

Your Ultimate End-of-Year Fundraising Toolkit

*Plan fundraising wins from GivingTuesday
through the end of December.*

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Introduction: Ending the Year Strong

Harnessing the power of end-of-year giving takes a village—from your staff and board of directors to your loyal donors and new prospects. This busy season is buzzing with generosity and gratitude for fundraising teams like yours. But with so much to do, the finer details of planning an effective year-end campaign can fall through the cracks. Take a moment to ask yourself: *Are your organization's year-end efforts missing something? Do you have the tools you need to take your end-of-year fundraising to the next level?*

Whether your sights are set on a major GivingTuesday campaign or long-range major donor cultivation, this revised 2023 toolkit has the step-by-step resources you need to energize and engage your supporters.

We're here to help you unlock your year-end campaign's massive potential!

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5 Tips to Get the Most Out of End-of-Year

As you leverage the strategies in this toolkit, keep these fundamentals in mind:

CATAPULT YOUR YEAR-END FUNDRAISING: Year after year, most organizations see the largest amount of giving in the last two months of the year. Many individuals and households also view the end of the year as their last chance to make a donation that may reduce their tax bill in the following year.

STEWARD CROWDFUNDING DONORS: When you segment supporters for your year-end campaigns, be sure to also segment those who gave through crowdfunding campaigns like GivingTuesday. Studies show that people who give through crowdfunding campaigns plan to donate that way again in the future. Organizations that fail to steward their crowdfunding donors are missing out on more support.

THE VALUE OF TESTIMONIES: Most people in philanthropy focus on gifts of “time, talents, and treasures.” Especially in the case of “treasures,” people want to know that they are investing in trustworthy organizations. The continued prominence of social media and peer-to-peer fundraising means that donor testimonies are more important than ever. These testimonies build trust, support, and confidence in an organization—more than any staff member could on their own.

PHILANTHROPY ISN'T JUST ABOUT MONEY: Although monetary goals are a larger focus during year-end campaigns, philanthropy isn't just about dollars. It's a way of life that includes shared stories, coloring sheets, impactful or fun videos, and friendship cultivated around sharing and supporting. Don't let your monetary goals exclude those who have received services or funding from your organization or from those who have given back in some other way. Sadly, many organizations focus exclusively on what wealthy donors can give in dollars and miss out on the richness of passionate people who want to invest in, grow, and support them.

STEWARD TEST DONATIONS: Keep in mind that donors may give a test donation to your end-of-year campaign. Test donations are very popular with millennials, who have become more philanthropic over the last couple of years due to the influence of social media. Test donations are also popular with prospective major giving and planned-giving donors. If you properly steward test donors, they will give again and in larger amounts.



Equip yourself with tools for success, including tips for your end-of-year fundraising campaigns, with courses from Blackbaud University.

[Learn more](#)

CHECKLIST:

What to Do Before, During, and After Your End-of-Year Campaign

Whether you're planning to participate in GivingTuesday on November 28 or focusing on a longer-range campaign to close out the year, this checklist details what you need to consider in the months and weeks leading up to your fundraiser's launch.

THREE MONTHS OUT

- The finance, development, and leadership teams should review last year's initiatives and results. Identify what channels worked and what new opportunities are available.
- Create a budget for your efforts. Know how much you plan to spend on outreach and understand the staff time involved so you have a good idea of the expected ROI.
- Identify and set your two main goals. Determine your awareness/reach goal in your community as well as your fundraising goal.
- Identify your target audience and let it influence the details of your campaign. Campaigns can focus on multiple demographics, including young professionals, adults, seasoned patrons, or your entire community.
- Make sure your database is up-to-date and ready to track your campaign.
- Develop your campaign theme or the story you want to tell. It should be something that appeals to the group you have identified and celebrates your mission.
- Secure a matching donor (corporation or business), if possible. Donors get excited by the idea of their support going twice as far.
- Taking part in GivingTuesday this year?**
 - Research case studies and best practices on GivingTuesday's [website](#) to spark your creativity.
 - Register your participation on [GivingTuesday.org](https://givingtuesday.org)

TWO MONTHS OUT

- Build a fundraising committee of volunteers, staff, and board members to expand the reach of your campaign. Most people donate because they are asked by a friend, family member, or peer. A committee is a perfect way to secure new donors and extend your reach.

- Connect with other like-mission organizations to join the effort in a collaborative way. Check [GivingTuesday.org](https://givingtuesday.org) to see how other similar organizations are participating and join a specific cause-based coalition.
- Meet with your IT/Marketing/Accounting departments to ensure that your plan to utilize your internal tools (like your website) for your efforts is set in place.
- Develop your timeline/communication plan. Identify how and when you are going to notify your supporters and your community that you are raising funds. Develop a plan that gives details on the day/time that your emails and social media efforts will be delivered/posted.
- Begin drafting your emails and social media posts. You can use the helpful templates provided in this toolkit to make it easier!

ONE MONTH OUT

- Communicate to your volunteers and board that your organization will be launching an end-of-year fundraiser, sharing the story you will tell and the goals you hope to reach. Ask them, your advocates, to get involved and encourage peer-to-peer fundraising.
- Developing sharable content is a great way to get your donors to collaborate. Allowing them to establish that sense of ownership will help you reach your goal even faster. Here are some examples of content you may want to provide that your supporters can easily share:
 - Graphics
 - Icons
 - Links to your story via your website (videos, blogs, etc.)
 - Social media hashtags (Twitter®/X, Facebook®, LinkedIn®, Instagram®, and Threads®)
- Develop custom verbiage for acknowledgement letters.

ONE WEEK OUT

- Release the “save the date” email/social media post announcing the launch of your fundraiser or your participation in GivingTuesday.
- Announce your fundraiser on your website and make sure that the donate button is on the welcome page. Ensure that it's easy for donors to give and your organization will reap the benefits of convenience.

DAY BEFORE LAUNCH

- Ensure all scheduled emails and social posts are set and ready for the big day.
- Check in with any teammates to confirm that anything they are overseeing is ready.



Day of Launch



Start your campaign whenever you feel is best, but the best practice is to start around 7–8 a.m. If you want to start your campaign the day prior, do it! You know your donors best.

SHORT-TERM CAMPAIGNS

For shorter campaigns (like GivingTuesday, which focuses primarily on just one day), refer to this suggested timeline:

8 A.M. Initial Post(s) and Email

- State your mission.
- Share your first themed story.
- Communicate your goal.

11 A.M. Second Social Media Post(s)

- State your mission.
- Share a second themed story.
- Provide an update on raised funds.

3 P.M. Third Social Media Post(s) and Email

- State your mission.
- Share a third themed story.
- Provide an update on raised funds.

7 P.M. Fourth Social Media Post(s)

- State your mission.
- Remind your followers that the giving day is almost over.
- Provide an update on raised funds.

LONG-TERM CAMPAIGNS

For campaigns that will stretch across the entire end-of-year giving season, follow the advice above, but tailor it to your timeline. A campaign should always include reminders of your mission, the theme or story of your fundraiser, regular updates on your fundraising progress, and a clear outcome that you will reach with your supporters.

DAY AFTER CAMPAIGN ENDS

- Share the amount you raised and let your donors enjoy celebrating with you. Donors like to be updated on the amount of funds raised (and if you reached or surpassed your goal).
- 8 a.m.–12 p.m.: Social Media Post(s) and Email**
 - State your mission.
 - Thank your community/donors.
 - Explain how funds will be used.
 - Announce raised funds for GivingTuesday (if applicable).
 - Thank you, thank you, and thank you!
- Thank donors in any type of communication for their support.
- Directly update your volunteers, staff, and board of directors on your success.

TWO DAYS AFTER AND BEYOND

- Create and mail (or email) all acknowledgement letters within 72 hours. Ideally, letters should be sent within 48 hours. However, this is the largest giving day of the year, so 72 hours will suffice if extra time is needed.
- Identify new donors and, depending on the size of their gift, connect with them and learn more about them. Ask them questions like:
 - What motivated you to give?
 - Have you ever been to our building(s)?
 - Have you ever been to our website?
 - What do you know about our mission?
 - What is your communication preference?
 - Would you like a personal tour of our organization to learn more about our efforts?
 - How and when did you first hear about our organization?
- Identify the major donors and volunteers who donated. Reach out to them personally to continue their stewardship cycle.

9 Key Questions to Build Your Communications Strategy

As you plan your end-of-year communication strategy, think about how it fits into your overall communication plan and calendar. If your emails and social media posts are not engaging or sent regularly, your communications for end-of-year campaigns will naturally have less reach. For example, an organization that only posts on their social media pages a few times a year and assumes they will benefit by simply increasing post frequency in the last quarter of the year may not show up in people's feeds (due to lack of prior/consistent engagement).

Your strategy can build up to your end-of-year communications all year long. If you haven't yet developed a formal strategy, it's not too late to start planning your key messages for the rest of the year leading up to this critical season.

For each communication you plan and send, ask yourself the following questions:

- 1 Who will read or view the communication?
Why will they want to read or view this communication?**
TIP: Make your content interesting and engaging throughout the year so the audience will want to view (and hopefully share).
- 2 How does the audience already interact with our organization?**
TIP: Segment your audience strategically. If you can dive into how your constituents interact with your organization and what interests them, use that data to drive your email lists.
- 3 How can I build on that connection in this communication?**
TIP: Reiterate how much you appreciate people's connection to your organization. If they are volunteers, thank them for being a volunteer or ask them to help your organization by sharing your communications.



EXAMPLE:

An animal welfare organization highlights impactful stories throughout the year. At the launch of an end-of-year campaign, the organization shares an update on the progress of animals with amazing stories of recovery. Each year, supporters will look forward to seeing the “where are they now?” updates for the animals who captured their hearts.

4 What is my action goal for the communication? Do I want the audience to share the communication with their network? Do I want them to donate? Do I want them to celebrate?

TIP: Every communication you send should include an action goal. Determine whether you want people to share, donate, or celebrate and include this in your messaging.

For example: “Please share our story and the impact supporters like you are making in animals’ lives.”

5 Where will we direct supporters to donate or learn more? Does the experience feel seamless and secure?

TIP: Converting social media followers to donors takes trust and a clear pathway to give. Think about the ways you ask and where you are sending people to donate. People need to feel secure in donating. Public trust in social media platforms has been declining. Help your donors feel safe when donating or researching your organization’s mission. Walk through the process as if you are a new supporter and document the questions and concerns that pop into your mind.

