



## December Checklist

### ☐ Continued Engagement

- ☐ Share impact & highlights
- ☐ Light-touch email updates

### ☐ Showcase Progress

- ☐ Update progress bar
- ☐ Celebrate milestones on channels

### ☐ Targeted Appeals with Urgency

- ☐ Lapsed donors
- ☐ Major donors
- ☐ Recurring donors

### ☐ Social Media Engagement

- ☐ Highlight specific needs
- ☐ Feature short videos from staff or beneficiaries

### ☐ Countdown Campaign (Dec 24–31)

- ☐ Send countdown emails
- ☐ Use strong subject lines

### ☐ Last 2-day Appeals

- ☐ Half-day appeals & matching gift reminder
- ☐ All-day social push

### ☐ Real-time Updates

- ☐ Live ticker & totals
- ☐ Celebrate in real time

### ☐ Stewardship & Thanks

- ☐ Thank donors quickly
- ☐ Public recognition for donors

# Detailed Outline of December Action Plan

## CONTINUED ENGAGEMENT

Keep donors connected with stories and updates that show progress and remind them of their impact.

### Practical Tips:

- **Share Impact & Highlights:** Post weekly stories, donor spotlights, and “Top Moments of the Year.”
- **Light-Touch Email Updates:** Send concise, encouraging progress updates to all donor segments, reinforcing progress toward your goal.



## SHOWCASE PROGRESS

Build trust and momentum by demonstrating how close you are to achieving your goal.

### Practical Tips:

- **Update Progress Bar:** Refresh online dashboards or progress trackers weekly.
- **Celebrate Milestones:** Announce when big benchmarks are reached; for eg, “We’ve reached 80% of our target – help us finish strong!”

## TARGETED APPEALS WITH URGENCY

Re-engage different donor groups with tailored messages.

### Some Example Segments:

- **Lapsed Donors:** Personalized outreach acknowledging past support and inviting them back.
- **Major Donors:** Final calls for larger gifts or match opportunities.
- **Recurring Donors:** Special ask for a one-time “holiday gift” on top of their commitment.

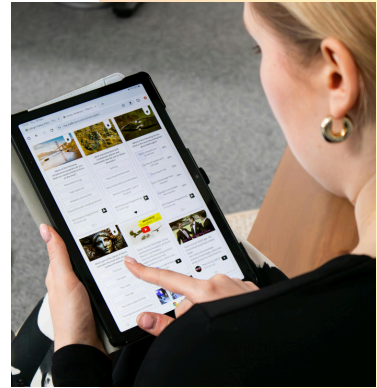


## SOCIAL MEDIA ENGAGEMENT

Use social channels to inspire urgency and peer-driven giving.

### Example Post Types:

- **Highlight Specific Needs:** Post concrete goals, such as, *"50 donors left to reach our target."*
- **Feature Voices:** Share short videos from staff or beneficiaries thanking donors and inviting last gifts.



## COUNTDOWN CAMPAIGN (DEC 24–31)

Ramp up urgency with a timed sequence leading into the final hours.

### Practical Tips:

- **Send Countdown Emails:** Send urgency-driven emails at key countdown points - *"7 days left"*, *"3 days left"*, and *"last day"* reminders.
- **Use Strong Subject Lines:** For eg, *"Last chance to make an impact"* / *"Ends tonight at midnight!"*



## LAST 2-DAY APPEALS

Leverage the last 2 days of the year to drive a surge in donations.

### Practical Tips:

- **Half-Day Appeals:** Push urgency with a *"final hours"* email and matching gift reminder.
- **All-Day Social Push:** Multiple posts throughout the day showing live progress and thanking donors.



## REAL-TIME UPDATES

Show campaign momentum in action during the final day.

### Practical Tips:

- **Live Ticker & Totals:** Display daily updates on your site and socials, leading up to Dec 31, 2025.
- **Celebrate in Real Time:** Celebrate hitting the goal in real time to encourage last-minute contributions.



## STEWARDSHIP & THANKS

Close the year with gratitude and set the stage for 2026.

### Practical Tips:

- **Thank Donors Quickly: Share** automated thank-you on donation form and email receipt; and personalized thank-you messages for major gifts.
- **Public Recognition:** Post community-wide gratitude messages when the campaign wraps.

