



# Your Go-To Checklist to Help Your Nonprofit Raise More This Year-End

The busiest fundraising time of the year is upon us! It's never too early – or too late – to start the process of planning your year-end fundraising campaign. To help you get started, we've created this year-end fundraising checklist that walks you through planning your campaign strategy, how to best execute your fundraising plan, and following up with donors to convert them into [long-term supporters](#).

## Set Your Year-End Campaign Up for Success

**Evaluate last year's year-end campaign to determine success factors.** With [real-time metrics](#) available at your disposal, you and your team are able to determine which fundraising tactics resonated well with your donors last year and which didn't.

**Develop your year-end campaign strategy.** After preliminary discussions with your team members and a thorough analysis of previous campaign data, you're now ready to make decisions about what your campaign strategy will look like. In your strategy, you will want to include:

**Campaign goals** (e.g., raise a certain amount, increase the # of new donors)

**Number of touchpoints** (e.g., website, email, direct mail, social media)

**Your campaign timeline** (e.g., when specific tasks are due and when the campaign will go live)

**Shareable content** (e.g., images, testimonials, impact stories)

**Segmented lists** (e.g., one-time donors, recurring donors, event participants)

**Don't skip out on GivingTuesday!**

Make sure to bake your [GivingTuesday](#) campaign into your overall year-end campaign strategy. To make it easier for you this year, here is [a complete email toolkit](#) that includes a timeline and email templates for you to use on GivingTuesday, happening on November 30, 2021.

## Take Action

**Create your donation website and/or donation form.** Having a [donation website](#) will give people a place to go to learn more about your campaign and your mission. You'll want to include relevant information about your campaign on your website, like the purpose of your campaign, how people can get involved (donation, fundraise, volunteer), and your fundraising goal.

**Send your campaign reveal one month in advance.** Let people know that your year-end campaign is coming up and be sure to include language about why it's an important time for your nonprofit. We encourage announcing your campaign through email and on social media, as well as making an announcement on your donation website.

## Take Action (Continued)

### Encourage peer-to-peer fundraising.

For your loyal supporters who want to do more than donate this year, give them the opportunity to create their own fundraising campaigns to help you raise more this year-end.

**Remember to send more than one appeal email.** Generosity is at its height the entire month of December, so be sure to leverage that. We recommend sending multiple emails per week (including emails with an ask and emails without an ask) and even more the last week of December.

## Convert Donors Into Supporters

**Thank your donors.** Send thank-you emails to every person who donated to your campaign and fundraised for your nonprofit.

**Share how your donors helped you make a difference.** Emphasize the critical role they played in your campaign and how their contribution(s) helped you reach your goals. Don't forget to tell them what specific causes those funds went toward.

**Encourage donors to be a part of your community.** Share the different ways they can keep in touch with your organization (monthly newsletter, social media, etc.) and encourage them to join your monthly giving program if you have one.

**Tell donors about exciting upcoming events.** If you have any events in the pipeline, encourage them to sign up as an attendee, volunteer, or fundraiser.

**Follow up with donors at least once a month.** The key to a sustainable future for any nonprofit is putting in the extra effort to retain donors and convert them from one-time donors to long-term supporters. Be sure to continue following up with these donors and send them communications about upcoming campaigns and fundraising initiatives, updates on the people or animals you serve, and general communications just to check in and see how they are.

## Tools for Success

Click to learn more about key tools to add to your year-end fundraising campaign!

✔ [Donation Websites](#)

✔ [Donation Forms](#)

✔ [Email Marketing](#)

✔ [Peer-to-Peer Fundraising](#)

✔ [Fundraising Events](#)

## Who We Are

GiveSignup | RunSignup is the fundraising event platform leader delivering the art of technology to nonprofit organizations. Over 10,000 nonprofits, supporting more than 25,000 events, use our free and open platform to raise more than \$1 billion, grow their events and save time. This purpose-built platform gives nonprofits the technology needed to generate revenue and engage supporters. Our expertly crafted, open, and all-in-one solution powers nonprofit revenue generation and supporter engagement with everything from ticketing and registration to donations and fundraising. No subscriptions. No plans. No monthly fees.

To find out why customers like American Cancer Society, AACR, IRIS and Semper Fi Fund use GiveSignup | RunSignup, visit [www.givesignup.org](http://www.givesignup.org).



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