



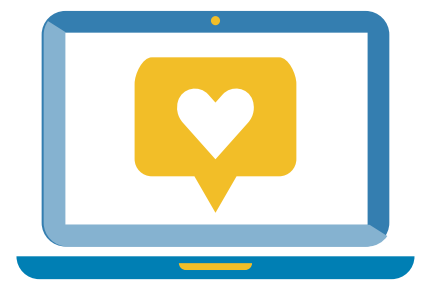
Make The Most of Year-End Giving

Think outside the box.

Launch a year-end campaign that will cut through the noise and *make your mission stand out!*

Year End Fundraising

Your mission hasn't changed, neither should your fundraising goals. Nonprofits need to go all in on year-end fundraising to connect with supporters and ignite giving.



30% of annual giving occurs in December
NONPROFITS SOURCE

Average online gift **\$134 USD**
NONPROFIT SOURCE

3.1B dollars raised on Giving Tuesday in 2022
GIVINGTUESDAY.ORG

#GivingTuesday gets **billions of impressions**
GIVINGTUESDAY.ORG

Launch a Successful Campaign



1. Plan Campaign

- Set goals
- Identify ambassadors & VIP supporters
- Select fundraising tools
- Launch promotion & social media



2. Create Momentum

- Harness social reach
- Launch micro-sites
- Use gamification



3. Test & Tweak

- Start a countdown clock
- Plan CTAs (Calls to Action)
- Optimize processes
- Test website, forms, giving experience
- Increase social posts



4. Launch Time

- Hit social media
- Build engagement
- Use hashtags, links & @ mentions
- Pump up leaderboards
- Post updates, milestones, matching gifts

Creative Ideas for Campaigns

Ideas to help your nonprofit team stand out during the busy giving season.



1. Send a Note to Let Donors Know it's Time to Get Involved

Instead of adding to your supporters' already cluttered inbox, send them a **personalized note** with ways to get involved with your mission.



2. Capitalize on Giving Tuesday

During the biggest giving day of the year, it's important to attract the right donors with the right message. Make sure you have a **dedicated Giving Tuesday landing page** and **Text2Give®** for mobile donations.



3. Drive Donations With Peer-to-Peer Fundraising

If you're looking to raise more money and reach more donors, it's time to tap into the **power of peer-to-peer fundraising** and make year-end giving social, mobile, and FUN!



4. Build a Holiday Themed Social Campaign

Cut through the year-end fundraising noise on social media. Get creative with a custom hashtag, stand out by using video, and **have a clear call to action with ways to donate to your cause.**



5. Host a Virtual Party!

Bring your supporters together, virtually, to say thanks, have fun, and spread holiday cheer! It's a great way to wrap up the year and **use the fundraising momentum to kick off the next year strong!**



Let your fundraising software do the heavy lifting for you!

See how OneCause can help.

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