



EOY Fundraising

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your passion > our purpose



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Topics

EOY Fundraising – Big Picture

5 Tips for EOY Success

Open Q&A

Next Steps

**How do you get
beyond the noise?**







Audience

**Giving
Levels**

Story

Theme

**Call to
Action**

**Subject
Lines**

Incentives

Spokesperson



Know Your Audience

Who is the target audience?

Develop content that will resonate



Develop your theme

**What is the elevator pitch for
your campaign?**

Short – succinct – sets the tone

The theme is your glue



Add a spokesperson

Who is going to send & sign the email?

Pick someone that can tell your story best

Psst...it doesn't need to be the CEO or ED


The background of the slide is a photograph of a wooden surface with several small white and metal bowls containing various food ingredients. These include green leafy vegetables, quinoa, rice, diced carrots, a white sauce, spices, and other small food items. The text is overlaid on this image.

Stop being boring and tell a great story

**Tell a story that engages the audience
and moves them to give.**

Keep focused on the reader

**Science tells us we have to engage
people's emotions to inspire action**

The background of the slide is a top-down view of a wooden cutting board. On the board are several small white ceramic bowls and one metal bowl. The bowls contain various food items: green leafy vegetables, shredded light green vegetables, cooked quinoa, cooked white rice, diced orange carrots, a whole white egg, a mixture of brown and white powders, a pile of white cubes, and a bowl of white rice. The text is overlaid on this image.

There is only one... call to action

Don't ask readers to volunteer, attend an event, learn more or share the message

**You want them to GIVE!
Ask them multiple times in the email
through content, buttons and images**

The background of the slide features a top-down view of several small white and metal bowls containing various food ingredients, arranged on a light-colored wooden surface. The ingredients include green leafy herbs, shredded white cheese, cooked quinoa, diced orange carrots, a whole white egg, and various powders and grains. The bowls are scattered across the frame, creating a textured, culinary backdrop for the text.

Tie giving levels to impact

**Keep your theme in mind, and create
several levels of giving that connect
to impact & mission**

\$25 provides books for a classroom

\$50 funds vital life saving research in your community

\$100 feeds a family of four for the holidays



Spend as much time on subject lines as you do on content

**33% of recipients open emails based on
subj lines, make yours stand out**

30 characters or less

**The Last Walk for Water
You're changing the story
Join the Club & Serve Hope**

The background of the slide features a top-down view of several small white ceramic bowls arranged on a light-colored wooden surface. The bowls contain various food items: one with green leafy herbs, one with brown quinoa, one with white rice, one with orange diced carrots, one with white cubed tofu, one with white lentils, one with a mix of brown and white powders, and one with a white egg. The text is overlaid on a semi-transparent white rectangular area in the center of the image.

Add a dash of incentive

Optional and requires time & planning

Matching gift

Gift premium

Honor or memorials

Sponsor challenge

One incentive is enough

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Tip #1 Start early

Tip #2 Run an email series

Tip #3 Go mobile

Tip #4 Integrate channels

Tip #5 Steward donors

Tip #1: Start Early



Don't wait until Dec to start talking about your campaign

Start by stewarding donors & engaging constituents

Set the expectation and build anticipation up to the ask

STAY TOP OF MIND



Our community proves over and over again that generosity is not just a word - it's a way of life. As community members realize their passions and determine how they want to give each year they turn to the Trinity Health Foundation. We don't take this lightly, and we are continually honored by donors who utilize the Foundation to make their charitable giving through a variety of fund options. In our [Annual Report](#), you will learn more about these funds and the individuals who tapped into their own generosity to give.

407 3rd St SE, Minot, North Dakota 58701 | Tel: 701-857-5432
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FOLLOW US:

[Donate](#) | [Forward to a friend](#) | [Visit our website](#) | [Unsubscribe](#)

Send regular monthly eCommunications (or more)

Tell donors how their money made an impact

Tell your story on different channels, ie: radio, email, print

Utilize social media to tell stories & engage your audience

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Tip #2: Run AN EMAIL SERIES

Multi-message campaigns will raise as much as 3-4x more money

Schedule messages over the course of several weeks



Why is this not the right approach?

