

The Ultimate End-of-Year Campaign Guide

2025



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Abstract

As we approach the end of the year, fundraising efforts become crucial for many organizations. This ebook provides a comprehensive guide to maximizing end-of-year giving, tailored specifically for the Canadian market.

Unlike existing GivingTuesday resources, this ebook delves deeper, drawing on a wealth of end-of-year content, giving data, and donor analysis, enriched with expert insights from fundraising professionals. It serves as a practical and useful resource designed to help you craft effective strategies and understand donor behavior at this pivotal time—so you can reach your goals.

Whether you're looking to optimize your fundraising campaigns or gain a deeper understanding of donor trends, this ebook offers a unique and valuable perspective, setting itself apart from other resources available online.

CHAPTER 1

Planning and Preparation

Assess Your Charity's Current Donor Base and Giving Trends

Understanding your donors is the first step in planning a successful end-of-year fundraising campaign. Who are they? What motivates them to give? Analyze your current donor base by looking at demographics, donation amounts, and frequency of contributions. Use donor management software to identify patterns and trends.

Key Questions to Ask:

1. **Who are our most loyal donors?** Look for those who give regularly and have a high lifetime value.
2. **What are the most popular donation methods?** Is it online giving, direct mail, or events?
3. **When do we see spikes in donations?** Identifying peak times can help you plan your campaigns more effectively.

For example, if you notice that many donations come in during the last week of December, it's a clear indicator that this period should be a focus for your end-of-year efforts.



Set Realistic Fundraising Goals for the End-of-Year Campaign

Setting clear, achievable goals gives your campaign direction and purpose. Start by reviewing your past campaigns—what worked, what didn't, and why. Use this data to set SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals.

Steps to Setting Goals:

- 1. Analyze Previous Campaigns:** Look at your previous end-of-year campaigns. How much did you raise? What was your ROI (Return on Investment)?
- 2. Consider Current Trends:** Are there new giving trends or economic factors that might impact donations?
- 3. Set a Fundraising Target:** Based on your analysis, set a target that is ambitious yet attainable.
- 4. Break Down the Goal:** Divide your overall target into smaller, manageable milestones to track progress.

For instance, if you aim to raise \$100,000, break it down into weekly or even daily targets. This makes the goal less daunting and allows for real-time adjustments.

Identify Your Target Audience and Their Giving Preferences

Not all donors are the same. Tailoring your message to different segments of your audience can significantly increase engagement and donations.

Steps to Identify and Segment Your Audience:

1. **Use Donor Data:** Segment your donors by age, location, donation amount, and frequency.
2. **Create Donor Personas:** Develop detailed profiles of your typical donors. Include their motivations, preferred communication channels, and giving habits.
3. **Survey and Feedback:** Directly ask your donors about their preferences through surveys or feedback forms.

For example, younger donors might prefer online donations through social media campaigns, while older donors might respond better to direct mail appeals.



Create a Detailed Campaign Timeline and Assign Responsibilities

A well-structured timeline ensures that your campaign runs smoothly and all team members know their roles.

Steps to Building Your Campaign Timeline:

- 1. Outline Major Milestones:** Identify key dates such as campaign launch, major fundraising events, and deadlines.
- 2. Work Backwards:** Start from your end date and work backwards to ensure you allocate enough time for each task.
- 3. Assign Responsibilities:** Clearly define who is responsible for what. This includes content creation, social media management, donor outreach, and event planning.
- 4. Regular Check-ins:** Schedule regular meetings to review progress and make adjustments as needed.

Example Timeline:

- **July–August:** Conduct donor base analysis and set goals.
- **September:** Develop creative campaign materials and segment your audience.
- **October:** Launch preliminary communications and start building awareness.
- **November:** Intensify outreach with email campaigns, social media blitzes, and direct mail.
- **December:** Push for final donations, host events, and send thank-you notes.

You can also find a detailed 6-month timeline for end-of-year giving in the [Resource](#) section of this eBook.

CHAPTER 2

Crafting Your Message

Develop a Compelling Case for Support That Resonates

Why should donors give to your charity? The answer lies in crafting a compelling and emotive case for support. Your story must strike a chord with donors, making them feel emotionally connected to your cause.

Key Elements of a Strong Case for Support:

1. Tell a Story: Share real-life examples of the impact your charity has made. Use vivid imagery and personal anecdotes to draw readers in.
2. Highlight Urgency: Explain why your cause needs immediate attention. What problems are you solving, and what happens if no action is taken?
3. Show Impact: Use statistics to demonstrate the tangible outcomes of donations. For instance, "Every \$50 donation helps provide meals for 10 children."

