

A Nonprofit's Guide to the Giving Season



The countdown is on. The holiday season is more than just a time for twinkling lights and festive cheer—it's a critical fundraising period.

From the inspiring launch of Giving Tuesday to the final rush of year-end appeals, this high-stakes window of opportunity is packed with potential.

By harnessing the power of online campaigns, you can ignite a wave of generosity, build stronger donor relationships, and make a lasting impact.

This guide will equip you with the strategies and tools to transform your end-of-year campaigns into fundraising triumphs.

Whether you're planning a local Giving Day, joining the global Giving Tuesday movement, or crafting a compelling year-end appeal, you'll find the insights you need to maximize your impact.

Plan for Success

Lay the groundwork for a winning campaign. Successful year-end fundraising doesn't happen overnight. It requires planning and execution.

The key? **Start early.**

By crafting a comprehensive strategy and leveraging digital tools, you can build anticipation, engage your supporters, and create a powerful online movement.

In the following sections, we'll delve into the essential steps to transform your end-of-year campaign into a fundraising powerhouse.

Get ready to maximize your impact and achieve your fundraising goals!

Select a Campaign Time Period or Day

Pick a time period with meaning that helps you build a story that mobilizes your supporters around your Giving Day or year-end appeal.

Before you set an official date for your campaign, account for other events that may be happening on the same day. Avoid conflict with large events such as religious holidays, sporting events, or anything that may detract from your message.



Is there a specific month, week, or day during the last quarter of the year that holds special meaning for your organization?

GivingTuesday?

An anniversary?

A Founder's Day?

An awareness day, week, or month for your cause?



Set Goals



Determine what you want to accomplish for your giving day campaign. Do you want to:

- Reach [X number] of new donors?
- Re-engage [X]% of lapsed donors?
- Raise a certain amount of money for a new project or initiative?
- Launch a monthly giving program?
- Connect with a potential corporate partner for a workplace giving campaign?
- Acquire a certain number of volunteers for upcoming fundraising events?
- Increase community awareness about your cause?

It is okay to have more than one goal; most fundraising events do!

Make sure to set realistic and measurable goals that you can report on, so you can evaluate the success of your appeal.

Monitor campaign metrics throughout your campaign to assess fundraising progress, effective communications, donor conversions, and engagement to make any necessary adjustments and future campaign strategies.

And don't forget to communicate your goals to your stakeholders (including your volunteers), so they know exactly what you are trying to achieve.



Check out these [9 LIT Tips to Fire-up Fundraising Performance with Your Donor Management System!](#)





Reach Out to Sponsors

A fantastic way to connect with those who already know your cause is to contact your current partners and sponsors. These businesses have already shown support for your cause and may have corporate responsibility initiatives. Partnering with them on a workplace giving campaign is a win-win!

With a little research, you can also find new corporations that have a similar mission or commitment that aligns well with your cause.



Two Must-Have Tools to Gain Sponsors

Use these fantastic sponsorship resources to make lasting connections with sponsors for your events:

 [Sponsorship Acquisition Checklist and Pitch 'Cheat Sheet'](#)

 [Sponsorship Package Design Templates \(Toolkit\)](#)

Connect with Donors



The more support you have, the more awareness and funds you can raise. Going the extra step to create multiple versions of your message that align to different segments of supporters will boost overall campaign success. Luckily, SmartLists in your donor management system simplifies this.

For example: You probably want to have different messaging for recurring donors than for donors who haven't given in the last two years.

While segmenting donor types based on giving behaviors, location, income, and more, ask yourself who...

- Donated to my giving-season campaign last year?
- Donates every month? Once a year?
- Hasn't donated yet this year?
- Gave more than [X] amount per donation?
- Is located in the community and surrounding areas?
- Registered or bought tickets to a past fundraising event?
- Bid on items at a previous auction?
- Donated via text-to-give?
- Reshares, comments, and reacts the most to our social media posts?

Once you segment your donors into your preferred categories and write your targeted messaging, ask them to join the cause, help spread the word, and donate to your Giving Day or Year-End Campaign.