1

12%

Only 12% of people open an appeal message.



2

<1%

click through.



3

1,400

But only one in about 1,400 makes a donation.



2013 eNonprofit Benchmark Study, NITEN & M+R¹



[Donate](#) | [Forward to a friend](#)

Dear Supporter,

As you spend time with wonderful moments of time to reflect on the past year.

We encourage you to spend time with the walls and throughout the team have touched and enduring strength of faith in the heart even in the midst of a difficult year.

\$25 For grief and education
\$100 One visit to patient
\$500 Training of each needed to provide care

Your generous gift will help make the care available to patients at Trinity Health. Please consider your gift today.

Warmest holiday wishes

Jodi Smith, MNM, MNT
Trinity Health Foundation

407 3rd St SE, Minot, ND 58701
Trinity Health Foundation

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[Donate Now](#)

[Tell A Friend](#)

SHARE:

407 3rd St SE, Minot, North Dakota 58701
Trinity Health Foundation © 2014



[Donate](#) | [Forward to a friend](#)

Dear Supporter,

Each year our Chaplains provide pastoral care to patients at Trinity Health. Your gift is a tax-deductible gift to the Trinity Health Foundation.

Your gift before 2013 can be used to help face in the New Year, as we begin 2014.

Won't you give one last gift to the Trinity Health Foundation by our devoted Chaplains?

With my sincere appreciation,

Jodi Smith, MNM, MNT
Trinity Health Foundation

407 3rd St SE, Minot, ND 58701
Trinity Health Foundation

FOLLOW US:



TRINITY HEALTH *Foundation*



Trinity Health Foundation offers our sincere appreciation for your contribution to the Trinity Health Pastoral Care Program.

We are indeed fortunate to have friends such as you who generously support Trinity Health and make it possible for us to enhance our patient care and services.


Thank you again for sharing your gift with us. Best wishes to you in 2014!

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1

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SHARE:  

March 06, 2014

Let Your Love

Dear System,

We are so grateful for our supporters for Jacksonville to become a national dogs and cats. Shelter deaths are prevented by innovative programs and partnership difference in the lives of pets and the

- We perform more than 25,000 adoptions each year.
- We have distributed more than 100,000 pounds of food to pet owners in need.
- We organize the largest adoption event in the state, finding homes for thousands of animals.
- We conduct programs designed to help local shelters through evaluation, training, such as our brand-new (Teaching Animals & Inmate) program, adoptable dogs additional training shelter.



None of this could be done without the help of people like you. We need your help to continue our programs. **As we get closer to no-kill, the work becomes harder and more costly.**

Please consider making a generous donation for animals. [Let your love shine!](#)

Rick DuCharme


Rick DuCharme
Founder/Executive Director
First Coast No More Homeless Pets

6817 Norwood Avenue, Jacksonville, FL 32208
First Coast No More Homeless Pets © 2014

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SHARE:  

Dear System,

Tomorrow is your last chance to [give a tax-deductible gift this year](#) to help us save the lives of dogs, cats, kittens and puppies in our community.

With the generous support of our donors, we are able to save tens of thousands of animals each year at the shelter by 90%.

Your gift before 2013 comes to a close. Please prepare for all the challenging work ahead. Your gift will also be matched by a generous donor.

Won't you [give one last gift this year](#) to help us save the lives of dogs, cats, kittens and puppies? Double your impact and let your love shine!

Wishing you a safe and Happy New Year!

Rick DuCharme

Rick DuCharme
Founder/Executive Director
First Coast No More Homeless Pets

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First Coast No More Homeless Pets © 2014

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**DOUBLE YOUR IMPACT
DONATE TODAY!**



4

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*Because of you,
these pets are happy and healthy.*



Angel



Laila



Brody



MoJoe



Thank You Again

Your generous gift during our End-of-Year Campaign means that we will be able to save even more lives this upcoming year! We are most grateful for your support.

We would love to give you a tour of our facility to see first-hand the good work you are supporting. Please contact us at (904) 520-7900 or fundraising@fcnmp.org to schedule a time to visit.