6 Which impact stories and statistics should we include in each communication?

TIP: If you participated last year, think about where you want to take your campaign this year. Dollar figures are great—but tying those contributions back to results is even better.

For example, “If we raise \$10,000, we can provide one bag of dog food to every dog parent in our community who is struggling to feed their fur babies.”

7 What hashtags should we use to extend our reach?

TIP: Stand out from the crowd by developing your own hashtag to use in conjunction with popular tags like #GivingTuesday—or use a hashtag already associated with your organization.

For example, “Together, in just one day, we provided 2,000 bags of dog food to our low-income furry friends! #GivingTuesday #nohungrydogs” You may also find that organizations in your area have collaborated on a common regional hashtag or that there are existing sector-specific hashtags you can leverage (e.g., #GivingZooDay)

8

When should we send end-of-year campaign emails and what should we include in the messages? *(Get sample templates in the Email Strategy section.)*

TIPS:

- Send emails in the days leading up to major giving days or end-of-year kickoffs to promote and build excitement around your campaign.
- On the morning of, send emails to announce the start of your campaign.
- As the day progresses, send emails to celebrate your donations so far with a request for "silent followers" to give and for those who have given to share and encourage others to do the same.
- On the day after, thank your supporters for their support and highlight the impact their donations will have.

9

When should we post to social media, which social media platforms should we use, and what should we include in the posts? *(See sample posts in the Social Media Strategy section.)*

TIPS:

- Identify which platforms your supporters use so you can post where your supporters are already active.
- Before you kick off your campaign, prepare a variety of posts to share throughout the day.
- If possible, invest in social media ads or influencers to boost your reach.
- Schedule your posts but leverage real-time numbers to highlight the urgency and excitement.
- Remember to post "thank-you" messages and goal/impact updates after your campaign has ended.

Why You Should Leverage Peer-to-Peer Fundraising

There is no better way to expand your donor pool than by allowing your supporters to fundraise on your behalf. For GivingTuesday, your own Giving Day, or as part of a broader end-of-year giving campaign, this is a smart way to involve your most loyal supporters and give them a tangible way to get involved. Why?

TRUST. Potential donors who may have never considered, or even heard of, your organization can receive a personal introduction from someone they trust. A direct ask from a close friend, family member, co-worker, or even casual acquaintance has a much greater chance of resulting in a gift than an ask from your organization

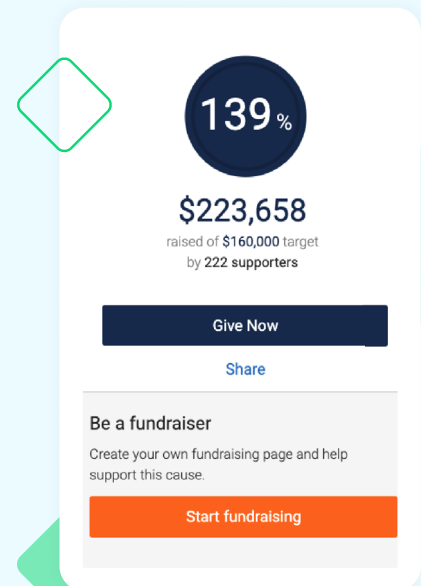
OPTIONS. Peer-to-peer fundraising opens the doors for those who may be hesitant to give due to job loss, sickness, or simply saving for the holidays. Fundraising is also a wonderful way to get the whole family involved. Some organizations may choose to highlight a donors' ability to reach their peers, rather than ask for another gift from those who have recently given.

EASE. Advocates for your organization who may have never considered fundraising for a traditional run, walk, ride, or other peer-to-peer fundraising campaign may still be open to engaging if their involvement will be fast and short with minimal commitment. [Activity tracking and fundraising apps like GoodMove™ allow you to customize your campaigns to resonate more closely with your community, offering everything from read-a-thons to pickleball tournaments!](#)

GRATITUDE. As the holidays and final weeks of the year approach, your most likely ambassadors may be looking for a way to do something good and get involved. Providing them with an easy opportunity to fundraise on your behalf is a great way to help them deliver on the “true meaning of the season” and deepen their relationship with your organization.

Find out how JustGiving® from Blackbaud® can help you raise more money and reach new supporters.

Raise more, faster



Check out [JustGiving Site Builder™](#) to showcase your campaign, your way!

Now that we understand why peer-to-peer fundraising can galvanize your end-of-year campaign, let's talk about how to get it done.

PLAN. Once your organization has planned its overall campaign theme and activities, a peer-to-peer element can easily be layered on, playing off the same theme. Predictive insights such as those provided by [Advanced Peer-to-Peer Insights from Blackbaud \(U.S. only\)](#) can help you identify and segment a quality prospect pool specific to your peer-to-peer efforts.

BUILD. Ensure you have the technology in place to support your peer-to-peer fundraising campaigns, allowing for simple sign-up, easy fundraising page creation, and convenient fundraiser management, such as sending requests via email or social media. [Learn how Blackbaud technology can help support your peer-to-peer fundraising campaigns.](#)

RECRUIT. Instead of rolling the campaign out to a general audience, ask those closest to your organization to lead the way in advance by either creating a fundraising page, or becoming a more involved member of a giving day ambassador committee. They can kick-start the fundraising process and provide social proof that will get others excited to get involved. Consider the following segments for your early target audience: volunteers, monthly sustainers who give under \$100 a month, board members, advocates, interns, staff members, and corporate partners.

EMPOWER. Create simple instructions, tip sheets or checklists, and pre-written messages that fundraisers and ambassadors can use for email and social. Be sure these messages and posts are written in the voice of the fundraiser, rather than the voice of your organization. The true value of peer-to-peer is in the personal connection that friends and family share with the fundraiser.

ENGAGE. As fundraisers get involved, be sure to engage with them! Call top supporters, send personal thank-you notes, acknowledge and tag fundraisers on your social channels, and send regular progress updates to all involved. You should also consider leveraging a matching gift to help drive momentum and keep enthusiasm high throughout the day.

WRAP-UP. Personally thank those who put in extra effort and ensure all fundraisers and their donors are properly recognized for the change they created through the campaign. You may want to create a special title or award that recognizes their contributions. Some organizations will call these 'societies,' like a President's Society or Champions' Circle, but you can call it anything that evokes a sense of exclusivity and belonging that celebrates all they've done to advance your mission.

As you look ahead to next year's campaign and fundraiser retention, it's important to determine your recognition and engagement plans for fundraisers. Treat fundraisers with the same respect as donors. For example, if you typically call donors who give \$500, be sure you are also calling fundraisers who raise \$500.



Up for a Challenge? Best Practices for Securing Major Gifts

End-of-year giving campaigns are centered around building mass donor participation within a set amount of time. These campaigns can help you quickly raise funds while building community around your organization. One of the best ways to stimulate competition and a desire to give is by securing a major-gift donation, then leveraging that gift in the form of a challenge or matching gift opportunity for donors. These challenges are often backed by individual or corporate donors who have agreed to lend their support to maximize the effect of their philanthropy.

How do we find matching- and challenge-gift donors? Many of these high-level supporters are already well known to organizations because of their incredible generosity in prior years. **However, if you are looking to find more donors who can issue a challenge or match, here are a few things to think about:**

CONSIDER A GROUP CHALLENGE: Rather than asking one donor to provide a \$20,000 match, consider finding 10 supporters willing to provide \$2,000 for a match. This can be an effective way to engage with mid-level donors in a way that is usually reserved for major-gift donors. The added stewardship component for these mid-level donors increases their desire to engage with the organization.

REVIEW PREVIOUS YEARS' MAJOR DONORS: Do you have a consistent schedule for your end-of-year fundraisers? Do you have a set giving day that you leverage each year, like GivingTuesday? If so, look at the people who previously supported your efforts at a major-gift level, or at a level that is much larger than their usual donation. These individuals have demonstrated their commitment to making your fundraisers successful in the past, and the idea of being a special part of the day may entice them to make a larger commitment.

REVIEW YOUR DONOR BASE TO IDENTIFY NEW MAJOR-GIFT

PROSPECTS: Most donors with major-gift capacity will not give near their full potential if they haven't been strategically cultivated. There are some great tools out there that leverage third-party data and advanced analytics to help you identify individuals within your supporter base who have outsized capacity to donate, such as the [Prospect Insights tool](#) for Blackbaud Raiser's Edge NXT®. When qualifying prospects, be sure to pay close attention to the causes they choose to support.

One of the best ways to stimulate competition and a desire to give is by securing a major-gift donation, then leveraging that gift in the form of a challenge or matching gift opportunity for donors.



For example, if your campaign targets a specific initiative, it may be wise to reach out to previous major donors who have supported that initiative, or to prospects who have given to other organizations in support of similar causes. Because they have already shown an affinity for the initiative, they may be interested in making a challenge gift to rally others to give.

REVIEW RECENT MAJOR GIFTS: Often, individuals who have recently made a major gift may be willing to allow you to use it for leveraging new gifts from the community. Contact recent donors and discuss including their gift as a match or challenge gift in your fundraiser's messaging.

Once a challenge or match donor has been secured, it is important to clearly communicate the fundraising challenge to the broader community. Some donors will want their challenge gift to remain anonymous, while others will want to include their name and garner public support. **When speaking with the donor, you can explore the following options for structuring their gift and communicating to your audience about the opportunity for extra impact:**

MATCHING GIFT: These gifts are common and often include a ratio to describe how much the matching donor will give for each dollar donated, plus the maximum amount of the donation. The language might look something like:

- *A generous supporter has agreed to match every donation made [on date / from date range], dollar for dollar, up to \$25,000.*
- *Jane Smith will give \$2 for every \$1 donated today up to \$25,000. So, your gift goes three times as far!*
- *The Alumni Board will double your gift! For every \$100 gift, the Alumni Board will match your gift with an additional \$100!*

CHALLENGE GIFT: These gifts are about “unlocking” a larger donation, meaning the organization can raise more money if they reach a goal. Some organizations use these challenges to target underperforming groups. The language might look something like this:

- *If we receive 100 gifts from first-time donors by the end of the day, [XYZ Company] will give an additional \$50,000!*
- *ATTENTION GOLD ALUMNI (graduates of the last decade)! An anonymous donor has issued a challenge: If 50 GOLD ALUMNI make a gift in the next hour, they will donate an additional \$10,000 to our fundraiser!*

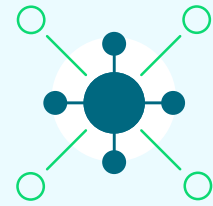
Matching or challenge gifts funded by major-gift donors can be a great motivator for increasing participation from your community. **Remember two important things when engaging your major-gift donors in these efforts:**

1 Plan ahead.

The earlier you can secure your major donors, the better you can prepare for the day. Three to six months before your fundraiser, begin to review your donor lists and identify prospects for a matching/challenge gift. Once you have identified prospects, begin to ask your donors if they would be interested in supporting you through a challenge or matching gift. Make sure they know the fundraising priorities for the day and how important this day is to your overall impact.