Example Copy:

"Imagine a world where your child goes to bed hungry. It's heartbreaking, isn't it? At [Your Charity], we are working tirelessly to change this reality. Last year alone, with the generous support of donors like you, we provided over 20,000 meals to children in need. But there's still so much more to do."



Craft a Clear and Concise Call-to-Action That Encourages Immediate Giving

Once you've connected emotionally with your audience, it's time to motivate them to act. A clear and concise call-to-action (CTA) is crucial.

Steps to Crafting an Effective CTA:

1. **Be Direct:** Tell your audience exactly what you want them to do. Avoid vague language.
2. **Create Urgency:** Encourage immediate action with phrases like "Donate Now" or "Make a Difference Today."
3. **Highlight Benefits:** Mention how their contribution will make an impact. For example, "Your \$100 donation provides clean water for a family for a month."

CTA Example:

"Join us in making a difference. Donate now and help us reach our goal of providing clean water to 500 families by the end of the year. Every dollar counts!"



Create a Consistent Message Across All Channels

Consistency is key to reinforcing your message and ensuring it resonates regardless of the platform used. Whether through direct mail, email, or social media, your message should be uniform and recognizable.

Steps to Ensure Consistency:

1. **Develop Key Messaging Points:** Identify the main points you want to communicate and ensure they are included in all materials.
2. **Use Similar Visuals:** Incorporate the same images, colors, and fonts across platforms to create a cohesive look.
3. **Align Tone and Style:** Maintain the same tone of voice across all communications to build trust and familiarity.

Example of Consistent Messaging:

- **Direct Mail:** “Your support last year helped us achieve incredible milestones. This year, with your help, we aim to do even more. Visit our website to learn more and donate.”
- **Email:** “Thanks to donors like you, we’ve made significant progress. Let’s keep the momentum going! Click here to donate and see how your contribution makes an impact.”
- **Social Media:** “We’re on a mission to provide clean water to 500 families by year’s end. Join us! #DonateNow #MakeADifference”

Ensure Your Message Aligns with Your Charity's Brand and Values

Your fundraising message should not only be compelling but also align seamlessly with your charity's overall brand and values.

Steps to Align Your Message:

1. **Reflect Core Values:** Make sure your message reflects the core values and mission of your organization.
2. **Maintain Brand Integrity:** Use language, visuals, and messaging that are true to your brand identity.
3. **Engage Stakeholders:** Involve your team and stakeholders in the messaging process to ensure alignment and buy-in.

Example: If your charity focuses on environmental conservation, your message might be: "At [Your Charity], we believe in a sustainable future for all. Our mission is to protect our planet for generations to come. Your donation directly supports reforestation projects that restore vital habitats and combat climate change."

By crafting a powerful, consistent, and aligned message, you'll inspire your donors to contribute generously and confidently to your end-of-year campaign. Remember, every touchpoint is an opportunity to reinforce your cause and rally support.

CHAPTER 3

Engaging Your Donors

Segment Your Donor Database and Personalize Your Outreach Efforts

Donor segmentation is essential for creating tailored and effective outreach efforts. By dividing your donor base into specific groups, you can personalize your messages and make each donor feel valued.

Steps to Segment Your Donor Database:

1. **Analyze Donor Data:** Use donor management software to gather data on donation frequency, amount, and donor demographics.
2. **Create Segments:** Divide your donors into meaningful categories such as new donors, long-term supporters, major gift donors, and lapsed donors.
3. **Tailor Your Messaging:** Develop unique messages for each segment that speak directly to their interests and giving history.

For example, a message to new donors might highlight the foundational support they've provided, while a message to major gift donors could focus on the significant impact their contributions have made.

How to Download the List of Last Year's Donors (and How to Treat Them Differently)

Re-engaging last year's donors is crucial. They have already shown interest in your cause, making them more likely to give again.

Steps to Download and Use Last Year's Donor List:

1. **Access Your Donor Management System:** Navigate to the reports or analytics section.
2. **Filter by Date:** Select the date range for last year's donations.
3. **Export the List:** Download the list in a format like CSV or Excel for easy analysis.

Treating Last Year's Donors Differently:

1. **Acknowledge Their Previous Support:** Express gratitude for their past contributions.
2. **Highlight Their Impact:** Show them the tangible differences their donations made over the last year.
3. **Offer Special Incentives:** Provide exclusive updates, early access to events, or matching gift opportunities.