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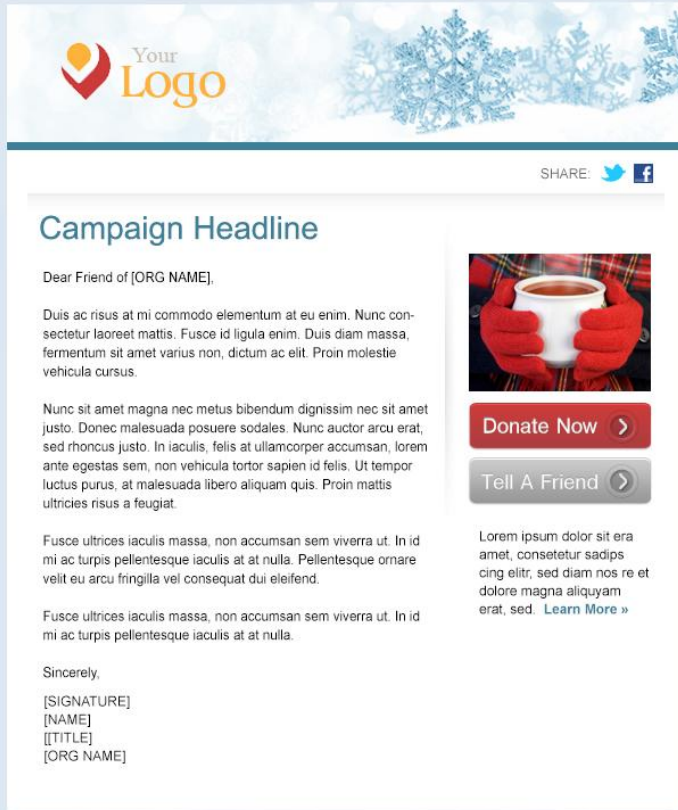
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Why a Multi-Part Campaign?



Example Kick Off Message



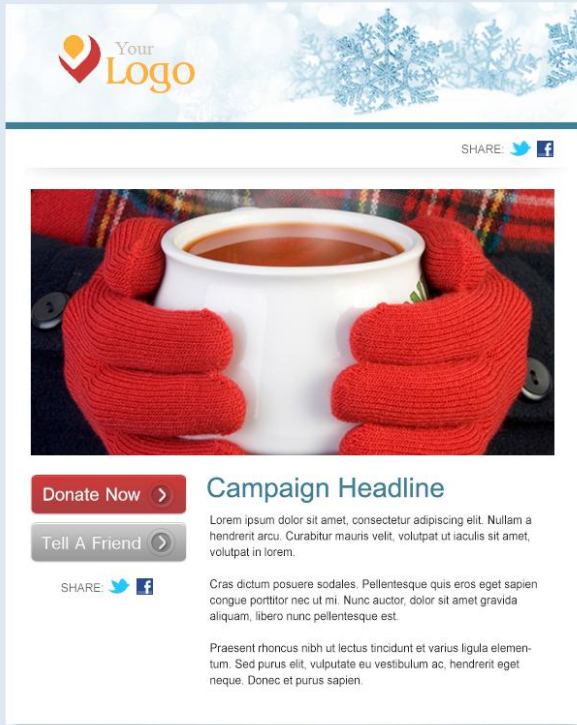
Branded header and sidebar image

Take your offline message and imagery into account for use in sidebar and donation form

