



Very Last Minute Holiday Fundraising Tips!

1. Have you optimized your website for online giving? Turn your home page over to your development department. Focus on strong photographs, stories that link back to your direct mail and email campaigns and a big “Donate” button front and center. John Haydon recently featured this [great piece](#) to show you how to create your own donate button.
2. Draft an autoresponder series of ask emails, with the final email scheduled for December 30th or 31st.
 - Email tends to be a more casual venue. Personalize yours if you can - as Dale Carnegie noted “the average person is more interested in his or her own name than in all the other names on earth put together.” You should require first and last name upon opt-in (sign-up). If you don’t know how to incorporate your subscriber’s name within the email, contact your service provider.
 - Keep the email short, sweet and **donor-centric**
 - Talk about your plans for 2011 - and how their gift will help accomplish your goals.
 - Include pre-written tweets and Facebook updates for supporters to share (either in the PS - or in the thank you email!) Better yet? Create a link directly in the body of the email that automatically posts the tweet! Find out how [here](#) (hint: I’ve done it below).
 - Don’t forget your thank you email (to be followed by a snail mail letter).
3. Keep your Facebook page steadily updated with photographs and stories. Check out [Heifer International’s Facebook](#) page for a great example of donor-centric social media.

Resources:

[\\$48 Billion Up For Grabs - Is Your Organization Ready?](#)
[Need a Holiday Boost? Here’re My Ways to Cure Overload](#)
[Fine Tuning Your Holiday Email Appeal](#)

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