Example Copy:

"Thank you for being a crucial part of our success last year. Your generosity helped us [specific achievement], and we couldn't have done it without you."

Implement a Multi- Channel Communication Strategy

Reaching your donors through multiple channels increases your chances of engagement. Each channel has its strengths, and using them together creates a comprehensive communication strategy.

Channels to Include:

1. **Direct Mail:** Personal and tangible, it's excellent for detailed stories and appeals.
2. **Email:** Fast and cost-effective, ideal for updates, newsletters, and quick calls-to-action.
3. **Social Media:** Engages a broad audience with shareable content and realtime interaction.
4. **Phone Calls:** Adds a personal touch, making donors feel appreciated and heard.

Implementation Tips:

1. **Consistent Messaging:** Ensure your message is cohesive across all platforms.
2. **Timely Outreach:** Schedule communications to coincide with key dates (e.g., GivingTuesday, year-end).
3. **Engage Personally:** Customize messages based on donor segments for a more personalized touch.

Share Content That Showcases the Impact of Their Donations

Content is king when it comes to donor engagement. Showcasing the impact of donations not only reinforces their value but also inspires continued support.

Types of Compelling Content:

1. **Impact Stories:** Share narratives of individuals or communities positively affected by donations.
2. **Infographics:** Use visuals to highlight statistics and achievements.
3. **Videos:** Create short videos that capture the essence of your mission and the difference made by donors.

Impact Content Example:

"Thanks to your generous contributions, we were able to build a new community center that now serves over 500 local residents daily. Watch this video to see how lives are being transformed!"

Impact stories can be told visually with infographics like the ones used here by **Calgary Foodbank**.



Offer a Variety of Giving Options

Providing multiple ways to give makes it easier for donors to contribute according to their preferences and capabilities.

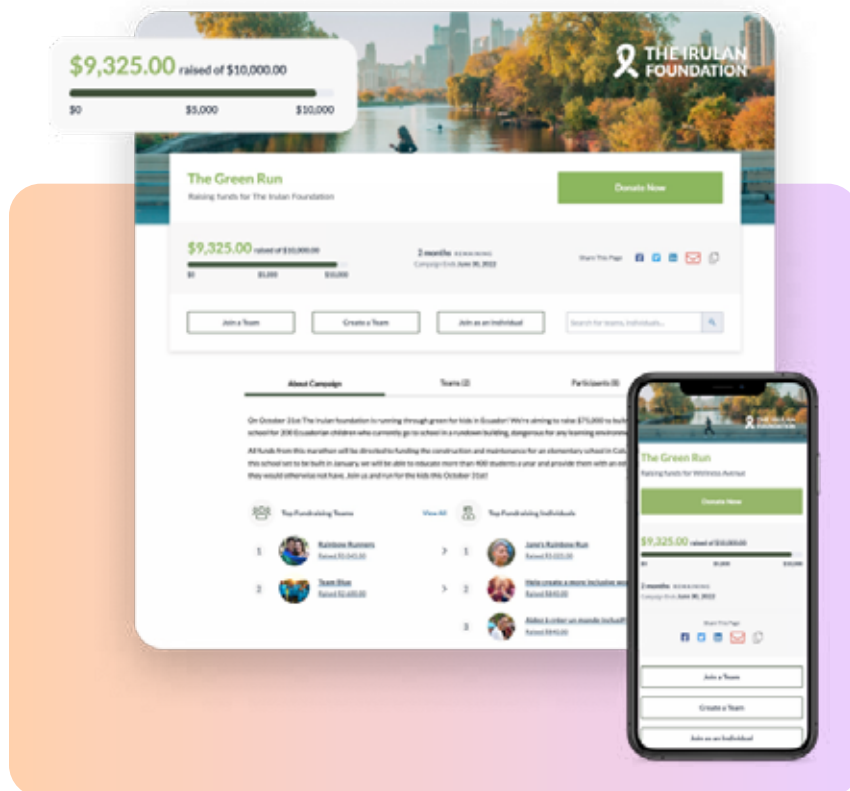
Giving Options to Consider:

1. **One-Time Donations:** Simple and straightforward for immediate support.
2. **Recurring Donations:** Allow donors to set up automatic, regular contributions, providing steady funding.
3. **Stock Transfers:** Enable donors to give stock, which can have tax benefits for them.
4. **Planned Giving:** Include options for bequests or legacy gifts as part of estate planning.