Digital signature is a personal touch

Integrate social media and social sharing options

Example Cultivation eCard

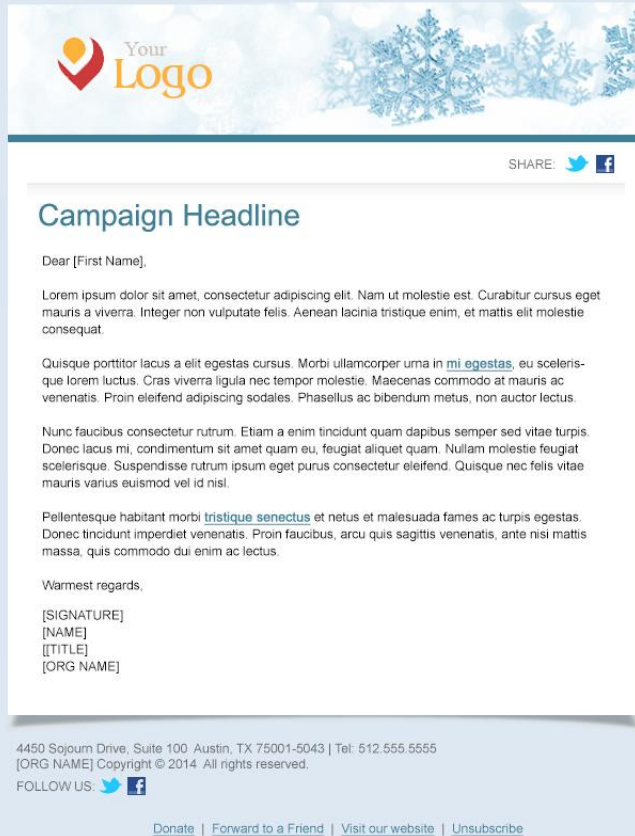


Large area for image

2 Versions: one for donors and one for non-donors

Great for copying for an evergreen eCard option for your website or for honor/memorial eCards for donation form

Example Last Chance



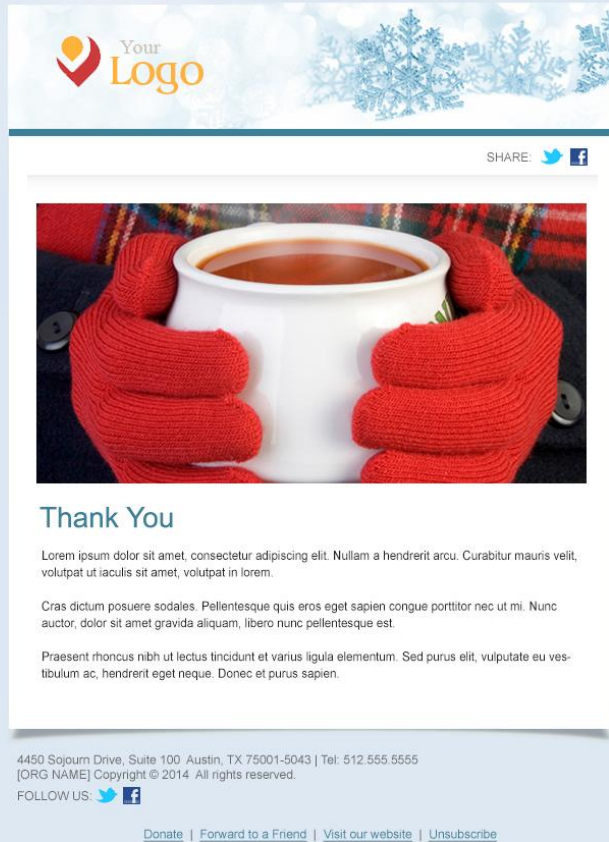
Sent in the final days of the calendar year

Strong ask

Simplified design for easy scanning

Can optionally add buttons or imagery to content area

Example Thank You




Sent in early January

Great first message of the year for donors to receive

Open rates on past messages like this have extremely high open rates (58% median open rate in Jan 2014)

MAKE A Final PUSH ON DEC 31

[Having trouble viewing this message? Click here.](#)



BIRTHRIGHT ISRAEL
FOUNDATION
www.birtherightisrael.org

The countdown is on!

Only 2 days left to give.


Dear System,

This is **it!** [It's your last chance to give back to Birthright Israel this year.](#)

If your free 10-day trip to Israel changed your life (like it did mine), [become a donor today](#). Anything you can give will be doubled by the 2011 Adelson Challenge — but only through December 31st.

[Let's take things to the next level and help support Birthright Israel!](#) But hurry!

Thanks and have a great New Year.




