

KICKING OFF YOUR YEAR-END GIVING

In 5 Easy Steps

Gear up for end of year giving with these easy steps to close the year strong.

1. CHOOSE YOUR CAMPAIGN TYPE

Think about about your donors and cause. Choose a campaign type that brings your mission to life.

Annual Fund

Matching Gift Challenge

Giving Tuesday

Year-End Appeal

Ambassador Fundraising

Peer-to-Peer Campaign

Awareness Day

Text2Give Drive

2. PLAN YOUR STRATEGY

Use these tips to prep your year-end giving strategy.

Outline the goals you wish to target

Create a timeline for event preparation

Ensure internal alignment on your team

Design high-concept marketing campaigns

Gather the supplies needed to produce this event

3. CHOOSE YOUR SOFTWARE

Harness the power of fundraising software to make giving easy!



Online Fundraising



Online Challenges



Peer-to-Peer



Event Fundraising



Virtual Fundraising



Text2Give

4. MARKET YOUR CAMPAIGN

Get started planning early and launch your campaign in October to build momentum. Here are tips to get started.



Conduct email, direct mail, phone and in-person donor outreach.



Arm your top supporters with campaign materials and goals.



Leverage social media promotion and outreach.



Communicate progress & celebrate impact.

5. FINISH YOUR CAMPAIGN STRONG

Use these tips to race to the finish line and ensure success.

Use the holiday spirit to target donors

Appeal to the altruistic message of the holiday season



Constantly update your social media presence

Wrap up your campaign on a certain date - make it a dash for the finish line!

“We wanted to take advantage of our investment in fundraising software, and we sure did. Keeping our fundraising year-round offers multiple touchpoints for donors and our community to connect with DeSales, especially at year-end.”

MISTY SCURLOCK, DIRECTOR OF ADVANCEMENT AT ST. FRANCIS DESALES HIGH SCHOOL.