

Your 8-Week Checklist to Maximize Year-End Generosity



WEEK 1

Reflect on past performance:

- Analyze data from previous year-end fundraising campaigns.
- Identify strengths and weaknesses.

Set clear fundraising goals:

- Define specific financial and donor engagement objectives for the year-end period.



WEEK 2

Segment donor communication:

- Divide your donor base into segments based on giving history, demographics, and/or interests.

Tailor communication strategies to each segment:

- Draft personalized messages for different donor segments.
- Highlight the impact of their support on specific programs or initiatives.



WEEK 3

Craft compelling appeals:

- Develop a narrative that resonates with donors.
- Emphasize the urgency and importance of year-end giving through storytelling.



WEEK 4

Utilize multiple channels:

- Plan and schedule email campaigns.
- Create social media content related to year-end fundraising.
- Prepare direct mail materials if applicable.



WEEK 5

Create a matching gift campaign:

- Seek financial leaders willing to match donations.
- Design promotional materials for the matching gift opportunity.

Launch the matching gift campaign:

- Communicate the impact of donations doubling through matching gifts.

Your 8-Week Checklist to Maximize Year-End Generosity



WEEK 6

Consider peer-to-peer fundraising:

- Utilize social media to enable donors to create their own personal fundraising campaigns for your ministry.
- Promote peer-to-peer fundraising opportunities.
- Foster a sense of community and competition among peer fundraisers.



WEEK 7

Leverage year-end events:

- Organize special events or virtual gatherings.
- Plan engaging activities to connect donors with your cause.
- Prepare event materials and marketing collateral.



WEEK 8

Express gratitude and recognition:

- Draft personalized thank-you notes or emails.
- Publicly recognize and acknowledge donors through social media or newsletters.

Follow up and stewardship:

- Provide updates on how contributions are making an impact.
- Share success stories and progress reports.



THROUGHOUT THE 8 WEEKS

- Monitor progress toward fundraising goals.
- Make adjustments to strategies based on donor response and engagement.
- Continuously evaluate and refine your approach.

