# 5 KEYS

## TO DATA-DRIVEN YEAR-END FUNDRAISING

Here are five proven ways to exceed your goals by working smarter, not harder

GivingDNA™

In today's rapidly evolving nonprofit landscape, data-driven strategies have become indispensable for organizations aiming to maximize their year-end fundraising efforts. The recent findings from the Giving USA report have revealed a decline in giving dollars, which is compounded by the concerning decrease in volunteers. Therefore, it is crucial to adopt a data-driven approach that optimizes communication through an omnichannel strategy, allowing for personalized interactions tailored to the unique individuals in your database.

This ebook provides nonprofit professionals with actionable insights and insider tips, empowering them to surpass their year-end fundraising goals while working smarter, not harder.

*To navigate the current economic and industry landscape effectively, engage donors meaningfully, and achieve exceptional fundraising results,* **nonprofits should implement the following five keys to data-driven year-end fundraising.**
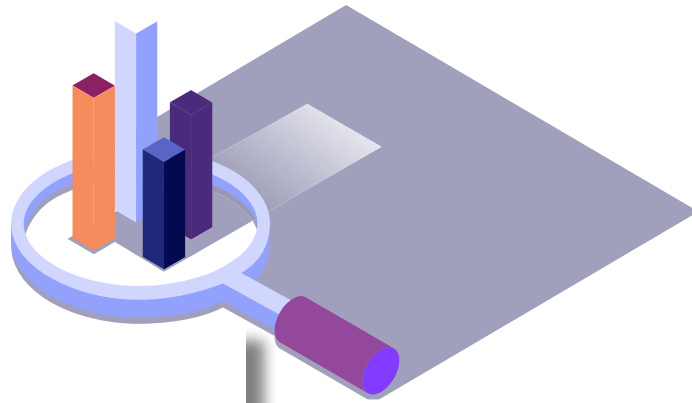
## DATA-DRIVEN STRATEGIES
## 70%
## GROWTH IN REVENUE

# 01

**DEVELOP YOUR STRATEGY WITH DATA**

Nonprofits that develop a data-driven strategy for their year-end campaign can experience as much as 70% year-over-year growth.

## ACTION ITEMS

- Identify donors who have not yet given this year.
  - Track your population to monitor growth or shrinking donor file.
  - Create an outreach plan to ensure they give before the end of the year.

- Determine which donors are at risk at your mid and major levels.

**Insider's**
# TIP

Create a version of appeals that call out that you miss them, which notes they haven't given yet this year in a nice way.

**TARGET DONORS BASED ON GIVING HISTORY**

**20% INCREASE**

## 02

**OPTIMIZE YOUR COMMUNICATION TO RISE ABOUT THE NOISE**

Targeting donors based on giving history and interests can increase retention by 20%

**ACTION ITEMS**

- Using GivingDNA, segment and target donors based on giving history, demographics, communication preferences, interests, and giving affinity (i.e., do they support other organizations like yours?).

- Identify donors that data says should be upgrade candidates, as we can assume some donors will need to downgrade this year.

- Develop an omnichannel campaign by coordinating every channel to create a seamless experience for donors.

**Insider's TIP**

Digital donors are 3x more likely to become omnichannel donors, omnichannel donors are worth 300% more (LTV).

# 29%
## CONTRIBUTE AFTER BEING CONTACTED THROUGH OTHER CHANNELS

29% of constituents contributing through an organization's website do so after being contacted via another channel

## 03
### BUILD AN OMNICHANNEL APPROACH OPTIMIZED BY CHANNEL PREFERENCES

## ACTION ITEMS

■ It often takes seven or more engagements across different channels (email, social media, advertising, mail, etc) before a donor will give. So, be present in as many as you can.

■ Leveraging GivingDNA, segment donors based on the channel they prefer to give through and ask for their donation in that channel.

■ Let the data drive your channel preference strategy. Don't assume younger donors won't be responsive in the mail or older donors won't give online.

## Insider's
## TIP

Individuals who give online are more likely to become sustaining donors, so don't be shy about asking them to consider a monthly gift after they've contributed to your year-end campaign.

**IMPACT & RESULTS ARE IMPORTANT**

**72%**

**OF DONORS AGREE**

# 04

**CRAFT COMPELLING CAMPAIGNS THAT MAKE A PERSONAL CONNECTION**

72% of donors say that **impact** and **results** are very important factors in their decision to give.

**Insider's TIP**

GivingDNA's Philanthropic Non-Donor Opportunity Segment identifies names in your database who support philanthropy but not you yet. They already know you so are better to engage then a random acquisition list.

## ACTION ITEMS

- Define the various aspects of your mission that resonate with your donors.

- Build campaigns around individual stories and compelling examples of how your nonprofit is making an impact.

- Using the power of GivingDNA, target donors with messages based on their interests.

# 05

**OPTIMIZE ANYWHERE
YOUR DONOR WILL
SEE YOU**

**33%**
OF DONATIONS MADE IN
**DECEMBER**
OCCUR ON THE
**31ST OF**
**THE MONTH**

33% of donations made in December occur on the 31st of the month. What's more, 12% of all giving happens in the last three days of the year.

## ACTION ITEMS

- Build a targeted email series to send in the last two weeks of the year.

- Send daily digital communication pieces on the last four days of the year.

- Create a checklist to prevent surprises that includes setting expectations with your team and making sure your technology works.

## Insider's
## TIP

In a year of uncertainty and inflation, engaging your non-donors and long lapsed donors effectively should see a higher and faster conversion rate than net new donors.

You have a limited amount of time to make a huge impact.

**NEXT STEPS** →

# Are you ready to make this another year for the record books?

## About GivingDNA

GivingDNA is the next generation of wealth intelligence and data analytics that uniquely combines your internal data with external insights to inform all areas of your fundraising strategy, from annual fund segmentation to mid/major gift prospecting and portfolio optimization. Fundraisers rely on GivingDNA for real-time data visualization to guide insights and strategy across their entire organization.

**"Working with GivingDNA, we were able to analyze data on giving patterns and preferences of our donors and customize our end-of-the-year request tailoring our letters into five different categories. With a more personalized approach, we nearly doubled our end of the year gifts with a minimal time commitment."**

**Holly Bernardo, Chief Development Officer**

Still curious to learn what your data in GivingDNA can do to propel your year-end campaign?

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+
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