



**2019 Edition**



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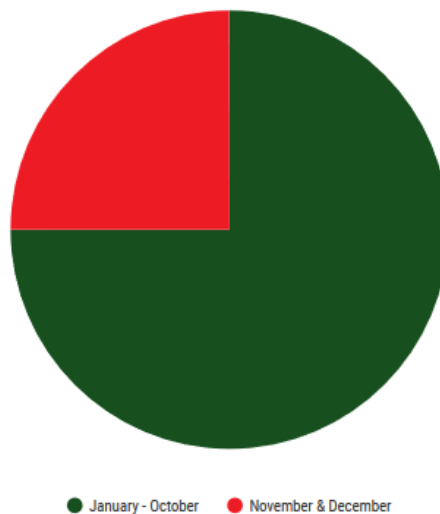
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# INTRODUCTION

In the non-profit fundraising world, year-end giving is like the Super Bowl. November and December are the peak time of giving across the board. But how can you leverage this timeframe to make the most of it? This How To Guide will provide insights and tips to help you form a successful year-end giving plan.

## What Does Year-End Giving Look Like at FCA?

November and December are FCA's highest months for revenue. In fact, approximately 25% of our annual revenue is received during these two months alone!



## Why Plan for Year-End Giving?

The last two months of the calendar year naturally provide a fertile environment for generous giving because:

- The holiday season promotes a spirit of giving and outreach.
- Donors are anxious to increase their tax deductions by the end of the year.

This provides a good atmosphere for giving, but a successful year-end campaign also requires **intentionality** and an **organized plan**.

## CREATING YOUR PLAN

### Where Do I Start?

Does the idea of creating a year-end giving plan feel overwhelming? It doesn't have to be. The key is to keep it simple, manageable and organized. Here are some tips to get started:

**Set a clear, achievable, overall goal that can be easily conveyed to others. Some examples include:**

“Raise \$20,000”  
“Obtain 30 new AMP donors”

**Establish your campaign timeframe.**

September - December  
November and December  
Thanksgiving - December 31  
The month of December

**Determine groups you want to target.**

TLA donors  
AMP donors  
Annual donors  
Prospective donors and those not familiar with the ministry

It's important to adapt the messaging and ask to each group. What you communicate to someone new to the ministry should look different than what you communicate to a long-time TLA donor.