2 Have fun.

Fundraising events should be energizing and fulfilling—the kind of experiences that build community! Use yours as an opportunity to engage with a large group and get them excited about the good work your organization is doing. As you structure your challenges/matches, be creative with your messaging. People connect with community efforts when they feel like they're part of something bigger. Plan for a larger digital and social media presence and let your creativity lead you when creating content.



Need extra help identifying potential major donors? Find out how Blackbaud can help you find who you're missing.

[Show me my options](#)

4 Steps to a Clean and Effective Database

The end of the year is a great time to revisit your donor data, and ensure that your campaigns see the best return possible. While data cleanup and maintenance should be year-round processes, blocking some time to ensure a clean list before campaigns launch will show your donors that you're listening, engaged, and trustworthy.



When to Clean Up Your Data

“As soon as possible” is the best time to clean up your data! Whether your CRM tracks changes in donor behavior and contact information in real time or you're manually updating your database, data health relies on consistency. If you know your data needs maintenance, get started at least three months before you launch a major fundraising campaign. Whether you're planning direct mail campaigns or digital outreach, good data health will help you get the best return on your investment.

What Will Clean Data Do for Your Constituents?

The end-of-year giving season is a busy one for fundraisers and donors alike. Your supporters are most likely involved with numerous causes and will receive multiple requests for donations. Setting yourself apart can be as simple as showing that you're up to date on their preferences, giving history, and contact information. Don't let an error in a contact record—like a typo or an outdated address—keep you from cultivating a lifelong donor. This is your chance to show donors that you are trustworthy and effective!

Measuring Your Impact

Every end-of-year campaign should have a clear goal. Without a clean set of data to start with, however, it's impossible to know whether you've met that goal. Starting out with a clean database that is accurate, transparent, and easily shared among stakeholders will give you confidence that you can measure the impact you're making and know what you need to do to take your fundraising to the next level.

CHECKLIST:

Data Maintenance

Now that you know why clean and well-maintained data is important to your campaign, here are a few steps you can take today to reach your goals:

- Evaluate your **data quality** based on:
 - Accuracy: Data is correct and incorrect data can be easily detected and repaired.
 - Completeness: All important data items are fully populated and without missing values, minimizing 'unknown' or 'other' results.
 - Consistency: Data has the same structure and business rules, particularly over time.
 - Currency: Data is fresh and kept that way via timely data entry. This also means capturing changes effectively through strategic data collection.
- Assess your **data structure**. Are you able to pull reports that capture the many different perspectives needed for an effective campaign? Check in with stakeholders across departments to ensure they have access to the data they need.
- Set **data goals**. What insights are you hoping to gain this year? Do you have a reliable benchmark of last year's fundraising performance? How can you use the data available to cultivate more major donors or retain a higher percentage of donors in this year's end-of-year push?
- Clean your database** based on the results you find above.

Email Templates to Drive Your Campaign

TIPS FOR PERSONALIZING AND SEGMENTING EMAILS

Your donors care about many worthy causes. How do you make your end-of-year email campaigns stand out from the crowd?

Donors are more likely to give to organizations where they feel appreciated and impactful. In your emails, personalize your messages by addressing your constituents by name and acknowledging their past generosity to/involvement with your organization.

Consider tailoring your messages to your audiences, using constituent groups such as:

- Donors: recent, current, lapsed, and sustainers
- Non-donors
- Volunteers
- Staff/Board: to spread awareness as year-end campaign ambassadors



EMAIL TEMPLATES YOUR ORGANIZATION CAN ADOPT

Create a theme for your email messages that ties your end-of-year campaign goal to an impact story or set of impact stories. Make the stories more personal by highlighting someone or a group who has benefited from donor gifts and volunteer support in the past.

Consider also featuring a donor or volunteer story in one or more of your email messages. In addition to the experiences and testimonials of your clients/beneficiaries, personal stories and quotes from donors and volunteers can inspire others to give back.

Be sure to support your stories with images and video content—these visual elements can help pull your constituents in. Better yet, show the person or group who the impact story spotlights. (The best quality photos typically feature the subject making eye contact with the camera.) You want the overall look and feel of your campaign to be positive and celebratory. The most important consideration is that the style, tone and voice of your email copy, stories, and visual elements align with your brand guide.

Here are several sample email templates you can use in preparation for your end-of-year campaigns. Feel free to replace the GivingTuesday content and cadence below with your specific end-of-year theme, message copy, and timing. Additional ideas for your end-of-year campaign are included after the GivingTuesday email templates.

GivingTuesday Email Templates

EMAIL #1: Announcing Your Campaign—One Week Out from GivingTuesday

Option One: Fundraising Goal Focus



Let's do something big together!

GivingTuesday is only one week away.

[Insert a story and image of a person or group supported by your organization. If you have video content of or related to this story, link the image to that video hosted on YouTube® or Vimeo®.]

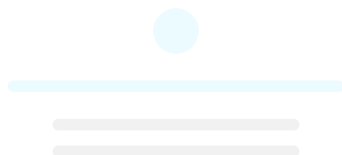
A week from today is GivingTuesday, and we set a big goal: We want to raise enough money [or raise \$XX] in a single day to [insert your tangible, measurable goal that will directly benefit a person or group – for example, fund two clinical cancer trials, give 100 meals to hungry children, or pay for lab fees for college students]. Your support can help make it possible.

Join us on GivingTuesday, a day that inspires hundreds of millions of people to give, collaborate, and celebrate generosity. Together, we can reach this important goal on November 28. [Optional: Add in any matching gift information here.]

Since GivingTuesday relies on the limitless potential of social media, don't forget to share why you give, tag us and use the hashtag #GivingTuesday and [#yourhashtaghere]. [Optional: Visit our social sharing page (link to your social sharing resource page) for posts and images to share with your family, friends and coworkers.]

Busy that day? You also can make a gift now [link to drive donors directly to your donation form] to be counted on GivingTuesday.

From all of us at [your organization's name], thank you for your support—on GivingTuesday and every single day you help to further our mission!



Option Two: Number of Donors Goal Focus



Let's do something big together!

GivingTuesday is only one week away.

[Insert a story and image of a person or group supported by your organization. If you have video content of or related to this story, link the image to that video hosted on YouTube® or Vimeo®.]

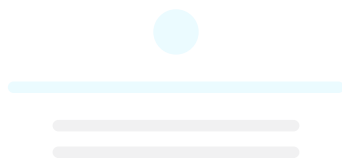
GivingTuesday is just one week away, and we set a big goal: We want to get [X number] donations in a single day to [insert your tangible, measurable goal that will directly benefit a person or group—for example, fund two clinical cancer trials, give 100 meals to hungry children, or pay for lab fees for college students]. Your support can help make it possible.

Join us on GivingTuesday, a day that inspires hundreds of millions of people to give, collaborate, and celebrate generosity. Together, we can reach this important goal on November 28. [Optional: Add in any matching gift information here.]

Since GivingTuesday relies on the limitless potential of social media, don't forget to share why you give, tag us and use the hashtag #GivingTuesday and [#yourhashtaghere]. [Optional: Visit our social sharing page (link to your social sharing resource page) for posts and images to share with your family, friends and coworkers.]

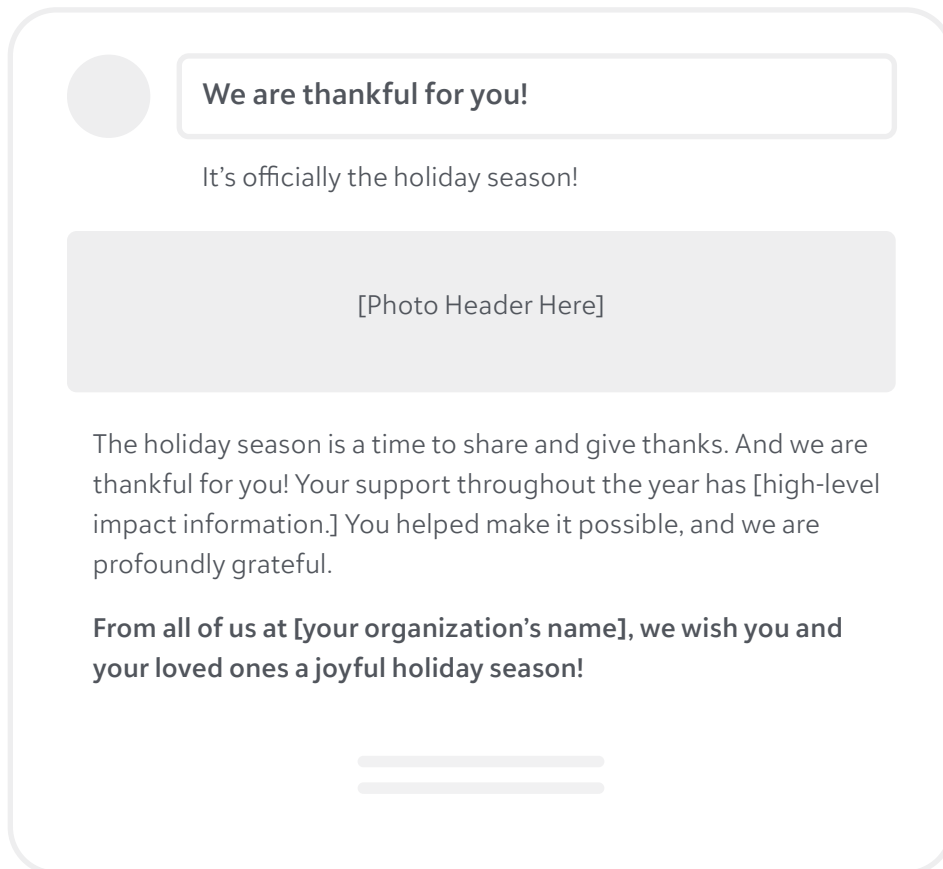
Busy that day? You also can make a gift now [link to drive donors directly to your donation form] to be counted on GivingTuesday.