How to Promote These Options:

1. **Clear Information:** Make details about each giving option easily accessible on your website and in communication materials.
2. **Highlight Benefits:** Explain the advantages of each method for both the donor and the organization.
3. **Personal Assistance:** Offer direct support for setting up more complex giving options, like stock transfers or planned gifts.

By offering diverse giving options, you can create a dynamic and effective donor engagement strategy. This ensures that your end-of-year fundraising efforts resonate deeply with your audience, leading to increased support and sustained success.



CHAPTER 4

Leveraging Matching Gifts and Challenges

Secure Matching Gift from Major Donors or Corporate Sponsors

Matching gifts are a powerful way to multiply the impact of individual donations. By securing commitments from major donors or corporate sponsors, you can significantly boost your fundraising efforts.

Steps to Secure Matching Gift Commitments:

1. Identify Potential Partners: Look for major donors or companies with a history of philanthropy or a connection to your cause.
2. Make a Compelling Case: Present how their matching gift can amplify their impact. Use statistics to show potential outcomes, e.g., “A \$10,000 match can help us raise \$20,000!”
3. Offer Recognition: Highlight how you will acknowledge their generosity, such as featuring them in your annual report or on your website.

Example Message:

“XYZ Corporation’s commitment to match every donation up to \$25,000 means we can double our efforts to provide clean water to communities in need.”



Create a Sense of Urgency and Excitement with Time-Limited Challenges

Creating a sense of urgency is essential to inspire immediate action. Time limited challenges not only add excitement but also encourage donors to give promptly.

How to Implement Time-Limited Challenges:

1. **Set Clear Goals:** Define a specific target amount and a timeframe, such as raising \$10,000 in 48 hours.
2. **Communicate the Deadline:** Use language that emphasizes urgency, like "Only 24 hours left to double your impact!"
3. **Update Real-time Progress:** Share frequent updates on your progress to keep momentum and excitement high.

Example Challenge:

"For the next 72 hours, every donation will be matched dollar-for-dollar, up to \$50,000! This means your \$50 donation becomes \$100. Don't miss this chance to make twice the difference!"

Promote Matching Gifts and Challenges Across All Communication Channels

To maximize participation, it's crucial to promote your matching gifts and challenges through every available communication channel.

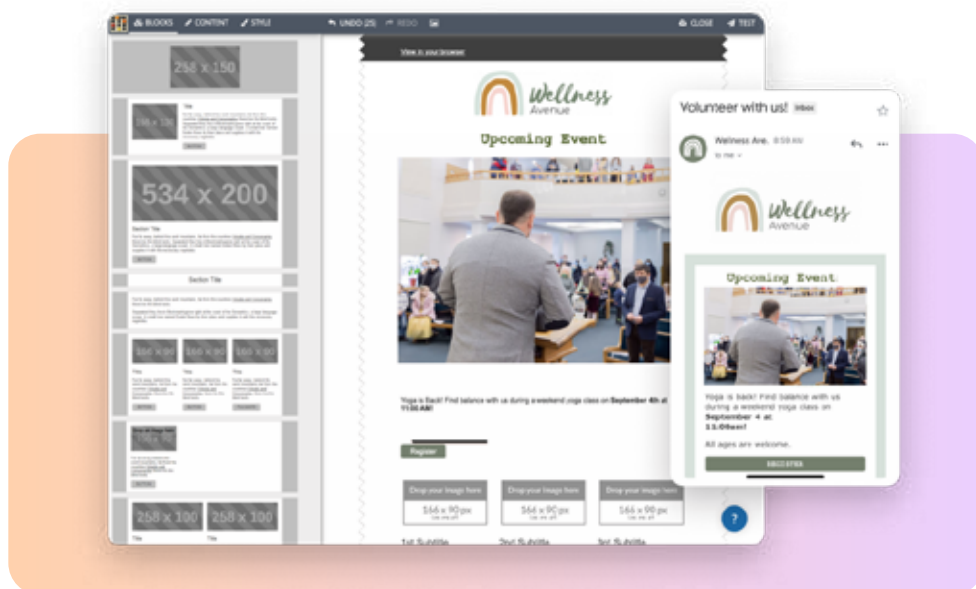
Channels to Leverage:

1. **Email Campaigns:** Send targeted emails to your donor base highlighting the matching opportunity and its impact.
2. **Social Media:** Create engaging posts, stories, and graphics to spread the word quickly.
3. **Direct Mail:** Include details about the matching gift program in your year end appeal letters.
4. **Website Banners:** Feature prominent banners or pop-ups on your website to capture visitor attention.