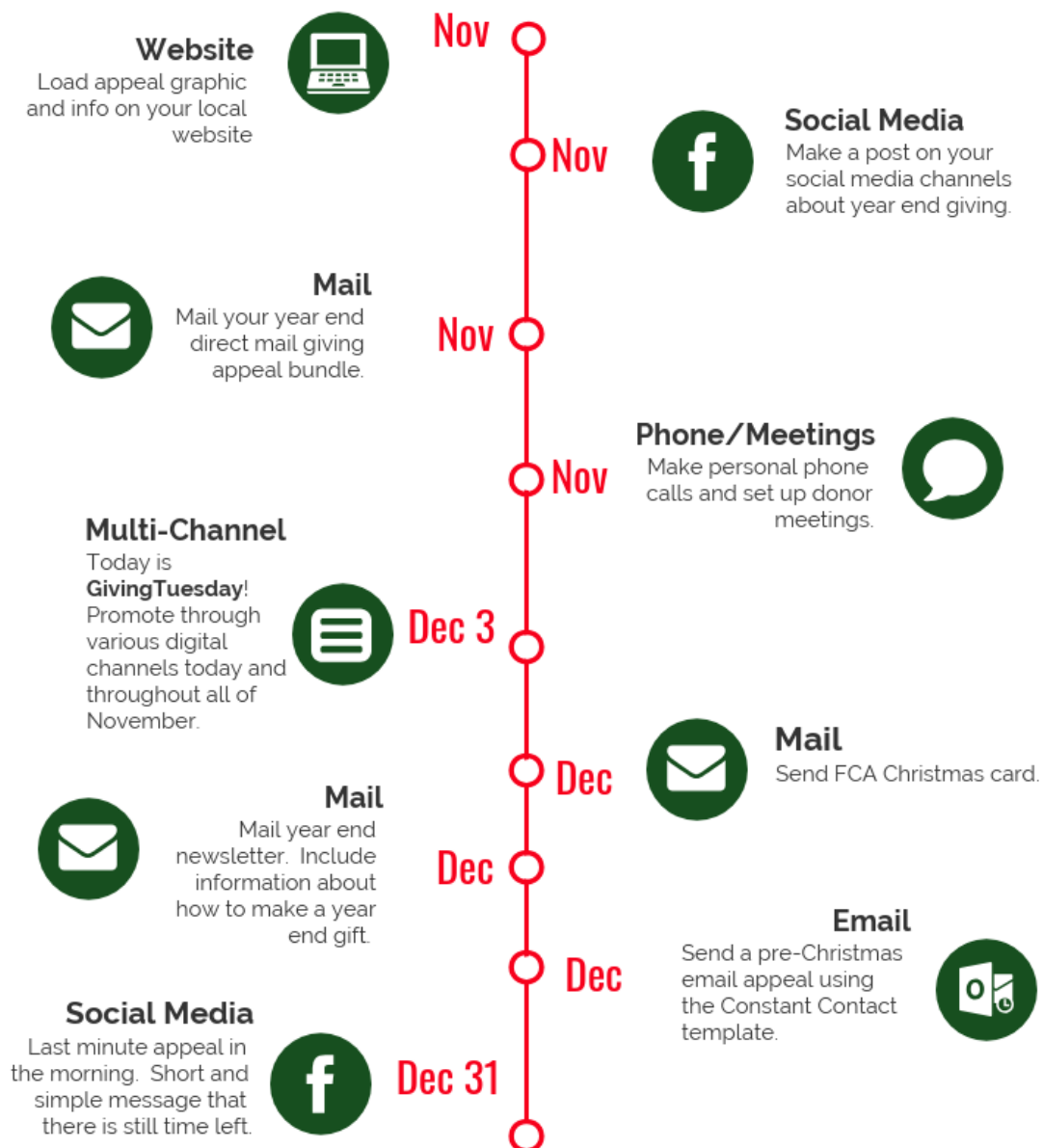
**Use a multi-channel approach to extend your reach.**

|                    |                |                 |
|--------------------|----------------|-----------------|
| Direct mail letter | Email appeal   | Social media    |
| Phone calls        | Donor meetings | Christmas cards |

