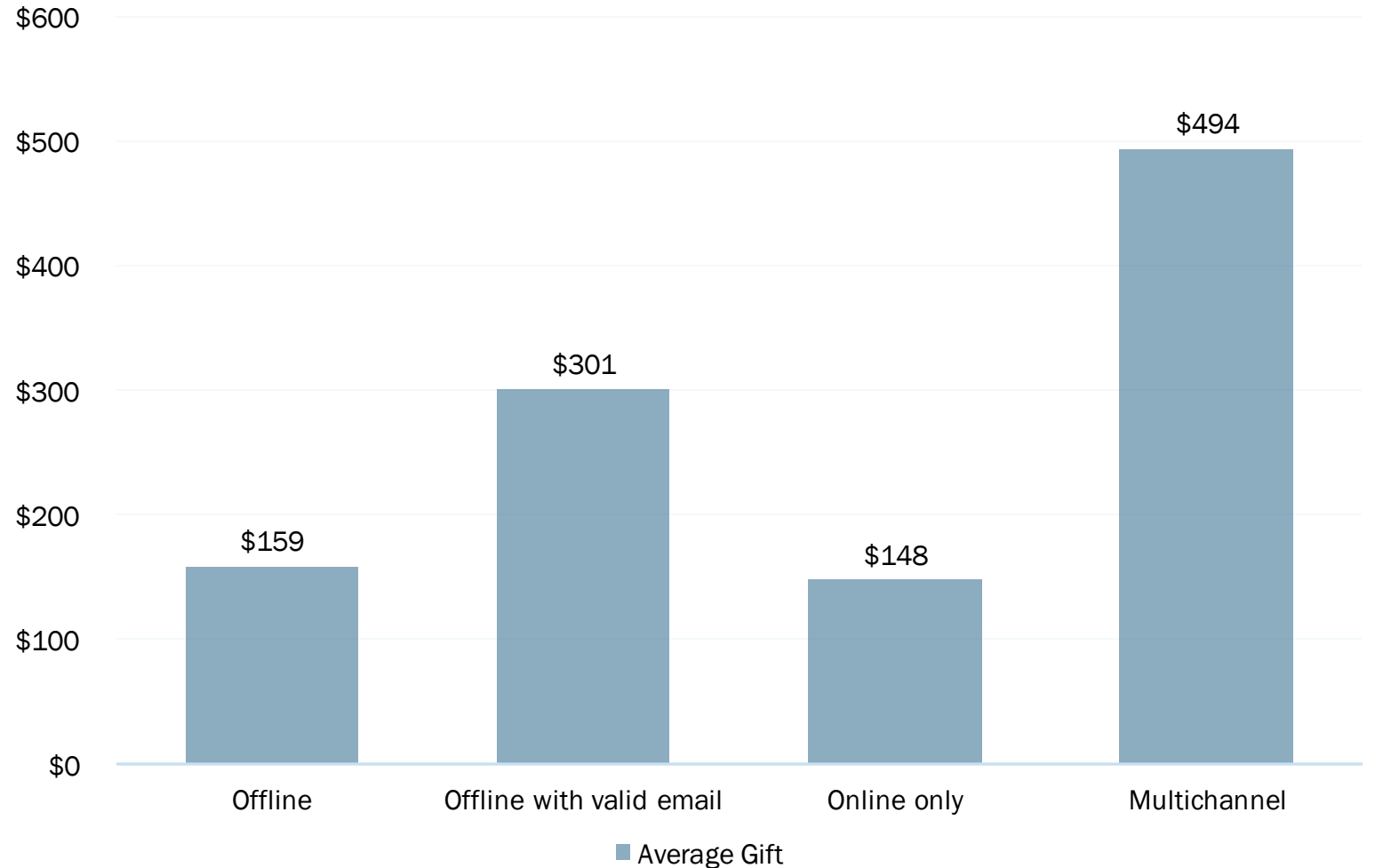
6% Direct Mail Only
37% Direct Mail + Web + Email



Multi-Channel Comms Raise More Money

Multichannel donors 3X more than online or offline only donors.

Donor Retention rate more than 2x higher than online or offline only.



4

Keep Donor
Retention
Front and
Center Post-
12/31



Assess and Build Your 2024 Plan

Did you thank quickly and meaningfully?

How did donors make their gifts?

Who didn't renew their support?

Who made a first-time gift?

Exercise

In your breakout room, discuss:

1. Imagine it's January 2024 and you are assessing the end of year fundraising efforts. What did it take to be more successful than previous years?
2. What are one or two ideas you learned today that can implement in your end of year fundraising this year?
3. What fundraising barriers can you work to eliminate either this Q4 or next?

Be prepared to share a few ideas!

CLIFF NOTES SUMMARY



- Look at year-end as part of your bigger fundraising plan
- Don't send blanket asks...ever
- Segment and personalize your asks to encourage upgraded giving
- Get to know who your donors are—build your annual plan on engagement

Let's Stay Connected!

Want to chat further?

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Interested in more resources?

www.whillconsulting.com

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