

EOY Emergency Tips

“Also... on social, do boosted ads on FB to all followers but you should also take every email you have and upload it to FB, to target your Christmas reminder directly to donors. The response rate will go up if you keep it in the FB platform but you need to be sure you don't target your best donors because you can't thank them properly and FB donations are a lower avg gift.”

Denisa Casement, CFRE

[Website](#)

[Twitter](#)



“The next 16 days are rife with fundraising opportunities to boost your revenue...but because donors are inundated with requests to give, you will need to focus on the personal touch.

First, pull a list of all the donors who gave to you last year but have not yet given this year. Then call them. Thank them for their past support, wish them happy holidays and a happy New Year, and let them know they can solve a timely problem. Give them a reason why your beneficiaries need them right now.

Split up your list among board members, staff and volunteers. If the list is too large to manage, focus on previous gift amounts. Start with the largest and work your way down. Make sure everyone making the calls is trained in how to accept donations over the phone. You don't want to waste your donors' good intentions.

If you have the time, follow up each call with a personal email. Make sure you include a link to your donation page in the email, and the best phone number to reach the ED or DD (usually a cellphone).

Secondly, prepare a simple, short letter to hit your donors' mailboxes between December 27th and the 31st. Don't worry about making it too fancy.

Give your donors a reason why you need them right now, and remind them it's their last chance to make a tax-deductible gift in 2019. I'm usually not a fan of this, but in our experience this is the only time a tax deduction benefit is an effective way to support the offer. **Just don't make it the only part of the offer...the donor still needs a problem to solve.**"

Mike Duerksen

[Website](#)

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"HIT THE PHONES!

My advice is those three words, but here's the longer version.

My advice to ED & DD is, 'hit the phones!' or if text is how you connect with an individual, do that. (Yes, I had \$10k gift come in because text)

If you have "regulars" who give at this time, reach out to wish them a Merry Christmas or a Happy Holiday Season greeting. Be ready with a brief story about their previous gift helping.

If you have board members who are connectors, ask them to make a call or two.

Spend extra phone time every day that you can. If a significant gift has already come in, use phone time to thank.

The personal outreach makes a big difference! Sometimes it reminds, or answers questions. **Thanking can (and has!) led to add-on gifts.** Have your stock transfer info on hand.

You can make calls from almost anywhere - including parking lot before/after other meetings.

These two weeks are a wonderful time for the personal touch. So, HIT THE PHONES! Start and end with Gratitude.

(If there is room on FB or Twitter, and a photo of the ‘results’ of a special gift can be shared, add it - with a link to donate)

Your gift feeds children, provides shelter, gives hope, makes (this mission) possible!

NB: remember that year-end is no longer meaningful (for tax purposes) to many of your donors. So it’s not about their financial deadline.”

Elizabeth Fallon Quilter, CFRE

Website

Twitter



“3 things:

- Add extra touches
- Make it personal
- Involve everyone

Extra touches could include one or more of: email, phone call, postcard re-touching on the message from the last appeal, and/or social media posts and ads.

For any of the above, make it as personal as possible.

Get your board, volunteers, and staff from other departments involved. Make sure the board has given 100%, and have your volunteers reach out to their network, or have them make a more personalized ask with the lapsed donors you're looking to have give again by year end. Have volunteers crowdfund some year-end dollars or help make phone calls.”

Sarah Willey, CFRE, SMS she/her

Website

Twitter



“I'd tell them to thank donors for their past gifts and make an urgent appeal for something specific; we did a study with Campaign Monitor that talks about how donors are most likely to make a gift in response to an urgent appeal.

Donors have already proven that they're invested in your cause if they've given once. Reiterating that connection to your cause by thanking them for their gift and explaining how it made a difference is the first step. The second step is telling them why they need to give NOW. That good reason should NEVER be because you need to meet a goal or get gifts in by the 31st. Good reasons are urgent needs, available matching gifts, etc.

I got an appeal from a local nonprofit I've supported in the past explaining that they were raising money to hire additional staff to support a program I love, and any gifts raised by 12/31 would be matched up to \$10 million. I not only gave (even though I haven't planned on it), I also shared that post to my followers on my social channels!”

Abby Jarvis

[Website](#)

[Twitter](#)



“Many nonprofits struggle to find a compelling reason for their donors to give again at the end of the year. (Tax deductions are not persuasive.) One effective way to create a sense of urgency is by offering matching funds because all donors want to magnify the impact of their giving.

The tricky part is in finding and asking a granter for the matching funds.

First, make a list of supporters who love your organization and might be able to make a larger gift. Consider approaching mid and major donors, board members, and corporate sponsors.

Once you have this list, contact each potential granter. With only two weeks left until the new year, it's best to reach out by phone to secure commitments.

You might say something like:

"I'm calling good supporters like you to help inspire other donors to make a special year-end gift. I immediately thought of you and your ongoing kindness for the cause. Your gift will contribute to a pool of matching grant funds. Then, we will invite all donors to

make a year-end gift to be matched by the funds you helped provide."

If anyone declines, that's okay! Be sure to thank each person wholeheartedly for their past support and wish them happy holidays. More than likely, though, they will be flattered you asked and delighted to help in this special way."

Julie Cooper

[Website](#)

[Twitter](#)

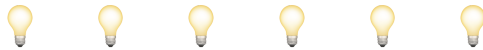


"I'd say the best immediate thing an organization can do is do a focused outreach to all LYBUNTS, with the goal trying to retain major gifts and onboard smaller donors into an automated recurring giving program."

Tim Sarrantonio

[Website](#)

[Twitter](#)



"US folks should remember that their main push at this last minute is not tax deductibility (TD). Remember the standard deduction was increased and many more people no longer itemize. So that Dec 31st deadline, if they use one (and as it should be anyhow), is about the urgency of the mission/problem and starting the new year strong, etc. All your US charities doing donor facing comms should learn about it if they haven't yet."

Lisa Sargent

[Website](#)

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"I've got kind of a weird one: make sure that someone is answering emails/phone calls on 12/31. I know it sucks to sort of work on a holiday"

Steven Shattuck

Website

Twitter