## CREATING YOUR PLAN

# TIMELINE

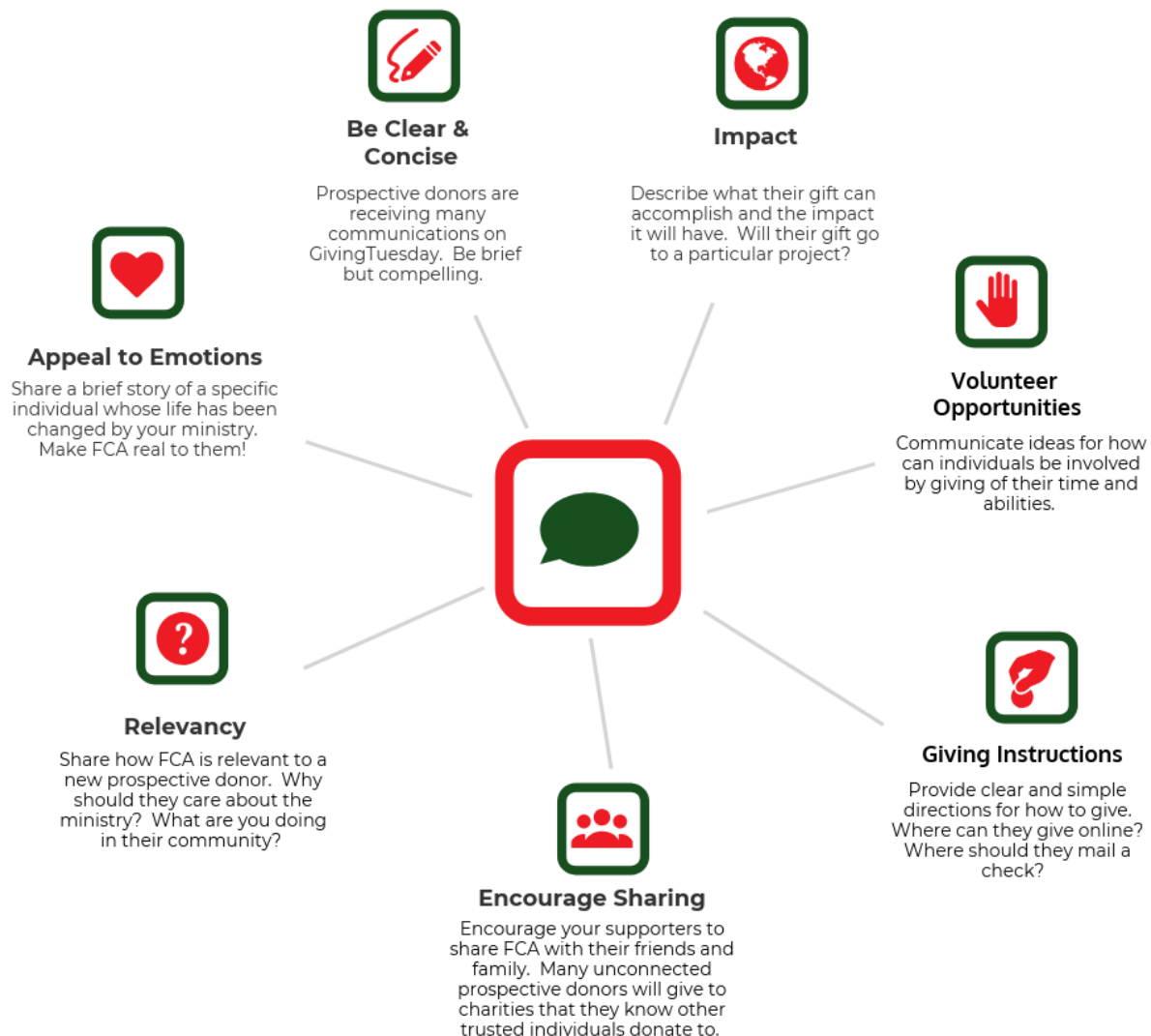
Setting a calendar for your year-end campaign helps to keep you on track and to space out the different "touch points" you have with your donors. This is a sample November and December schedule to help you create your own.



# CREATING YOUR PLAN

## Communication Tips

The way in which you communicate with your donors about year-end giving can impact how they respond. At a time when individuals are being bombarded by asks from many different non-profits, you want yours to **stand out above the rest**. Here are some communication tips to bring clarity to your year-end campaign.



# CREATING YOUR PLAN

## Engaging Major Donors

Take time during your year-end giving campaign to specifically engage your major donors. Contact them to set up a face-to-face visit in October, November or December. This could occur as a breakfast, lunch, coffee, dinner, office visit, golf outing, etc. The goal of this meeting is to minister to the donor's heart, thank them well and cast vision for next year's ministry.

- Begin by thanking him/her and expressing appreciation for his/her ongoing giving to the ministry.
- Next provide an update on recent ministry activity.
- Finally explain your year-end appeal to the donor and how the donor's gift could bless the ministry.

Major donors often consider additional gifts at year-end, and this is a critical time to engage them with your ministry. Consider using the Leave a Mark booklet and Legacy website ([fcalegacy.org](http://fcalegacy.org)) as you talk with major donors.



## The Importance of Follow-Up

While obtaining a new year-end donor is wonderful, take the next step to engage them as a long term partner with FCA. Send a thank you note as soon as possible after receiving their gift. A handwritten note goes a long way to communicate your gratefulness and to stand out above other organizations they may be giving to.

Build and cultivate your donor relationships throughout the year. Invite new donors to learn more about different aspects of the ministry through attending an event or volunteering.

# GIVINGTUESDAY

## What is it?

- GivingTuesday is a day set aside to inspire generosity. It occurs each year on the Tuesday after Thanksgiving. In 2019, the date is December 3.
  - It is a movement that encourages people to look beyond themselves by donating their time, talent or treasure to help others.
  - This day provides a wonderful opportunity for non-profit organizations to share their story, their needs and their goals with new donors and engage current or lapsed donors.
  - GivingTuesday first began in 2012 and is gaining significant momentum each year.
- .....