Promotion Tips:

1. **Consistent Messaging:** Ensure all communications carry a uniform message about the matching gift or challenge.
2. **Visual Appeal:** Use eye-catching visuals that convey urgency and excitement.
3. **Personal Stories:** Share testimonies from previous matching gift participants to illustrate the program's success.

For instance, use social media posts like, "Did you know your donation can go twice as far today? Thanks to our generous sponsor, every dollar you give will be matched!"



Acknowledge and Thank Donors Who Participate in Matching Gift Programs

Acknowledging and thanking your donors is vital to maintaining strong relationships and encouraging future contributions.

Ways to Express Gratitude:

- 1. Personalized Thank-You Notes:** Send personalized emails or letters to each donor who participated in the matching gift program.
- 2. Public Recognition:** Acknowledge donors publicly (with their permission) on your website, social media, or newsletters.
- 3. Impact Reports:** Share detailed reports showing how their matched contributions made a difference.

Thank-You Example:

"Dear [Donor Name], thank you for participating in our matching gift challenge! Your generous donation of \$100 was doubled to \$200, helping us provide 40 meals to those in need. We couldn't have achieved this without you!"

By securing matching gift commitments, creating time-limited challenges, promoting these opportunities across all channels, and acknowledging your donors, you can effectively leverage matching gifts to enhance your end-of year fundraising efforts. This strategy not only maximizes donations but also builds stronger connections with your supporters, ensuring long-term engagement and support.

CHAPTER 5

Optimizing Your Online Presence

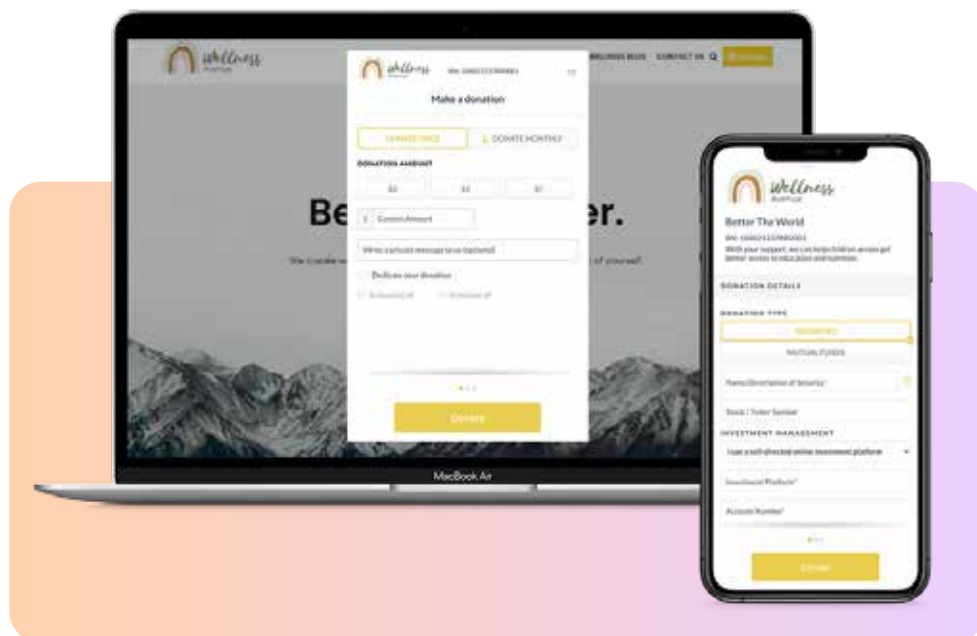
Ensure Your Website is Mobile-Friendly and Easy to Navigate

In today's digital age, a significant portion of your audience accesses the internet via mobile devices. Ensuring your website is mobile-friendly is crucial for retaining and engaging visitors.

Steps to Optimize for Mobile:

1. **Responsive Design:** Implement a responsive design that adapts to different screen sizes and devices.
2. **Simplified Navigation:** Create clear and straightforward navigation menus. Avoid clutter and ensure important links are easily accessible.
3. **Fast Load Times:** Optimize images and reduce unnecessary scripts to improve load times. Statistics show that 53% of mobile users abandon sites that take longer than 3 seconds to load.

For example, CanadaHelps' mobile-friendly design ensures that donors can easily navigate the site, find information, and make donations with minimal effort.