Promote Your Campaign

To get attention on your campaign, it's a great idea to:

- 1. Provide** supporters with details about what you want them to do and how you want them to do it.
- 2. Contact** local media outlets with information about your organization and campaign so outlets can help you reach an even wider audience.

Design a Campaign Toolkit for Your Supporters

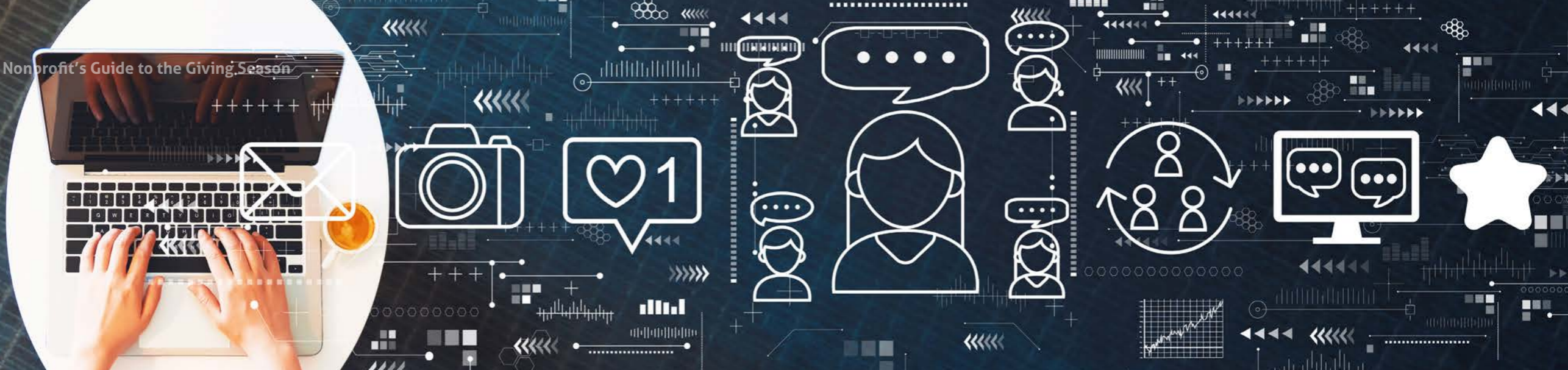


Give your supporters what they need to help spread the word. Make it simple by creating digital support with mission-fueled content and fundraising tips for your supporters to easily share online and with their network of friends and family through social media.

Offer supporters a campaign toolkit that includes:

- Your mission story
- Images and branding
- Pre-crafted email templates
- Suggested social media posts
- A list of FAQs
- A hashtag to use leading up to and during your campaign

Make sure they know how important their role is in the success of your campaign. Be clear on what you expect from them and do not forget to thank them along the way for stepping up to help.



Develop a Media Kit

Reporters are always looking for a good story, especially when a good cause is involved.

Create an online media kit that includes:

- **Information** about your organization, like your history and mission statement
- **Statistics** about how much money you've raised for the cause or how many beneficiaries you've supported via fundraising
- **Photos** from past events and projects
- **Promotional** materials
- **Links** to your campaign page, website, and social pages

Then send the kit to various local and regional press outlets.



BONUS IDEAS FOR Grabbing Media Attention



Write and distribute
a press release about
your campaign



Find reporters,
bloggers, and industry
experts on social media,
and ask them to help
support your cause



Check out a website
like **Qwoted** to see what
reporters are looking for



Boost Engagement with Multiple Giving Options

Including different strategies to reach supporters throughout your campaign is key for boosting engagement. Here are a few tips to keep in mind as you head into the giving season:

- **Develop a couple fun giving activities** for supporters to participate in during your campaign to boost donations—livestreams, raffles, and picture contests (where supporters donate to enter) are all great ideas.
- **Don't run all your activities between 9am – 5pm.** Everyone has different schedules, so it's a good idea to stagger times and days of the week for individual giving activities.
- **Create mobile responsive campaign websites and donation pages,** so your donors can engage anywhere and anytime.