Aly Rapoport
Participant, January 2009
Alumni Council, Chicago

P.S. Make a gift at \$18 or above and you will be entered in a \$250 shopping spree raffle at [ShopMixology!](#) A trendy shopping experience for people who care more about style than brand names.

Last chance to double your gift in 2011.


New and increased gifts will be matched dollar for dollar by the 2011 Adelson Challenge.

DONATE TODAY >>



BIRTHRIGHT ISRAEL
FOUNDATION
www.birtherightisrael.org

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129 W Lexington, Independence, MO 64050 USA



OUTREACH INTERNATIONAL
Sustainable Good

24 HOURS LEFT

THERE'S STILL TIME TO
DOUBLE YOUR GOOD
BY GIVING A GIFT
IN THE NEXT 24 HOURS

The chairman of the Outreach International Board of Directors, Dr. Harry Ashenhurst, has pledged to match every dollar donated before midnight December 31, up to \$25,000.

I'd like to contribute \$

DONATE NOW

The countdown is on!

Last chance to double your gift in 2011.

New and increased gifts will be matched dollar for dollar by the 2011 Adelson Challenge.

Gift Information

* Enter A Gift Amount:

Monthly gift: ☐ Yes, automatically repeat this gift every month.

Title:

* First Name:

Middle Name:

* Last Name:

Joint Donor First Name:

Joint Donor Last Name:

* Street 1:

Street 2:

* City:

* State/Province:

* ZIP/Postal Code:

Country:

* Email Address:

☒ Yes, I would like to receive communications from Taglit-Birthright Israel.

TIP #3: Go mobile or responsive

51%

Of all emails were
opened on mobile
devices in Nov 2013







Desktop





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Tip #4: integrate DM, Email, WEB & Social



**American Diabetes Association.**

**THE FACES OF DIABETES**
LAST CHANCE:
Only Hours Left To Give. [DONATE NOW](#)

Dear Friend,

There are only a few hours left to help the American Diabetes Association reach our \$1 million goal for 2012. We are very close, but we may not make it without your help today.

Your urgent tax-deductible year-end gift will help millions of people fighting diabetes.

People like 9-year old Christopher, who nearly died of diabetes at 15 months old.


Or Araine, a mother who received the news on her birthday that her 4-year old daughter Whitley was diagnosed with Type 1 diabetes.

Or Ina, who was diagnosed with type 2 diabetes at age 35, the same age her mother died from diabetes complications.

These are the many faces of diabetes. People just like you who struggle with diabetes every day, or are committed to helping someone you love fight this disease.

And they need your help before midnight tonight, December 31st.

Friend, we're counting on you to help us reach our critical \$1,000,000 giving season goal. This is your last chance. Please make a tax-deductible year-end gift now.