Create a Dedicated Landing Page for Your End-of-Year Campaign

A dedicated landing page specifically for your end-of-year campaign helps focus attention and drive conversions. It serves as a central hub for all campaign-related information.

Key Elements of an Effective Landing Page:

1. **Compelling Headline:** Use a strong headline that captures attention and conveys urgency.
2. **Clear Call-to-Action:** Place prominent call-to-action buttons encouraging immediate donations.
3. **Impact Stories and Visuals:** Include compelling stories, images, and videos that demonstrate the impact of donations.
4. **Transparency:** Outline how funds will be used, offering transparency to build trust.

Example Copy:

"Help Us Reach Our Goal! Your donation today ensures that children in need have nutritious meals throughout the year. See how your generosity makes a difference."

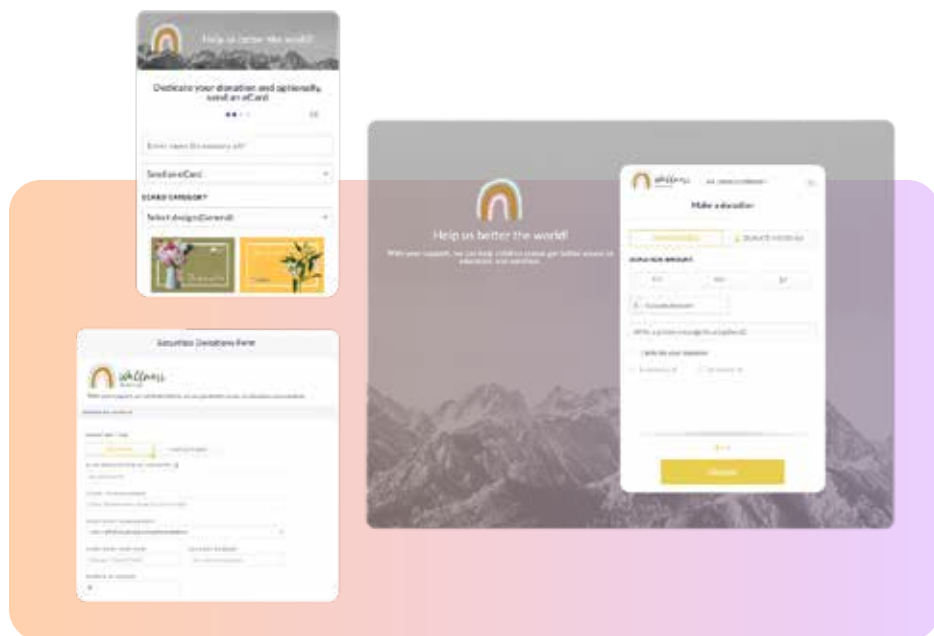
Optimize Your Online Donation Process for a Seamless Donor Experience

A seamless donation process is vital for minimizing drop-offs and ensuring that potential donors complete their contributions.

Tips for Optimizing the Donation Process:

- 1. Simplify Forms:** Keep donation forms short and only ask for necessary information.
- 2. Multiple Payment Options:** Offer various payment methods, such as credit cards, PayPal, and direct bank transfers.
- 3. Recurring Donations:** Provide an option for donors to set up recurring donations easily.
- 4. Security Assurance:** Clearly display security badges and reassure donors that their information is secure.

For instance, CanadaHelps allows donors to give quickly and securely, enhancing user experience and encouraging repeat donations.



Use Social Media to Share Campaign Updates and Donor Stories

Social media is a powerful tool for spreading the word about your end-of-year campaign, sharing updates, and celebrating donor contributions.

Strategies for Social Media Engagement:

- 1. Regular Updates:** Post frequent updates about your campaign's progress, milestones, and goals.
- 2. Share Impact Stories:** Highlight personal stories of those benefitting from donations. Use images and videos to create emotional connections.
- 3. Engage with Followers:** Respond to comments, thank donors publicly, and encourage sharing of posts.
- 4. Use Hashtags:** Develop a campaign-specific hashtag to consolidate posts and increase visibility.

Here's an example you can copy and customize:

"We're halfway to our goal! Thanks to your incredible support, we've raised \$25,000 to provide clean water to communities in need. Let's keep the momentum going—every share counts! #EndOfYearGiving"



CHAPTER 6

Stewardship and Reporting

Acknowledge and Thank All Donors in a Timely Manner

Expressing gratitude is the cornerstone of donor stewardship. Timely acknowledgments show donors that their contributions are valued, strengthening your relationship with them and encouraging future support.