From all of us at [your organization's name], thank you for your support—on GivingTuesday and every single day you help to further our mission!



EMAIL #2: Holiday Greetings Message to Kick Off the Giving Season—Delivered a Few Days Before GivingTuesday

Warm up your audiences by sending a holiday greeting. Engagement is an important part of fundraising, and your supporters will feel appreciated. Remember to segment and tailor the message for donors, non-donors, volunteers, and staff.



Need more help creating your digital strategy? Blackbaud's Digital Marketing Services team can help supercharge your end-of-year success.

[Learn more](#)


EMAIL #3: Cyber Monday—Delivered the Day Before GivingTuesday

Option One: Fundraising Goal

Tomorrow is GivingTuesday!

Help [Impact of giving, i.e. “serve 100 more meals this holiday season”.]

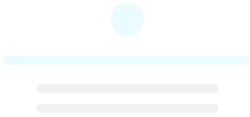
Tomorrow is GivingTuesday, the day the entire world comes together to give back—and we set a big goal. We want to raise enough money [or raise \$XX] by midnight tomorrow to [insert your tangible, measurable goal that will directly benefit a person or group — for example, fund two clinical cancer trials, give 100 meals to hungry children, or pay for lab fees for college students].



[Feature an image of a person or a group with a quote about the support they have received from your organization through generous gifts from donors or help from volunteers.]

Your gift can help make even more of this support possible.

[Donate today](#)



Option Two: Number of Donors Goal

Tomorrow is GivingTuesday!

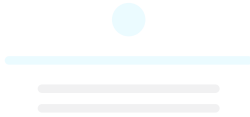
Help [Impact of giving, i.e. “serve 100 more meals this holiday season”.]

Tomorrow is GivingTuesday, the day the entire world comes together to give back—and we set a big goal. We want to get [X number] donations by midnight tomorrow to [insert your tangible, measurable goal that will directly benefit a person or group—for example, fund two clinical cancer trials, give 100 meals to hungry children, or pay for lab fees for college students].

[Feature an image of a person or a group with a quote about the support they have received from your organization through generous gifts from donors or help from volunteers.]

Your gift can help make even more of this support possible.

[Donate today](#)



TIP: Link actionable text to your donation form at the top of your email messages – in the first or second paragraph – so mobile users do not have to scroll down to your donate button if they want to donate right away. Make sure to wrap the links to your donation form (or your social sharing page) around a meaningful word(s) or phrase so that the link is contextualized. Never wrap a link around the word “here.”

EMAIL #4: Kicking Off GivingTuesday—a.m. Message on GivingTuesday

Option One: Feature Story

24 Hours to Make a Difference

It only takes a few seconds to give back.

GIVINGTUESDAY

It's GivingTuesday! In the next 24 hours, you can do something big. With your help, we hope to [state your goal briefly and concisely].

“

[Feature a personal story of how reaching this goal will directly and positively affect a person or group. Break up your email text with a quote from the featured person or group.]

Please join us and donate today. [Link to your donation form.] [Optional: Add in any matching gift information here.]

And please don't forget to share your generous support of our [your organization's name] community on your social channels with the hashtags #GivingTuesday and [#yourhashtaghere]. We appreciate you helping spread the word!

Donate today

Option Two: Feature a Volunteer or Donor

24 Hours to Make a Difference

It only takes a few seconds to give back.

GIVINGTUESDAY


[Share a story of a donor or volunteer—how their support for your mission has benefited them personally. You can tie their giving back into the spirit of GivingTuesday. Break up your email text with a quote from the featured donor or volunteer.]

Please join us and donate today. [Link to your donation form.] [Optional: Add in any matching gift information here.]

And please don't forget to share your generous support of our [your organization's name] community on your social channels with the hashtags #GivingTuesday and [#yourhashtaghere]. We appreciate you helping spread the word!


Donate today

Optional Message—Social Sharing Email: GivingTuesday (a.m.)



It's GivingTuesday and we need your help!

Share our message on your social channels today.



Today is GivingTuesday, the biggest charitable giving day of the year. And we need your help!

Throughout GivingTuesday, you can support our [your organization's name] community as we [state your mission briefly and concisely].

All you need to do is click or tap the links below and share our GivingTuesday campaign messages with family, friends, and coworkers on your social channels. [Optional: Or, visit our social sharing page (link to your social sharing resource page) for posts and images to share.]

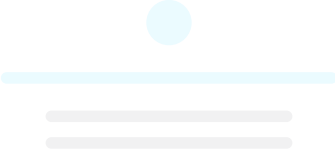
We thank you for supporting our mission during this exciting campaign.

[Provide two shorter posts for Twitter/X and Threads, with one longer post to share on Facebook and Instagram.]

[Twitter/X and Threads Post]

[Facebook/ Instagram Post]

[Twitter/X and Threads Post]

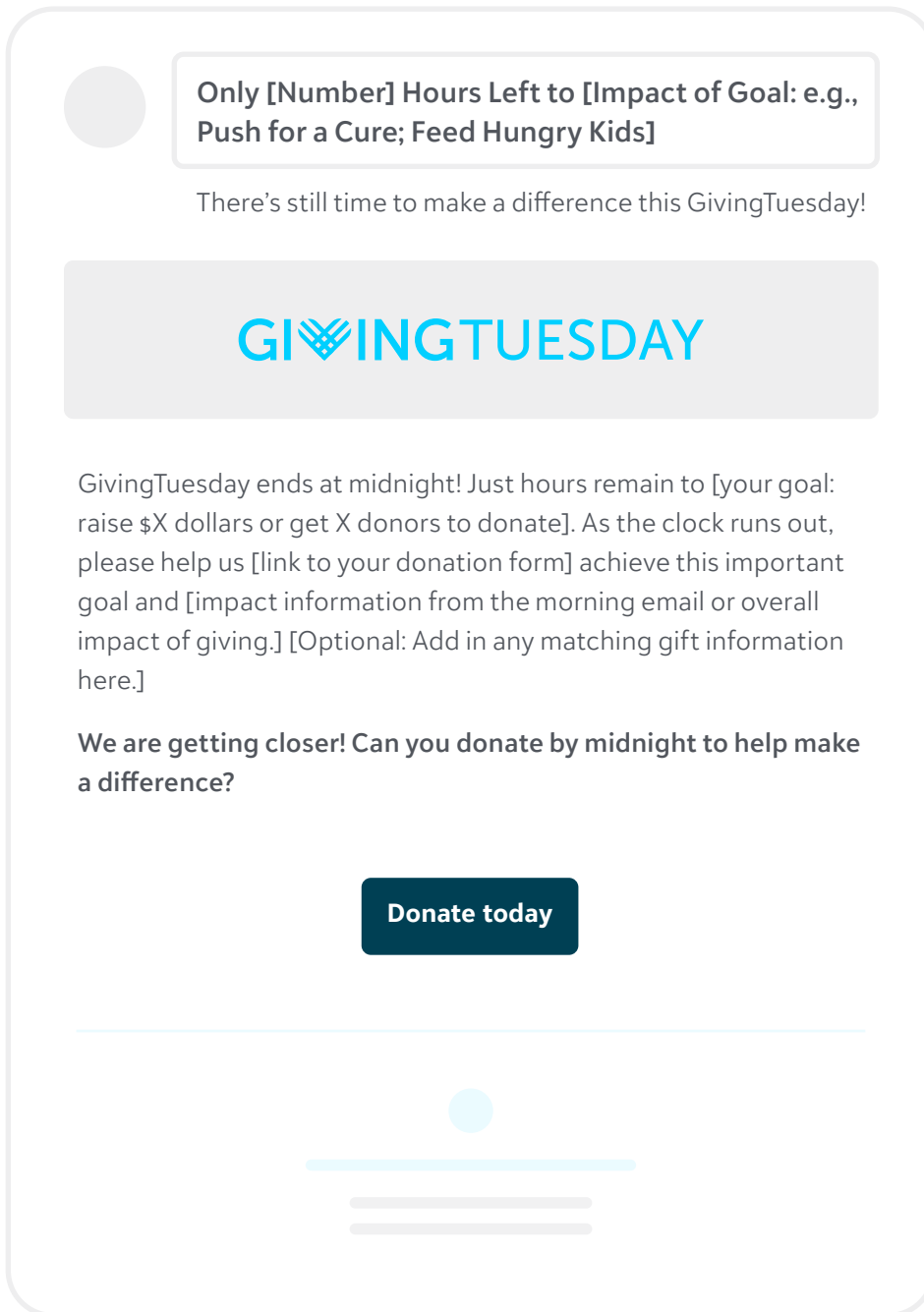


PRO TIP: Use your network!

Some organizations maintain a list of non-solicited constituents, such as parents, students, doctors and/or staff. Ask these constituents to share your GivingTuesday message with their family, friends, and coworkers on social media. Use a free or paid click-to-share tool to make it easy for constituents to post your ready-made messages to their social channels from their mobile devices. You can also direct them to a social sharing page where they can download images to share.

EMAIL #5: GivingTuesday (p.m.)

This email should stress urgency as the clock counts down to midnight. You might continue the impact story from the morning email or focus on the high-level impact of reaching your goal. If you have a matching gift, stress the importance of reaching your goal to unlock those funds.



The mockup shows an email layout within a rounded rectangle. At the top left is a grey circle. To its right is a white box with a grey border containing the text: "Only [Number] Hours Left to [Impact of Goal: e.g., Push for a Cure; Feed Hungry Kids]". Below this is the text: "There's still time to make a difference this GivingTuesday!". A large grey button with the "GIVINGTUESDAY" logo in blue is centered below. The logo features a stylized heart icon. Below the button is a paragraph of text: "GivingTuesday ends at midnight! Just hours remain to [your goal: raise \$X dollars or get X donors to donate]. As the clock runs out, please help us [link to your donation form] achieve this important goal and [impact information from the morning email or overall impact of giving.] [Optional: Add in any matching gift information here.]". Below the paragraph is the text: "We are getting closer! Can you donate by midnight to help make a difference?". At the bottom center is a dark blue button with the text "Donate today". Below the button is a horizontal line, followed by a light blue circle, a light blue horizontal bar, and two grey horizontal bars.