## GivingTuesday Facts

- On GivingTuesday 2018, FCA received 694 online gifts totaling \$187,439. The average daily revenue for other days that month was \$25,855 per day. That's a 725% increase over the daily average because staff promoted GivingTuesday with their donors.
- According to the 2018 *Why America Gives Report* from [classy.com](http://classy.com), the median age of donors on GivingTuesday is 25 years old. 61% of millennials and 59% of Gen Z responded they would definitely or probably give more on GivingTuesday than any other day of the year. This is an excellent opportunity to attract younger donors.
- In 2018, over 150 counties participated in GivingTuesday. Collectively, non-profits raised more than \$400 million online in a single day with the mean online gift being \$105.55 (source: [givingtuesday.org](http://givingtuesday.org)).



# GIVINGTUESDAY

## Launching GivingTuesday in Your Area

- **Choose a particular area or project** that GivingTuesday funds will benefit. Whether it's camp scholarships, new Huddle development, purchasing Bibles for distribution, funding a new staff position, etc. This will help get donors excited and connected to what their funding will benefit.
- **Set a goal and publicize your goal.** This could be a dollar amount, a number of new volunteers, a number of camp scholarships, a number of new AMP donors, etc.
- **Focus on your channels.** GivingTuesday is predominantly a digital movement so think about your social media, website and email channels. Announce your involvement on an ongoing basis - a month before, a week before, on Black Friday, on Cyber Monday and throughout the day during GivingTuesday.

## Options for Implementation

- **Create a matching gift challenge** for all donations given on GivingTuesday. Encourage a board member or other major donor to make a 24 hour match challenge to promote increased giving on the day of GivingTuesday.
- **Encourage your current supporters** to share about FCA on their social media channels through the day to encourage others to give. Designate "FCA Social Ambassadors" who are committed to sharing GivingTuesday posts on their pages.
- **Share stories** about lives that have been changed through your local ministry, both those who have financially donated and those who have volunteered.
- **Integrate GivingTuesday into your November/Early December** year-end communications and thank you letters.
- **Approach businesses** in your area to see how they might partner with you for GivingTuesday.
- **Find out if local media sources** are covering GivingTuesday and let them know of your plans.
- **Report your results** to your supporters and thank them for their participation through the social media/digital channels that were used. Try to do this within 1-2 days after GivingTuesday when the momentum is still going.

# GIVINGTUESDAY

## Messaging

Need some inspiration for messaging for your GivingTuesday campaign? Consider some of these ideas or create your own. Graphics are available for download from Suitespace.

### Twitter:

- Get involved! Help us meet our \$[insert amount] goal for #GivingTuesday
- Celebrate #GivingTuesday with [area name] FCA!
- Give to coaches and athletes on #GivingTuesday

### Facebook:

- It's not too early to get ready for GivingTuesday. What do you plan to do on this international day of giving back? Consider partnering with FCA!
- Save the date! GivingTuesday is coming on December 3. [Area Name] FCA is celebrating by [insert brief description of local plans or goals].
- GivingTuesday is a day for everyone to GIVE! Learn more about how you can give of your time, talent or treasure at [insert local website].

### Website:

- Mention GivingTuesday on your home page with a clear link to your donation page.
- Tie GivingTuesday into our mission - how does giving on GivingTuesday impact coaches and athletes?

### Email:

- Send a brief email that describes what GivingTuesday is and encourages people to participate.
- On GivingTuesday, send a reminder email that today is the day to participate.

## Resources

### What Do I Need For My Year-End Campaign?

There are several resources available to you to help you with your year-end giving campaign. Take a look at the options below to get your started. All resources are customizable through FCA Suitespace.

### Year-End Direct Mail Bundle & Christmas Card

The year-end direct mail bundle has everything you need for a direct mail campaign! The bundle includes an appeal letter, a vision flyer featuring goals and events for 2020, a giving response card, response envelop and mailing envelop. The bundle can be directly mailed to all your constituents from Suitespace.



Don't miss out on ordering the new FCA Christmas card to send holiday appreciation and blessings to your family, friends, coaches and donors. This year, we are offering a general Christmas card and a customizable photo Christmas card for a family photo.



### Social Graphics for Year-End and GivingTuesday

Available on Suitespace are a variety of customizable social graphics to promote both year-end giving and GivingTuesday.