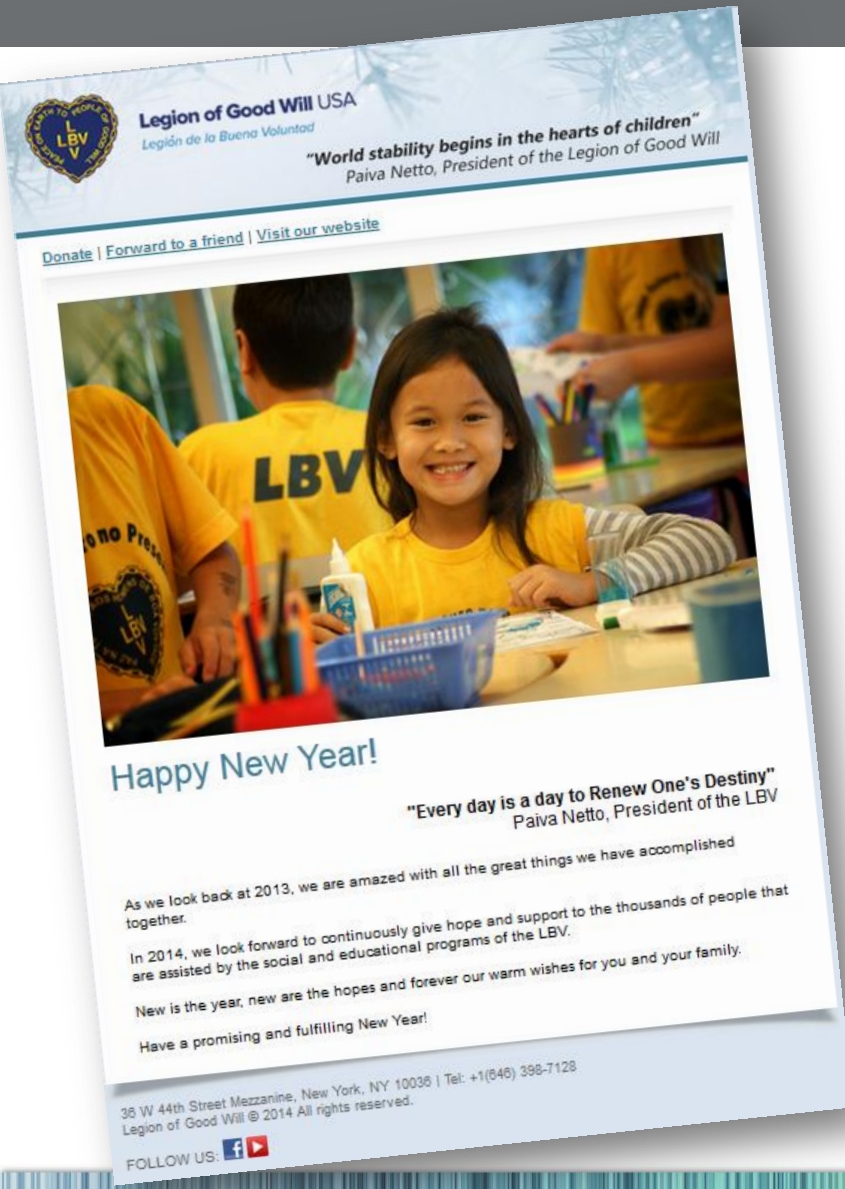


PLEASE DON'T GIVE UP!
FREE Exclusive Fleece Blanket with your donation of \$50 or more before time runs out!
[FREE GIFT](#)

Every dollar we receive can help us meet our many goals in 2013, among them:

- Helping thousands of children like Christopher attend our American Diabetes Association's Diabetes Camps and learn to manage their diabetes;
- Continuing to invest millions of dollars in diabetes research to help find a cure;
- Advocating for those with diabetes in hundreds of meetings with Members of Congress;
- Creating and publishing the world's most respected consumer magazine, health and recipe books, professional journals about diabetes and education resources including our 12-month Living with type 2 Diabetes support program.
- And so much more...

Tip #5: have a Gratitude strategy



The first 2-3 months post donation is the engagement sweet-spot

Send a special Thank You email message to wrap up the campaign

Implement a donor welcome series for 1st time givers in Q1

Go public with your appreciation



When a hungry person comes to our food pantry, we want to place a card of hope in their bag of groceries... **We are collecting messages of hope from the community and giving them to people in need.** Our goal: Collect 85,000 messages of hope, a message for every person we serve annually.

What's your message to someone in need?

Others' messages...

- > Be well. Believe. Be the change. Be loved.
- > Do not lose hope - God is always with you.

Please, give your message:

- Reply: [Click and type your message](#)
- Online: [Type a message](#)
- Twitter: [Tweet a message to #givehope](#)
- Facebook: [Post a message](#)



Best Friends Animal Society

December 30, 2011

Woohoo!!! We did it! We reached our goal for the holiday match challenge! Thanks to all the generous donors, \$4 million has been raised for the animals! ~Carrie



Like · Comment · Share

👍 2,031 💬 119 📄 128

Use social media to update, thank and promote other ways to be involved

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Call 2: **Oct 30** – EOY Audience Segmentation, Reporting, + lots of Q&A

Community Resource: <http://community.convio.com/t5/Webinars-Kits-Downloads/Luminate-Community-Monthly-Webinar-Series-September-30-2014-EOY/td-p/82751>

Giving Tuesday Resources: <https://www.blackbaud.com/givingtuesday>