PRO TIP:

Link actionable text to your donation form at the top of your email messages – in the first or second paragraph – so mobile users do not have to scroll down to your donate button if they want to donate right away. Make sure to wrap the links to your donation form (or your social sharing page) around a meaningful word(s) or phrase so that the link is contextualized. Never wrap a link around the word “here.”

Email #6: Thank You Message—One to Three Days after GivingTuesday

Thank supporters for participating and report whether you met your goal(s). A wonderful way to engage your donors is to include an infographic that easily communicates donors' immediate impact. For example, you can create a visually engaging image that illustrates "\$3,500 raised = One month of cancer research" or "45 donations = 300 meals for kids."

Or if you have created a video campaign recap or recorded one of your clients saying thank you to donors, include a compelling image and a prominent call-to-action button to "Watch video."

Option 1: If Goal Was Reached



We did it!

You made it possible!

Together, in a single day, we raised enough money to [state your goal briefly and concisely].

We understand just how many deserving organizations ask for support on GivingTuesday. Please know that we appreciate your partnership.

From the bottom of our hearts, thank you!



Option 2: If You Fell Short of Your Goal



What a day!

You helped make a difference.

Together, in a single day, we raised [dollar amount or something general, such as "critical funding"] for [state your goal briefly and concisely].

Although we didn't quite reach our GivingTuesday target, we made important strides together that will have a lasting impact.

We understand just how many deserving organizations ask for support on GivingTuesday. Please know that we appreciate your partnership.

From the bottom of our hearts, thank you!

End-of-Year Emails

For sample end-of-year email templates, you can repurpose the copy and goal concepts from the above GivingTuesday email templates. For example, choose whether you want to focus on a fundraising goal for your end-of-year campaign or your total number of donors. Then, tailor your email messages around that metric.

Many of the other email elements will remain the same from your GivingTuesday approach, such as focusing on personal stories and compelling imagery for your end-of-year emails, sharing testimonials and quotes from donors and volunteers, and sending segmented/targeted emails to your audiences to get the right messages to the right constituents at the right time.

MORE IDEAS FOR END-OF-YEAR

- If you have video content related to the stories you are telling about your clients, donors, volunteers, and more, make sure to link to those YouTube- or Vimeo-hosted videos from your emails.
- If you have a sustaining donor program, highlight that as an opportunity for your consistent, regular one-time donors to potentially move to your monthly giving program. Emphasize that becoming a monthly donor provides reliable funds for your organization—to help keep your programs and services going all year long. Consider naming your sustaining donor program if you haven't already so that it feels special and unique for your donors. Do your sustaining donors receive special benefits or “swag”? If so, highlight these benefits for your one-time donors as more reasons to become a monthly donor. Be sure to employ feel-good messaging that reminds donors that they are doing the critical work of supporting your mission for the long term.
- Consider targeted messages during your end-of-year campaign—especially for your current sustaining donors that have impact- and engagement-focused content. This is preferable to additional aimless solicitations at the end of the year. Let your sustaining donors know that your organization is appreciative of their current monthly (or other regular frequency) gifts—and why their continued support is needed.
- You can send another engagement-focused holiday greeting in mid-December as a part of your year-end campaign—or frame it as a “happy new year” message that you deliver closer to New Year’s Eve. Consider segmenting the holiday greeting for donors and non-donors—and including



a very subtle, secondary call-to-action for first-time donating in the non-donors message.

- As with your GivingTuesday “final hours” email, consider a countdown clock in your final message(s) for your overarching end-of-year campaign.
- Consider one or more social sharing- or engagement-focused emails that you can send to targeted constituents where a hard giving appeal is not appropriate or relevant.
- Finally, consider changing up the length and look of your year-end campaign emails. If you traditionally send more conventional long-form messages during this time of year, think about alternative email formats that could inject variety into your campaign, such as a postcard-style email with a strong image as the focal point with punchy copy and a call-to-action button. This way, you can switch up the email format for constituents who have already received long-form messages from your organization and haven't yet made their end-of-year gift.



How to Create a Compelling Online Donation Experience

It's important to prepare your website for an influx of year-end traffic. Start by updating your main online donation form(s) with GivingTuesday- or end-of-year-focused content. Then, add a new lead image and introductory copy that align with your campaign theme(s). You could also create dedicated GivingTuesday and/or end-of-year campaign donation forms.

DONATION FORM INTRODUCTORY COPY TIPS:

- Keep your donation form introductory copy succinct. Restate the “why” for your year-end campaigns with tangible, persuasive language that connects back to your mission and uses elements of style, tone, and voice supported by your organization’s brand guide/style guide.
- Change out your donation form introductory copy throughout your GivingTuesday and end-of-year campaigns. You can update the language to express urgency as you get closer to the end of each campaign or if there is a matching gift to take advantage of. Be sure to emphasize reciprocity and/or scarcity if there is a limited swag item to “unlock” with a gift.

PRO TIP:

Carry your message and impact theme through to your campaign donation form using introduction text and imagery.

Sample Introductory Copy–Donation Form:

FOR BROAD END-OF-YEAR FUNDRAISING CAMPAIGNS

10 Days Before End-of-Year

During this 2023 season of giving, you can help [high-level impact information]. Your gift will be a substantial investment in [restate your mission briefly and concisely]. [Optional: Add in any matching gift information here.] Donate today and help us make that possible!

The Night Before End-of-Year:

There are only a few hours left in 2023 to make your [tax-deductible] gift. Your donation supports [high-level impact information]. [Optional: Add in any matching gift information here.] We need your help. Please give if you can!

FOR GIVINGTUESDAY FUNDRAISING CAMPAIGNS:

10 Days Before GivingTuesday:

GivingTuesday is November 28. Our goal is to raise enough money [or get XX donations] in a single day to [high-level impact information]. [Optional: Add in any matching gift information here.] Donate today and help make our mission-critical goal possible!

The Night Before GivingTuesday:

It's GivingTuesday and we urgently need your help to reach our goal! By midnight, we want to raise enough money [or get XX donations] to [high-level impact information]. [Optional: Add in any matching gift information here.] Donate today and help make our mission-critical goal possible!

MORE DONATION FORM IDEAS:

- Incorporate a tribute gift option, such as honor/memorial giving, into your GivingTuesday and end-of-year campaigns.
- If you have a sustaining gift program, and that program is a large part of your GivingTuesday and end-of-year campaign strategies, emphasize the importance of becoming a sustaining donor with a special message on your main donation form about the impact a sustaining gift has on your mission all year long. You can place this very brief, concise message next to your monthly gift option on your donation form.
- Eliminate website navigation links and social media links in the header area of your donation form to avoid distracting your donors from the immediate action of giving.
- Make sure your donation form is easy to use on a mobile device, such as a phone or a tablet. Test your form with a real-life donation and follow the process a donor would take from start to finish on a phone or a tablet.
- Add a click-to-share call-to-action on your donation form “thank-you”/confirmation page and the “thank-you”/confirmation email autoresponder. Make it easy for your donors to share your GivingTuesday and end-of-year messages on their social channels. The language could be framed as: “I just donated to [your organization’s name] because I care about [your mission stated briefly and concisely]. Please join me today in giving to [your organization’s name] at [short, friendly link to your donation form].”

- If your organization advertises a matching gift program to donors, add this information to your GivingTuesday and end-of-year donation form “thank-you”/confirmation pages and email autoresponders so that donors can easily take advantage.
- Check the image and meta description that are shared when someone links to your donation form on Facebook. The image should be eye-catching and the meta description should be clear and actionable. You can check this by simply sharing the link to your donation form on Facebook to see what appears.

EXAMPLE FROM UNCF, 2022:

META DATA BEFORE



META DATA AFTER



SECURE2.CONVIO.NET

Donate to the United Negro College Fund today!

Help a talented and derserving student go to and through co..

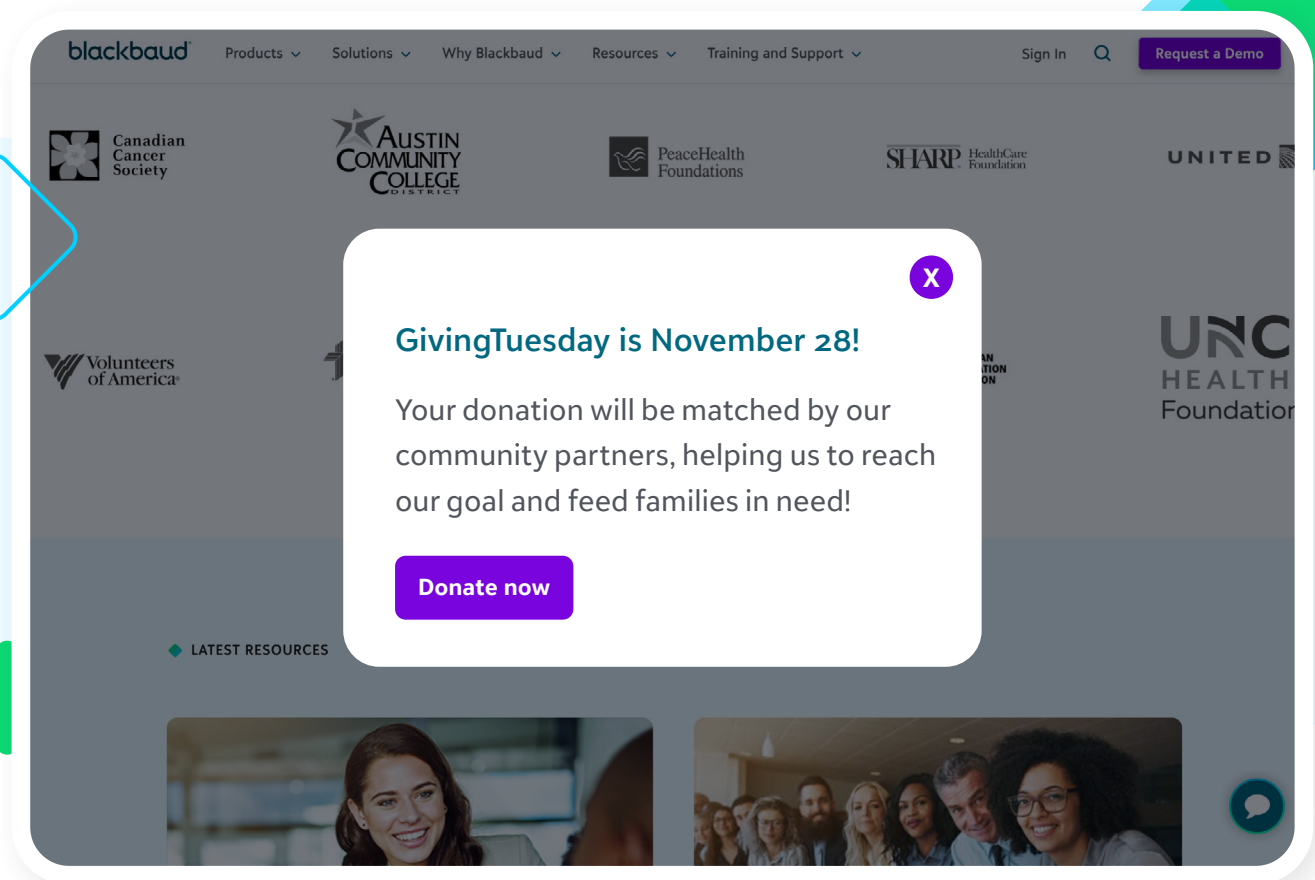
**As you can see in the example above, a cleverly crafted meta description adds context and makes the link more engaging and actionable.*

