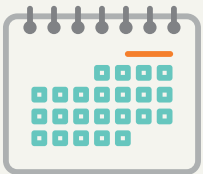


YEAR-END GIVING CHECKLIST

December is prime time for fundraising—30% of all online giving happens during this month. Be prepared: Print out this checklist to stay on track!



BEFORE

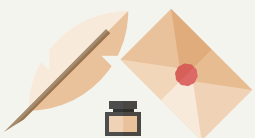


- Set a time table (8-10 weeks ahead of time)
- Create a concrete year-end fundraising goal
- Complete a campaign calendar
 1. Have a multichannel fundraising campaign (Mail, email, social media, text, etc.)
 2. Be sure your appeals have an emotional hook, urgency, and a clear call to action
 3. Leverage #GivingTuesday to jumpstart your December giving
- The donate button is prominently displayed on your website and included in all of your online outreach



- Enable recurring giving options on your online donation page
- Website's home page will focus on fundraising in December
- Include third-party endorsements, testimonials, and stories on website and donation page

AFTER



- Track which methods garnered the best results and then repeat them
- Create a plan to follow up with our donors by regularly sharing results, stories, and updates on the impact of their gifts
- Send out personalized thank you notes to donors