

THE ULTIMATE COUNTDOWN TO YEAR-END GIVING

A Step-by-Step Guide to Funding Your Mission

INFOGRAPHIC INFORMATION FROM



THE END OF THE YEAR IS ONE OF THE MOST CRUCIAL TIMES FOR ALMOST EVERY NONPROFIT ORGANIZATION.

50%

OF NONPROFITS RECEIVE A MAJORITY OF THEIR ANNUAL DONATIONS FROM OCTOBER THROUGH DECEMBER.

How is your organization maximizing the end of the year to exceed your fundraising goals?



CONSUMERS DONATE AN ESTIMATED \$48 BILLION ON AVERAGE DURING NOVEMBER AND DECEMBER EVERY YEAR.

What can you do to raise more money this year than any year before?

3 STEPS YOU CAN TAKE TO MAKE THE MOST OF YEAR-END GIVING:

STEP ONE: Prepare and Plan

70%

YEAR OVER YEAR GROWTH IN YEAR-END GIVING

Nonprofits that develop a dedicated and strategic campaign to engage donors can experience as much as 70% growth in year-end giving.

Most of the success for your year-end campaign is based on what you do leading up to your fundraising push. Assess, evaluate and outline your plans.

ASSESS

EVALUATE

OUTLINE

STEP TWO: Craft a Compelling Story and Integrate Your Communication Channels

7/10

ADULTS IN THE U.S. DONATE THROUGH MULTIPLE CHANNELS.

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

Identify your most compelling stories and case for support then look for ways to integrate them in a multi-channel approach.

STEP THREE: Elevate Your Campaign for a Strong Year-End Push

24%

THE AVERAGE PERSON MAKES 24% OF HIS OR HER ANNUAL DONATIONS BETWEEN THANKSGIVING AND NEW YEAR'S.

Donors who start giving in December contribute 52% more with their total amount than people who start giving at other times of year.

Don't miss the opportunity to make the most of every day at the end of the year. Donors are busy and you should be strategic in your final year-end ask.

SO...

WHAT CAN YOU DO THIS YEAR TO LEVERAGE YEAR-END GIVING AS A WAY TO NOT ONLY MEET, BUT EXCEED YOUR FUNDRAISING GOALS FOR 2014?