PREPARE YOUR WEBSITE

Drive website visitors to your GivingTuesday and end-of-year donation forms by using a lightbox with a donation link or a donation form teaser with giving amounts displayed. Use your GivingTuesday and end-of-year campaign themes for the copy and imagery. [Optional: Add any matching gift information here, too, or state any urgent goals that would persuade donors to act.]

- Put up a teaser lightbox 10 days before GivingTuesday and then again 10 days before end-of-year.
- On the eve of GivingTuesday and again on New Year's Eve, add a lightbox with an urgent ask to donate today.
- Follow up with a lightbox the day after (or even for a few days after) GivingTuesday and again for the first few days of 2024 that lets website visitors know that they can still donate to help you meet your campaign goals.

EXAMPLE LIGHTBOX:



**As illustrated above, a lightbox ensures that your web visitors have an up-front chance to learn what you're all about and engage with your campaign in real time.*

SETTING UP A SOCIAL SHARING WEBPAGE

You can also update the copy on your homepage to promote your GivingTuesday and end-of-year campaigns. Add a brief description about your campaign(s) and include a link to your main donation form or the campaign-specific form(s) you create for GivingTuesday and/or end-of-year.

Another optional but effective strategy for getting your supporters involved in your GivingTuesday and end-of-year campaigns is setting up a social sharing page on your website for your biggest fans—donors, volunteers, ambassadors, parents, students, advocates, staff, and other affinity groups. Then, ask these audience segments through email or social posts to post the ready-made content to their social channels.

- Include three to four caption ideas for what you'd like people to say. Make sure to include your organization's name, mission, and any relevant hashtags. For example:
 - It's #GivingTuesday and I just donated to [@yourorganization]. Join me in supporting [your mission]!
 - This holiday season, you can help [your mission] by donating to [@yourorganization].
- Add a few images that people can share along with their caption. Make sure the images include your organization's logo and URL. Images that are 1080x1080 pixels (or any square) or 1200x628 pixels are appropriate for all social channels.
- Nearly 50 percent of emails are opened on mobile devices, and users are more likely to share on social media when they are using their phone. Make it easy for supporters to simply tap and share your message.

Had a great Thanksgiving with family and friends this year? Grateful you are still making it? Share your blessings with a donation of \$20 to help HBCU students continue college in the spring. Make a tax-deductible gift today at <https://bit.ly/3vpVCQR>. #GivingTuesday #UNCF

Click to Tweet

Share on Social Media

Support UNCF by sharing the tweets, posts and images below.

In the face of the challenges created by the lingering pandemic, our HBCUs have continued to support students by adjusting their educational platforms and making sure our students continue to receive the best education possible.

For #GivingTuesday this year, you can help HBCUs address the many hurdles our students are facing to get to and through college. Make a tax-deductible donation today to help UNCF HBCUs rise to these latest challenges. #GivingTuesday #UNCF

Jump to:
Tweets | Facebook & Instagram | Impact Images

Share on Twitter

Had a great Thanksgiving with family and friends this year? Grateful you are still making it? Share your blessings with a donation of \$20 to help HBCU students continue college in the spring. Make a tax-deductible gift today at <https://bit.ly/3vpVCQR>. #GivingTuesday #UNCF

Click to Tweet

Help UNCF support college students to continue learning in the spring semester. Make a tax-deductible gift today at <https://bit.ly/3vpVCQR>. #GivingTuesday #UNCF

Click to Tweet

Share on Facebook & Instagram

Copy the messages below and post to Facebook or Instagram.

For #GivingTuesday this year, you can help HBCUs address the many hurdles our students face to get to and through college. HBCUs have pivoted to online, in-person and hybrid platforms and are helping our students continue to learn. Make a tax-deductible gift and help HBCUs rise to these latest challenges at <https://bit.ly/3vpVCQR>.

Copy

This is #GivingTuesday. Help UNCF and a student to college. Did you know that the 106 HBCUs across the nation make up just 3% of colleges and universities, yet they produce almost 20% of all African American graduates and 25% of African American graduates in the STEM fields? These are some of the future virologists, nurses, doctors, public health workers and researchers who will help us head off the next pandemic. Help UNCF send students to and through college. Give today at <https://bit.ly/3vpVCQR>.

Copy

Desiree Warren
Tuskegee University, AL
Agriculture Business

Your investment in students like me helped me get my degree.

DONATE TODAY

Share on Instagram

Congratulations to the Class of 2023. Celebrate their achievements with us and continue to support UNCF. Our mission remains the same year-round and that is to get students to and through college, giving them the financial and programmatic aid they need to succeed. Donate and help our HBCUs and students at <https://bit.ly/3vpVCQR>. #HBCUSTRONG #UNCFGRADS

Copy

Share These Images on Social Media

Post these images with the sharing messages provided above.

Download image to share on: Facebook, Instagram, Twitter

Download image to share on: Facebook, Instagram, Twitter

“Over 50% of emails are opened on mobile devices, and users are more likely to share on social media when they are using their phone.”

Finally, if you have a website page or a donation form that supports eCards, incorporate them into your GivingTuesday and end-of-year campaign experiences.

Create GivingTuesday- and end-of-year-themed eCard content for your donors to access when they are making their gifts on your main donation form or as a call-to-action option from your website. This is a great option that allows donors to share their generosity or give the gift of a donation on behalf of family, friends, or coworkers. Make sure to embed your organization's logo into your eCard designs.

1

Give the Gift of a College Education

It's Giving Tuesday

Today, we stop to think about those in need of our help and the great impact that a small gift can have in the life of someone who has financial need. Be generous today and help make a better tomorrow.

Your Gift

\$100 \$75 \$50 \$25

Enter other Amount

Double Your Donation

Does your employer have a matching gift program? Please use the field below to find out.

Search for company...

Frequency One-time Donation

Honor or Memorial Gift Select Tribute Type

Honor/Deceased Full Name

Yes, I would like to send notification of my gift with an eCard.

Email address(es) of those to be notified of your honor/memorial gift.

sample1@email.com, sample2@email.com

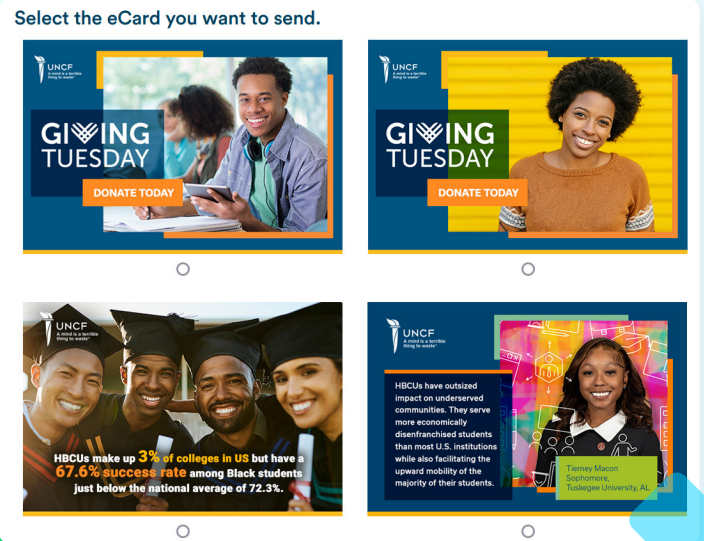
Yes, please send me a copy of the card

What date do you want to send your eCard?

Month Day Year

Select the eCard you want to send.

EXAMPLES FROM UNCF, 2022:



AFTER YOUR CAMPAIGNS

Don't miss the opportunity to update your donors and supporters on the progress of the campaigns once they are over.

Post these campaign impact updates on your website and on your social channels after each campaign has concluded as a celebratory "thank you" to your constituents.

If you have tangible statistics that can be shared about your campaign-specific goals (such as how much/how many/which services you provide can now be supported with the success of your GivingTuesday and end-of-year fundraising), include that information in your impact posts.

But whether or not you met your campaign goals, let your constituents know about the substantial impact your GivingTuesday and end-of-year supporters made on your organization's ability to further your mission into 2024 and beyond.

Emphasize your constituents as the heroes of your GivingTuesday and end-of-year campaigns with language such as, "Thank you for being a part of our [your organization's name] community! Your support will help us make [X goal(s)] happen in 2024 and beyond."

Learn how UNCF connects with donors and other supporters during their GivingTuesday and end-of-year campaigns using Blackbaud solutions and services.

Get inspired



blackbaud

CUSTOMER SPOTLIGHT
UNCF

UNCF
A mind is a terrible thing to waste

"The most important thing to our donors is the story. They want to know 'Where are the students? What are they doing? How did the money that I sent help them?'"
—Denise Scott, UNCF National Director of Direct Response Programs

UNCF (United Negro College Fund) amplified its GivingTuesday fundraising as part of an orchestrated end-of-year campaign with increased emphasis on storytelling and captivating designs spotlighting UNCF's student champions. The latest gains reflect the larger success UNCF has realized in online giving with the support of Blackbaud solutions and consultants.

