

## 1.1 Look Back at Last Year's Numbers



Did your nonprofit get involved in Giving Tuesday last year? Look back at your successes and where you could improve.

A few helpful questions to ask:

- What was the theme of your last fundraising season campaign?
- How many supporters did you reach out to during the fundraising season?
- How many donations did you receive?
- How often are these supporters engaging with your organization?
- How much do you raise in total during the fundraising season?
- How many donations came through your donation page?
- How many donations came through other channels?
- How many major gifts did you receive?
- What type of channels did you use to promote your fundraising season campaign?
- How did you follow up with donors afterward?

If your donation page didn't attract and convert many donors' last fundraising season, look at how you can improve this. Are you making the donation process too complicated?

Think about the donor demographics your nonprofit targeted last fundraising season. How successful was this? Where could you improve this fundraising season?

## 1.2 Set Fundraising Goals



How much do you plan to raise during the nonprofit fundraising season? Set some SMART fundraising goals to help plan your year-end giving campaign.

Your fundraising season goals should be:

**Specific** – Is your year-end giving goal specific and not vague? Tying your fundraising season goals back to your mission can help make them specific.

**Measurable** – Is it easy to know when you've reached your goal(s)? Setting a target amount can make it easy to track your progress.

**Attainable** – Is it realistic to target this amount by the end of the fundraising season? Referring back to previous totals from fundraising season can help.

**Relevant** – How does your fundraising season goal link to your organization's work? What impact do donors have when they give to your fundraising season campaign?

**Time-Based** – SMART fundraising goals always have a deadline. That's easy here — fundraising season finishes at the end of the year!

### 1.3 Tell Emotional Stories Through Your Campaign



Pick a theme for your year-end campaign. This helps your nonprofit stay consistent with the messages you send in the last quarter of the year. This theme may be completely different from campaigns you've run previously in the year.

Powerful fundraising campaigns create empathy with your donors. Storytelling can play a key role in this. Promote the “human” aspects of your work to appeal to the emotions of your supporters. High-quality images that link to your nonprofit’s mission can drive emotions.

Use “you” language to put your donors at the center of your campaign. This helps them feel they can make a real difference through their year-end giving. If they’re already thinking about giving in the last few months of the year, this can provide a push to get them over the line.

## 1.4 Set Out Your Campaign Timeline



Your campaign plans need to start early to take the stress out of your year-end fundraising goals.

This allows your organization to plan your communications, especially around Giving Tuesday. You don't want to be scrambling to do everything last minute — this makes it more likely you'll miss out on donations.

Set your goals, confirm your campaign theme, and look back at past campaigns in September.

In October, you can write your year-end campaign and optimize your donation channels.

In November and December, you can email your donors — especially those that haven't donated so far this year.

Your initial emails can show the impact your campaign will have. Follow this up with a second round of emails that specifically ask for donations. Lots of people are looking for ways to reduce their tax in the last quarter of the year and your year-end campaign can jump on this.