Steps to Effective Acknowledgment:

- 1. Immediate Confirmation:** Send an automatic thank-you email immediately after receiving a donation. Personalized messages increase engagement.
- 2. Personalized Notes:** Follow up with a personalized thank-you letter or card. Mention specific details about the donation and its impact.
- 3. Public Recognition:** With the donor's consent, acknowledge their contribution publicly via your website, social media, or newsletters.

Example Update:

"Dear [Donor Name], thank you for your generous donation of \$100! Your support helps us provide educational resources to underprivileged children, opening doors to brighter futures."

Share the Impact of Their Donations and the Difference They've Made

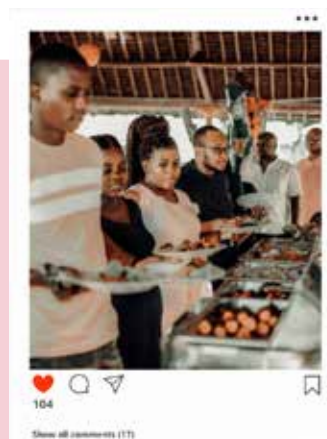
Donors want to know how their money is making a difference. Sharing impact stories and results not only validates their decision to give but also fosters a deeper connection to your cause.

Ways to Share Impact:

- 1. Impact Reports:** Create detailed reports showcasing the outcomes of your programs and initiatives. Use statistics and personal stories to highlight achievements.
- 2. Visual Content:** Utilize photos, videos, and infographics to vividly illustrate the benefits brought about by donations.
- 3. Testimonials:** Share testimonials from beneficiaries, staff, or volunteers to provide a human perspective on the impact.

Example Update:

"Thanks to your generosity, we were able to deliver over 10,000 meals to families in need last winter. Read Maria's story to see how your donation changed her life."



Provide Regular Campaign Updates and Progress Reports to Your Donors

Keeping your donors informed about the progress of your campaign builds transparency and trust. Regular updates ensure that donors feel involved and appreciated throughout the fundraising process.

How to Keep Donors Updated:

- 1. Email Newsletters:** Send regular emails with updates on campaign milestones, goals achieved, and plans ahead.
- 2. Social Media Posts:** Share real-time updates, including progress metrics and achievements, across your social media platforms.
- 3. Campaign Dashboard:** Create an online dashboard where donors can track the campaign's progress and see real-time data.

Example Update:

"We're thrilled to announce that we've reached 75% of our \$100,000 goal! Your support has been incredible. Let's push through the finish line together—every donation brings us closer to transforming lives."

Analyze the Campaign's Performance and Identify Areas for Improvement

Post-campaign analysis is crucial for understanding what worked, what didn't, and how you can improve future fundraising efforts.

Steps to Analyze Campaign Performance:

1. **Review Key Metrics:** Look at total funds raised, number of donors, average donation size, and donor retention rates.
2. **Gather Feedback:** Conduct surveys or interviews with donors and team members to gather insights and suggestions.
3. **Compare Against Goals:** Assess how well you met your initial goals and identify any gaps or unexpected successes.
4. **Document Lessons Learned:** Compile a report detailing what you learned from the campaign, including best practices and areas for improvement.

Example Metrics to Analyze:

- **Total Amount Raised:** Did you meet or exceed your fundraising target?
- **Donor Acquisition:** How many new donors did you attract?
- **Engagement Rate:** How many donors interacted with your content, attended events, or participated in challenges?

By acknowledging donors promptly, sharing the tangible impact of their contributions, providing regular updates, and thoroughly analyzing your campaign's performance, you create a cycle of continuous improvement and stronger donor relationships. These steps not only enhance your end-of-year fundraising efforts but also lay the groundwork for sustained success and growth.

Takeaways and Next Steps

Congratulations on reaching the end of this guide! Let's summarize the key takeaways:

- End-of-year fundraising campaigns are crucial for nonprofit organizations to meet their annual fundraising goals.
- Planning and preparation are essential for a successful campaign.
- A multi-channel approach, incorporating online and offline strategies, is most effective in reaching potential donors.
- Don't forget to thank donors promptly and keep them updated on the impact of their contributions.

Now that you have a comprehensive understanding of end-of-year giving strategies, it's time to put your knowledge into action. Start planning your campaign today using these best practices and watch as your efforts translate into support for your cause. Happy fundraising!



CONTACT US FOR MORE INFORMATION

[Request a demo](#) of CanadaHelps' products, from Donation Forms, to Peer-to-Peer Fundraising, and more!