UNCF continues to drive digital fundraising with Blackbaud solutions, expertise.

Founded in 1944 to help more African Americans attend and graduate from college, UNCF has embraced GivingTuesday since the annual day of giving began in November of 2012. Yet, after the first five years, the national nonprofit saw the potential to amplify its GivingTuesday efforts in collaboration with the Blackbaud Services consultants who help power UNCF national and local fundraising throughout the year.

"We have really upped our game," said UNCF National Director of Direct Response Programs Denise Scott in explaining significant subsequent increases in GivingTuesday and overall digital fundraising revenue over the next four years. "The approach is much more sophisticated, much more organized and coordinated."

UNCF is powered by:
Blackbaud Luminate Online®
Blackbaud Digital Marketing Services
Blackbaud TeamRaise®
Blackbaud Raiser's Edge NXT®
Blackbaud Financial Edge NXT®

800.443.9441 | www.blackbaud.com

Social Media Tips, Templates, and Worksheets

With a little planning and our end-of-year fundraising campaign worksheet, managing your social media will be quicker and easier this year! Here's what you'll need to keep in mind regarding your campaign's social media strategy:

LEARN FROM PAST YEARS: Take an hour to look at last year's social posts. Did you post on all channels you have an account on? Which posts had the highest click-through rate (CTR) or engagement rate (ER)? Where did donors tag you most often? You don't need to be everywhere at once; focus on where you've historically been most effective.

PLAN IN ADVANCE, EXECUTE ON THE SPOT: Plan core social posts in advance so that you have time to engage your audience and actively participate on the big day. Use our worksheet to come up with a few ideas of the things you want or need to say and then use a social media publishing tool to schedule them in advance. This leaves you with time to capture other important moments as they happen.

TELL THEM WHAT YOU REALLY, REALLY WANT: Be very clear in your calls-to-action (CTAs). You may think that including a link is an obvious cry to "click me," but tell your audience exactly what to do and/or why. Try keeping it short and sweet ("Donate now!") or telling them how their money helps ("\$10 provides 10 hot meals").



Let AI Aid You

Generative AI tools can be incredibly helpful when drafting copy for your social media posts. Use it as a jumping-off point. You know your audience best, so only you can give your copy that personalized touch. Let AI do the heavy lifting, then tweak the results to reflect your organization's unique voice. Here are some tips on using generative AI successfully.

Get hyper-specific with your prompts:

You are a nonprofit that provides meals to people in need in Austin, Texas. Your annual GivingTuesday campaign is on November 28 and you are encouraging supporters to donate. Write five social media posts with a strong call-to-action to donate and stress that their donations help feed the community. Use the hashtag #NeedToFeedATX. Your tone should be heartfelt, earnest, and personal.

Rephrase something that's already been written...

Use post three but be sure to add in a stronger CTA to donate on our website, but don't be pushy.

Or

Rephrase this mission statement into a friendly post for social media asking people to donate to our GivingTuesday campaign. The mission statement is: [insert text here].

Condense it into a shorter post for Twitter/X and Threads...

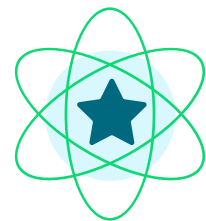
That's great! Take post two and make sure it's 256 characters or less.

Try different tools...

Is your copy still missing something? There are a lot of free generative AI tools out there. Experiment with multiple to get a different take on your message.


LET'S GET VISUAL: Social media posts with images or videos tend to perform better, so be sure to work them into your rotation. Give your campaign a cohesive feel by staying on brand and using similar graphic elements throughout. Stand out in-feed with square or vertical images. Consider making a branded "thank-you" image that you can use to respond to donors.


LIGHTS, CAMERA, INTERACTION: Engaging with people who tag you goes a long way, so respond to as many comments as you can (or be sure to at least "like" them). This is how you build loyal relationships. Give shout-outs to corporate matches, repost comments from people excited about supporting your organization, reply to any questions, and thank those who share. And don't forget about those direct messages—always respond! DMs are a way to get people to participate, whether it's publicly visible or not.



SAMPLE SOCIAL POSTS


Sample Post #1: Build Up Hype


 YourCompany



Our holiday giving challenge is only one week away! Help us make sure everyone has access to clean water with your donation: [URL].


Sample Post #2: Kick Off Your Campaign


 YourCompany



This #GivingTuesday, your gifts will help us save animals like Fido, who had a life-threatening heart condition but grew strong with the help and love of his foster home. Save more lives like Fido's by donating here: [URL]


Sample Post #3: Stress the Urgency


 YourCompany



There are just HOURS left in the 5K Coat Challenge—it's not too late to help us hit our goal! Donate now to keep Bostonians warm this winter: [URL]


Sample Post #4: Make the Most of Matching


 YourCompany



Your donations will have 2x the impact thanks to [@Matching Organization Name], who is matching every donation to Need to Feed ATX! Let's end food insecurity together. Donate now: [URL]


Sample Post #5: Thank Your Donors


 YourCompany



Thanks to you, we raised over THREE MILLION MEALS for people facing hunger this holiday season. Spread the word and keep the giving going: [URL]


Sample Post #6: Posts for Donors to Share


 YourCompany



This holiday season, I'm donating to [@ Organization] because I believe providing free after-school programs for every child can transform lives. Every dollar counts! Join me by donating here: [URL]

Sample Post #7: Posts for Board Members to Share

 YourCompany



I'm honored to be a board member of [@ Organization]. Their dedication to [mission] inspires me every day. This holiday season, I encourage you to join me in supporting their life-changing work with a donation to help [goal]. Donate here: [URL]

Content Thought-Starters:

Here is a list of ideas to jump-start the content creation process.

- 1 Tell real stories of people who were helped by your organization.
- 2 Share behind-the-scenes footage of volunteers in action.
- 3 Do a Q&A with a founder, employee, volunteer, or board member.
- 4 Show before and after pics of what you've achieved; this could be anything from volunteers packing care kits to people playing on a newly renovated basketball court (but make sure to get permission before posting photos of anyone).
- 5 Ask volunteers to share their own photos beforehand so you can feature this user-generated content (UGC) on your accounts.

Want more tips and best practices? Get social with us!

- [Linkedin.com/Blackbaud](https://www.linkedin.com/company/blackbaud)
- [Facebook.com/Blackbaud](https://www.facebook.com/blackbaud)
- [Instagram.com/Blackbaud](https://www.instagram.com/blackbaud)
- [Twitter.com/Blackbaud](https://twitter.com/blackbaud)

SOCIAL MEDIA-SAVVY TIPS

- **Keep it simple.**
Short captions and streamlined graphics sometimes pack the biggest punch. If you use a longer caption, make sure to put the most important information and links first.
- **Experiment with creative.**
Different copy and graphics resonate with different audiences. Switch it up to make sure you're appealing to as many donors in your audience as possible.
- **Sharing is caring.**
Calls-to-action can be even more effective coming from an individual. Reach out in advance to board members, employees, or other people highly active in your organization and ask them to share your campaign and why they're contributing on their personal social media accounts.

WORKSHEET:

End-of-Year Fundraising Campaign Social Media Planning

What's your end-of-year goal and what are you willing to share?

Are you trying to hit a \$ amount or a certain number of contributors? Will you publicly share progress or % to goal?

How do donations help your organization? Make the impact of donations clear. For example, telling potential donors \$10 provides five meals can encourage them to give.

What URL are you driving supporters to?

Make sure that everyone in your organization knows the one place to point donors toward.

What were your top-performing posts last year and where were your donors most engaged with you?

Do you see any commonalities between the language or graphics in your best posts? Were you posting a lot on LinkedIn® but your donors were tagging you on Instagram?

What social platforms will you focus on this year?

Which social media platforms are you active on and plan to use to promote your campaign?

What existing images or videos can you repurpose for posts?

Make a list of assets you can reuse. Do you have great images of volunteers or videos that you can trim into short clips?

How do you want to interact with and thank donors?

Write out a few responses that you can use as inspiration in real time to make engagement faster and easier.

What hashtags will you use? Do you have a hashtag for your organization?

Remember: Hashtags can help with visibility, but don't go hashtag crazy—use a maximum of three.

Do you have criteria for what user-generated content (UGC) is worthy of sharing?


Don't overdo posting. What pictures match your brand standards and are worthy of reposting in your own grid and which are better for a quick Retweet or share in your Instagram Stories?

Who can help amplify your posts?

What board members or employees can you reach out to in advance to ask to share your posts? Provide them with a sample caption to make it even easier for them.

Plan Out Your Posts


Build Up Hype

 YourCompany

Asset Idea:

Caption:


Kick Off the Campaign

 YourCompany

Asset Idea:

Caption:


Share a Real Story

 YourCompany

Asset Idea:

Caption:


Stress the Urgency

 YourCompany

Asset Idea:

Caption:


Quantify How a Donation Helps

 YourCompany

Asset Idea:

Caption:


Thank Your Donors

 YourCompany

Asset Idea:

Caption:


For Donors or Board Members to Share

 YourCompany

Asset Idea:

Caption:

Feature a Volunteer

 YourCompany

Asset Idea:

Caption:

Want more tips and best practices? Get social with us!



3 Elements of a Revenue-Wise Fundraising Strategy

Like all your organization's initiatives throughout the year, you need to make sure your end-of-year fundraising efforts are [worth the time and resources you allocate to them](#). A strong understanding of your financial data can help you be as effective as possible.

Create a solid foundation for your end-of-year fundraising by understanding your budget, your systems, and your stewardship processes before you plan anything else.

Your Budget

As you create your goals for your end-of-year fundraising strategy, start by reviewing last year's campaign results and determine what you need from this year's campaign

- What was your revenue from your end-of-year efforts last year? Were there any underperforming channels or initiatives that should be improved or scrapped? Spend some time identifying what went well and putting actual numbers to the fundraising initiatives you did last year.
- Where possible, capture your costs from last year, looking at actual expenditures for any marketing and fundraising efforts, as well as staff time involved.
- Using this information, calculate your ROI. Was it where you expected it to be? How can you work with your marketing and development counterparts to make tweaks? Use these numbers to guide your strategy for 2023.
- Are there any numbers from last year that your organization can share as part of this year's campaign? Create a sense of community by highlighting how many donors participated last year or how much you raised for a specific program, and how it was spent. Your donors want to see how you've put the money towards growing your mission and serving your community.
- Are there any donors from last year who would want an exclusive sneak peek into this year's campaign? Pull together a list of people who gave major gifts last year and see if any of them would be interested in doing a challenge grant this year.



