

# RISE ABOVE THE NOISE

## 4 Innovative Ways to Make Your Year-End Campaign **Stand Out**



The end of the year is an important fundraising season for almost every nonprofit.



But with hundreds of thousands of nonprofits vying for the attention and interest of donors, **many organizations have a difficult time standing out.**



The average nonprofit sends **7 e-mails in December.**  
([Source](#))



There are **1.5 million nonprofits** in the United States.  
([Source](#))

## How Do You Rise Above the Year-End Fundraising Noise?

### 4 Innovative Ways to Make Your Year-End Campaign **Stand Out**



#### Acquire & Engage Donors with an **Immersive Experience BEFORE Making an Ask.**

Prospects and donors will be far more likely to give if you intentionally engage them in a compelling way BEFORE soliciting them for a year-end gift.

**Create an immersive experience** that inspires donors and even provides a way for them to share your mission with their network **before asking them to give.**



#### Present a **Timely & Relevant Case for Support For Every Donor.**

The closer a donor feels to your cause, the more likely they are to give.

**Personalize the case for support** for your donors and **optimize the timing of the ask** based on what you know about their unique passions and interests.



#### Drive Momentum Towards a **Strong Finish** for Your Campaign.

Nonprofits that rally donors around a goal and encourage them to take ownership see tremendous success in their year-end campaign. **Invite donors to join the movement** to raise a specific amount by a certain date.



#### Quickly Connect Donors to **Impact & Results** After the Campaign.

Winning the long-term support and affinity of your donors is just as important as winning the campaign. **Promptly follow up with donors** and **share the specific impact** and results of their gift.

## Don't Get Lost in the Shuffle of Year-End Fundraising

Achieving your year-end goals is too important to get lost in the shuffle. How will your organization rise above the noise at year-end?