

Foolproof Year-End Fundraising 2020

Fundraising Menu

Thank you for helping with our year-end campaign! This is an “All you can eat” menu! Please commit to as many items as you like — but at least one per category.

Board Member: _____ Date: _____

Appetizer

- Write personal notes on appeal letters
- Provide funding for Facebook ads
- Review donor names to help with year-end appeal
- Provide prospect names/addresses for appeal
- Hand-write thank you notes BEFORE the campaign
- Other: _____

Main Course

- Zoom visit with major donor
- Provide funding for the printing and/or mailing
- Hand-address envelopes to major donors for year-end appeal
- Make donor thank you calls
- Buy postage for year-end appeal letters/thank you's
- Accompany staff member on Zoom visit
- Make follow up calls to renewing donors who haven't responded yet to mail? (Especially for mid/major renewing donors)
- Other: _____

Dessert

- Create social media posts and share
- Make thank you calls to donors
- Write thank you notes to donors
- Send personal emails
- Other: _____