- If you took pledges last year, are there any that are still outstanding? If you had someone who didn't follow through, you might reach out again this year as a reminder. Or you might flag them as someone not to include this year. If you plan to do pledges again this year, consider sending a personalized note to everyone who fulfilled their pledge last year to see if they would be interested in renewing.

Your Systems

- Perform a systems check to make sure your processes and platforms are ready for the influx of donations. Are your donation forms set up to flow automatically into your fundraising software and then seamlessly into your fund accounting software? Are there any updates you want to make to your forms for increased transparency? Set up any integrations now and save yourself the time and headache later.
- How do you want to report on your fundraising efforts? Make sure you are collecting the information you want to include in those reports. Decide if the reports need to be pulled from your fundraising or fund accounting software.
- Have you identified which programs or funds the donations will be associated with and incorporated that tracking? If you are targeting a new initiative, has that been set up in your systems?
- If you plan to provide a thank-you gift for any donations, have you set up the functionality to split that gift in your accounting platform? Make sure the finance team has been a part of the conversations about the value of the thank-you gift so it can accurately be accounted for in the system as not tax-deductible.
- Are your dashboards set up to easily monitor and measure your 2023 campaign? Do the people who need access have permission to view them? Prepare your staff [and board members](#) to have informed conversations about your financial needs with donors. Provide view-only access to the progress dashboards so your team can stay on top of your campaign without making any inadvertent changes.
- Are there any [internal controls](#) that need to be reviewed, updated, or created ahead of your end-of-year campaign? New software features and new team members can mean some of your internal controls might be out of date. Review your internal control documentation and make updates as needed.

BONUS TIP

If you have both [Blackbaud Raiser's Edge NXT®](#) and [Blackbaud Financial Edge NXT®](#), these processes are streamlined, and many are automatic—so you can focus on other parts of your campaign.

Your Stewardship

Setting up clear processes early can make sure your donors have a seamless experience and are excited about the impact they are making through your organization.

- Are your payment and data entry processes ready? Do you know how you will make sure any checks or physical payments will be processed quickly and accurately? Decide if you want volunteers to help or just staff, and what that will mean for overtime, training, and processing.
- Do you have reporting for restricted funds so you can easily see the balance and report back to donors on the project? Create a clear trail in your fund accounting platform so you can provide precise data to your stakeholders and [maintain compliance around managing assets and donor restrictions](#).
- What information do you plan to share with donors as part of your thank-yous and continued outreach? Identify that information early so you can accurately track it.

With input from your finance team, you can set realistic goals and proactively create processes that set you up for a successful end-of-year campaign.



THANK YOU: Stewardship Planning Tool and Scripts

One of the final tasks is perhaps your most important. Thank the people who—despite all the incredible organizations vying for their attention and contributions—choose to stand behind your cause. Stewarding is defined as the “responsibility of overseeing and protecting something considered worth caring for and preserving.” Your relationship with your donors is worth preserving. Before you develop your plan, take a step back and become donor-centric. Think like a donor. Understand their wants and needs. Segment your plan into customized donor levels (since no two donors are alike).

NOTE: Although this stewardship section is focused on phone calls, emails, and handwritten thank-you notes, remember that your end-of-year campaign will create new traffic on your website. Prepare accordingly.

Below is an example of a stewardship plan for the week of your campaign. This plan will help you retain those first-time and recurring donors. After these initial follow-up actions are taken, consider how to keep up communications with your donors throughout the year with strategies such as quarterly newsletters, email blasts with stories, and events. A strong engagement process with informative updates will keep support for your organization top of mind.

End-of-Year Stewardship Plan

ACTION	STAFF LEVEL	TIMING	First-Time Donor	Second-Time Donor	Annual Donor	Major Donor	Volunteer
Thank-You Email	Automated	Immediately	●	●	●	●	●
Thank-You Letter	Database Administrator	48 hours	●	●	●	●	●
Phone Call	Manager/ Executive Director	2–5 days	●			●	●
Hand-Written Thank You Card	Manager/ Executive Director	5 days				●	●

First-Time Donors

These donors need the most stewarding and are the costliest to acquire. An automated email should be generated as soon as their donation is processed. They should also receive an acknowledgement letter within 48 hours of their gift. The final step is a phone call to learn their values, what drives them, and any interests they have. Invite them on site for a tour to engage them even quicker. Keep these questions in mind as you engage with first-time donors:

- What motivated them to give?
- How did they hear about your organization?
- Do they know/understand your mission?
- Have they visited your facility or website?

EXAMPLE PHONE SCRIPT:

FUNDRAISER: Hello, I am calling today to thank you for your gift on [date]. I want to say thank you for your support and commitment to our mission. May I ask what interested you in donating for the first time?

As the donor answers you, identify why they gave. Learn what got their attention and use that information to keep the conversation going.

FUNDRAISER: I see, that's wonderful to hear. May I take a moment to share a little more information on that effort of ours?

Here is your chance to throw in some insights about the program that influenced them to donate and get them even more intrigued. Quote statistics/data that will blow their minds.

FUNDRAISER: Again, thank you so much for your generous donation. We wouldn't be able to sustain our mission without community support like yours. Make sure to follow us on social media. We are very active, and it will give you a lot of behind-the-scenes insight into what we have planned.

Never ask for another donation during a stewardship call. This call is only to thank them and strengthen the relationship. The first 90 days of a donor relationship are the most sensitive and you want to capitalize on this opportunity.



Second-Time Donor

Understand why they gave again and consider the timing between their donations. Ask if their interests have changed since their first donation. Make sure to follow up on any action items from their response. Keep these questions in mind as you engage with second-time donors:

- Why did they give again?
- Why did they choose your organization?
- How long has it been between their donations?
- Have they been engaged since their first donation?

EXAMPLE PHONE SCRIPT:

FUNDRAISER: Thank you for your gift on [time], and for your support and commitment to our mission. I see that you gave your first gift about six months ago—thank you so much for choosing our organization again. We'd love to know if there is something our organization does that is most meaningful to you so we can keep you informed!

You are now listening for key words in their response that explain why they give, and any additional information, to develop your follow-up reply:

FUNDRAISER: We are so grateful to have you as part of our support system and I am excited to hear that you like our alumni gatherings and are trying to reconnect with previous classmates. We are planning another social event in three months. We hope you can attend, so please make sure to put this date on your calendar. Also, follow us on social media so you know as soon as we announce the spring gathering

Your goal is to keep this relationship going and turn their sporadic giving into recurrent giving so your organization can count on them each year. Make sure to add the donor to any list that they would benefit from (but let them know that you will be adding them). Again, these communications are not to ask for more funding but to thank them, find out more about their second donation, and discover how you can turn them into an annual donor.

Annual Donors:

Know what motivates them and their preferred communication style. Listen to their feedback, ideas, and comments. Follow up on any conversation discoveries to gain their trust and keep their attention. Also, make sure they can convey your mission correctly while they are networking in your community. Keep these questions in mind as you engage with annual donors:

- Do they give to any other organizations?
- Do they understand your mission?
- Do they frequent your facility or website?
- Do they attend exclusive event opportunities?

EXAMPLE EMAIL SCRIPT:

[I am writing today to thank you for your continued support on [date]. We appreciate your commitment to us over the past five years. We'd love to hear more from you about what area of our work you are most passionate about so we can keep you updated on the impact we are making there.]

You want to get as much information out of this donor as possible. Find out which program aligns with their passion and invite them in for a special experience at your facility or elsewhere. After you hear back, a follow-up response might look like:

[That is wonderful to hear. I am also passionate about our sea turtle rescue program. We have not publicized this yet, but we are releasing two sea turtles next Friday at 1 p.m. It will be open to the public and we'd love for you to share that special experience with us. Your continued support helps sustain this program and you'll be able to see your impact firsthand at this event.]

The donor is now relating their passion to the fundraisers, and they feel special at the same time. Any experience that you can develop will ensure that annual donors continue to give. Annual donors help pay for operational costs and you can count on them year after year. Make sure you do all that you can to keep them engaged.



Major Donors:

These donors believe in your mission, feel respected by your organization, and trust your staff. You must know everything about this group and connect with them on a personal level. Make sure to take interest in their families and help them celebrate their milestones. Personalization is the key to sustaining your major donors. Keep these questions in mind as you engage with major donors:

- Are they engaged?
- Do they attend events?
- What is their primary motivation to give?

EXAMPLE PHONE SCRIPT:

FUNDRAISER: Hello, I hope that you and the family are doing well. I am calling to personally thank you for your donation on [date]. You and your family do so much for this organization, and we are very grateful for your continued support..

The donor should know the person calling them and this should be a friendly conversation.

FUNDRAISER: It has been a while since you have been in our facility. We are launching the new library next week. I see that we have not gotten your RSVP yet but if you can come, we would be honored to have you cut the ceremony ribbon.

Major donors should get access to special experiences that they cannot purchase—opportunities that can only be granted by their level of support and commitment. This exclusivity will help keep the engagement level fresh and their families engaged as well..

FUNDRAISER: Oh wonderful, and don't worry about the RSVP, we know that you are terribly busy. We're so grateful for your dedication to our mission!

The simplicity of a "thank you" goes a long way. It will allow your supporters to feel connected to your mission and your staff. Donors give to organizations they trust and believe in. Capitalize on these attributes to develop long-lasting relationships.

MORE TIPS FOR MAJOR DONOR ENGAGEMENT

- **Highlight outcomes,** including how much you raised and how you will use those gifts to advance your mission
- **Stay in touch**—you created a great reason to follow up in a few months by sharing how their contributions will advance your mission. Use that launch point for some impact reporting to re-engage those donors down the road.

CLOSING

You've Got This!

We're confident that with the help of these insights and templates, you'll be ready to launch your best end-of-year campaign yet and supercharge your impact.

If you don't already, be sure to follow us on social media to catch extra tips throughout the end-of-year fundraising season!

Follow us on social:

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- [Facebook.com/Blackbaud](https://www.facebook.com/Blackbaud)
- [Instagram.com/Blackbaud](https://www.instagram.com/Blackbaud)
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