


# 2021 Year-End Fundraising: Secrets to Inspire Greater Giving

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1



## That time of year




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2

## Year-End Giving Matters

- 31% annual donations in December
- 1<sup>st</sup> time gifts 52% larger
- \$48 billion average donated in Nov-Dec
- 12% of giving occurs in the last 3 days



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3

## But is it too late?

- Probably never too late
- Start now



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## Can't do it all

- Go with your strengths
- Postpone good ideas



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## But can't do just one thing

### Multi-channel fundraising

- Direct mail
- E-mail
- Social media channels
- Website




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## Make a plan

- Write down your plan
- Create a calendar
- Draft verbiage
- Select images



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## Build a team

- Not just fundraiser and/or CEO
- Recruit board members
- Deputize social media ambassador
- Engage volunteers




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## Make your content count

- Tell a good story
- Use a good image




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## Year-end giving tools

- #GivingTuesday
- Matching gifts



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## Who to ask?

- Segment as you are able
- Donors from last year
- Donors from this year
- Event participants
- Volunteers



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## Grow beyond year-end


- Stewardship:
  - Acknowledge
  - Report
  - Engage




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## Questions? Let's Discuss!



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## Let's Connect



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14