

2.1 Segment Your Existing Donors



Leveraging your existing donors is a simple way to get more from fundraising season.

You can use donor management tools to see when they last donated. People who have only just donated may not want to give again during the fundraising season, for example.

This can help you focus more of your efforts on people who may donate at this time of year.

You can also segment by average gift size and recurring donors versus one-time donors. This can help **personalize your emails** in line with donor history.

Pro tip #1: If certain donors have a history of year-end giving, send them an email sharing the impact of their last year's donations and thank them for giving. You can introduce them to this year's fundraising season campaign in your next set of communications.

Pro tip #2: Segmenting your donors can help you see if you have good candidates for year-end giving. You can reach out to these donors, especially if they have a history of above-average gifts.

2.2 Sharing Stats on Donations



Infographics are a great way to show the impact of donations.

Because infographics are in visual form, they're easy to digest. People can see important information at a glance. Infographics are ideal for showcasing facts, statistics, and lists.

Pro tip: Create infographics that include key information about how donations are spent. Take a look at our [infographics template post](#) for more ideas on how you can use them.

2.3 Use Online Communications Effectively



Email, blog posts, and social media can be great ways to keep in touch with donors and encourage them to give.

Focus your communications on your donors and the impact their donations will have. You can also reference how donations were spent in previous years. Doing this in **infographic form** can be highly visual.

Introduce your campaign to begin with and ask for donations later on. This warms up your donors and helps build stronger connections before you ask them to give.

Pro tip: It's tempting to ramp up your communications as fundraising season comes to a close, but it's a fine line. If your emails and social media posts are too frequent, it can be off-putting for donors. Limit your communications to once per day and make the most of those messages.

2.4 Consider Offline Communications



Fundraising postcards can grab donors' attention when they collect their mail. Physical mail is becoming less common these days and postcards will stand out.

Sure, your donors are probably getting holiday cards but most organizations will do things online. This is perfect for helping you stand out — especially during fundraising season, when people are more receptive to donating.

Design and branding are important for this type of tactic. Use high-quality images that reflect your campaign. Holiday-themed design and images can work well too.

For the message itself, keep it short and heartfelt. You don't have much space so your message needs to be effective

2.5 Promote on Facebook and Google



Fundraising season is a great time to reach out to new donors. Many people are looking for an organization to support and if your mission resonates with them, they'll likely jump on board with donations.

Facebook ads and Google Ad **Grants** are examples of how you can do this.

Facebook ads can help you reach your goals but it's crucial to have a plan and budget before you get started. Ad costs can spiral if you don't set a budget or a specific idea of what you want to achieve. During fundraising season, your end goal is likely donations and encouraging potential donors to **visit your website**— make this the primary focus for your call-to-action.

Google Ad Grants are a low-cost way to put your organization in front of new supporters. Take a look at our **Google Ad Grants guide** for tips on how to apply and maximize your grant credit.

Many organizations allocate at least a third of their marketing budget to this.