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Boost Engagement with Multiple Giving Options

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- **Consider using text-to-give** to promote your campaign to a wider audience within your community. By providing a number with a short + a campaign-related keyword that people can text to receive an automatic link to your campaign page, it's easy for supporters to give. Include the text-to-give information on promotional materials like flyers around your town or city—look for heavily-trafficked areas like around public transportation hubs, popular coffee shops, and parks.
- **Motivate supporters** to give to your cause with a real-time countdown display ticking down to the campaign end date.
- **Schedule online, live gamified updates** on the progress to the campaign goal. In addition to scheduled social posts, you'll want to consider incorporating automated live updates on your Giving page to engage donors.
- **Ensure a seamless, interactive, donation experience** by enabling donors to give without ever leaving your campaign homepage and viewing the impact of their donation instantly on a real-time thermometer and donor listing.
- **Offer fundraising incentives** for those who are fundraising on your behalf. For example, fundraisers who reach \$1,000 will receive a \$25 gift card.

Celebrate After the Campaign Ends

Now that your campaign is wrapping up, take a look at the goals you set and plan how you'll communicate your success to your supporters:

- **Just like your campaign promotion** leading up to the event, create a multi-channel communication plan post-campaign to connect digitally to all those who supported you.
- **In addition to personalized thank you emails**, consider updating your campaign page with a commencement video, photos of the beneficiaries, or a thank you message from your executive director. Visual content is also a fun opportunity to showcase how your donors have made an impact and helped propel your mission forward.
- **Post on social media** thanking your donors with heartfelt messages and share specifics about how they helped your cause—show impact by using photos, infographics, and statistics.
- **Make personal thank you phone calls** to your volunteers and major donors.
- **Continue to encourage donations** on your nonprofit website and keep them in the loop about upcoming events.



Don't forget about your supporters who were unable to participate in your campaign. Rely on your donor management system to segment them to send more personalized communications geared toward reactivating their support in the future.

Select the Right Fundraising and Donor Engagement Software



Selecting the right digital platform for fundraising, donor management—that also securely collects, processes, and distributes donations—is an important part of planning a successful campaign.

You need a trusted platform with all the tools and features to plan, manage, promote, and securely process fundraising dollars.

When selecting a fundraising technology partner, you need to determine what features are most important to you and what makes the most sense for your organization.

Here are some must-have platform features to keep in mind when creating your Giving Day or Year-end Campaign:

- **Ease of Use:** Ability to easily create unlimited, branded, mobile-friendly online fundraising micro-sites with an intuitive drag and drop content manager that requires no technical expertise.
- **Branding, Storytelling:** Configuration tools to customize your campaign page to display your organization's story, look, and feel, while incorporating campaign specific videos, images and content.
- **Gamified, Live Campaign Updates:** Real-time countdown displays ticking down to the campaign end-date; thermometers tracking progress to fundraising goals; donor listings that update with every donation.

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Select the Right Fundraising and Donor Engagement Software

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- **Seamless, Interactive Donor Experience:** Beautifully branded, embeddable donation forms that let your donors give without ever leaving your campaign page and allow them to see the impact of their donation instantly.
- **Multi-Channel Engagement:** Social sharing options and email engagement tools that make it easy to promote your campaign with the click of a button.
- **Multiple Giving Options:** Customized donation options, including Donor Covers the Fee, recurring donations, company gift matching, tribute + memorial gifting, text-to-give, and credit card payment terminals for live events, allowing supporters to increase their impact and maximize their donations.
- **Automated Donor and Gift Capture:** Supporter activity collected in one centralized record—no manual import-export rigamarole to gain granular insights on giving behavior across an unlimited number of constituent records.
- **Straightforward Tax Receipting:** Once supporters donate, they automatically receive a confirmation email that includes their tax receipt.



*All of which helps
you raise more
for your mission!*



Learn how to make your campaign more successful with **FrontStream's Panorama** all-in-one digital fundraising platform.

[Book a Demo](#)

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