RESOURCE

6-Month Timeline for End-of-Year Fundraising

Month 1: June

Milestones

- Assess Last Year's Performance
- Set Fundraising Goals
- Create a Fundraising Calendar

Practical Tips

1. **Evaluate Previous Campaigns:** Review the results of last year's end-of-year campaign. Identify what worked and what didn't.
2. **Goal Setting:** Set clear, measurable goals for this year's campaign, considering factors like donor retention, acquisition, and revenue targets.
3. **Calendar Creation:** Develop a detailed calendar outlining all major activities, deadlines, and milestones over the next six months.

Example

- **Goal:** Increase end-of-year donations by 20%.
- **Calendar:** Include key dates for campaign launches, email sends, and social media pushes.

Month 2: July

Milestones

- Segment Your Donor List
- Develop Campaign Themes
- Plan Communication Strategy

Practical Tips

1. **Donor Segmentation:** Divide your donor list into segments based on past giving behavior, demographics, and engagement levels.
2. **Campaign Themes:** Develop compelling themes that resonate with your audience and align with your charity's mission.
3. **Communication Planning:** Outline a multi-channel communication strategy, including email, social media, direct mail, and events.

Example

- **Segments:** Major donors, recurring donors, first-time donors, and lapsed donors.
- **Theme:** "Make a Lasting Impact" – emphasizing the long-term benefits of donations.

Month 3: August

Milestones

- Craft Fundraising Messages
- Design Marketing Materials
- Update Website and Donation Pages

Practical Tips

1. **Message Crafting:** Write persuasive fundraising messages tailored to each donor segment.
2. **Material Design:** Design engaging marketing materials, such as email templates, social media graphics, and direct mail pieces.
3. **Website Optimization:** Ensure your website and donation pages are user-friendly and optimized for mobile devices.

Example

- **Messages:** Create specific appeals for each segment (e.g., a thank-you note with a gentle ask for recurring donors).
- **Website:** Add a dedicated end-of-year campaign page with clear calls to action.

Month 4: September

Milestones

- Launch Early Outreach
- Organize a Kickoff Event
- Prepare for GivingTuesday

Practical Tips

1. **Early Outreach:** Begin reaching out to major donors and loyal supporters to build early momentum.
2. **Kickoff Event:** Host an event (virtual or in-person) to launch your campaign and engage with key stakeholders.
3. **GivingTuesday Prep:** Plan a special campaign for GivingTuesday (the first Tuesday after U.S. Thanksgiving).

Example

- **Outreach:** Send personalized letters or make phone calls to major donors.
- **Event:** Organize a virtual webinar to discuss your charity's impact and upcoming needs.

Month 5: October

Milestones

- Launch Main Campaign
- Execute GivingTuesday Plan
- Ramp Up Communications

Practical Tips

1. **Campaign Launch:** Roll out your main end-of-year fundraising campaign across all channels.
2. **GivingTuesday:** Leverage the global GivingTuesday movement to boost donations. Use matching gifts and social media challenges to encourage participation.
3. **Increased Communication:** Send regular updates, success stories, and reminders to keep donors engaged.

Example

- **GivingTuesday:** Partner with a corporate sponsor to match all donations made on GivingTuesday.
- **Updates:** Share weekly impact stories on social media and via email.

Month 6: November

Milestones

- Intensify Appeals
- Host Thank-You Events
- Monitor and Adjust Strategy

Practical Tips

1. **Increased Appeals:** Intensify your appeals as the end of the year approaches, using urgency and deadlines to encourage giving.
2. **Thank-You Events:** Host virtual or in-person events to thank donors and showcase your charity's impact.
3. **Strategy Adjustments:** Monitor the performance of your campaign and make necessary adjustments to maximize results.

Example

- **Appeals:** Send countdown emails (e.g., "10 days left to make an impact this year!").
- **Events:** Host a virtual appreciation event featuring beneficiaries sharing their stories.

December: Final Push

Milestones

- Final Appeals
- Express Gratitude
- Analyze Results

Practical Tips

1. **Final Appeals:** Make a final push with emails, phone calls, and social media posts emphasizing the last chance to give this year.
2. **Gratitude:** Immediately thank donors for their contributions and share the impact of their gifts.
3. **Results Analysis:** After the campaign, analyze the results to understand what worked and what can be improved for next year.

Example

- **Appeals:** Use phrases like “Last chance to make your 2025 donation!”
- **Gratitude:** Send personalized thank-you emails with specific examples of how donations will be used.



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