

WEBINAR


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# Maximize Last-Minute Donations Digital Tactics for Year-End Success




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# Learning Objectives

- 1 Tailoring Your Messaging:** Learn how to craft compelling messages that resonate with last-minute donors. Learn techniques for creating a sense of urgency and motivating your supporters to act before the year ends.
- 2 Optimizing Your Email Campaigns:** Dive into best practices for email marketing during this critical period. From crafting attention-grabbing subject lines to segmenting your audience effectively, we'll show you how to make every email count.
- 3 Leveraging Digital Tools:** Explore the latest digital tools that can help streamline your campaign. Learn how to use these tools to monitor engagement, track donations, and refine your strategy in real time.
- 4 Maximizing Impact:** Understand how to make the most of the final days of the year. We'll provide actionable tips for boosting visibility and engagement to ensure your campaign stands out in a crowded field.

# Why Year-End Giving Matters

## Key Statistics

- December giving accounts for roughly one-fourth (26%) of annual nonprofit revenue.  
(\* 2023 M+R Benchmarks Report - <https://2023.mrbenchmarks.com/>)
- Nonprofits raise anywhere from 17% to 34% of their online revenue in December, depending on their cause.  
(\*2024 M+R Benchmarks Report - <https://2024.mrbenchmarks.com/>)
- In 2023, GivingTuesday raised over \$3.1 billion in the U.S.
- Most important days for giving are December 20, 29, 31 with December 31 accounting for 5% of total revenue in 2023 (\*2024 M+R Benchmarks Report - <https://mrbenchmarks.com/#fundraising>)



## Why It Matters

Many donors feel motivated to give during the holiday season due to factors like holiday spirit, a desire to make a difference before the year ends, and tax planning for the fiscal year.

# Opportunity for Nonprofits

## Increased Donor Engagement

Year-end is a time when supporters are more actively seeking meaningful causes to contribute to, creating a natural opportunity to capture their interest.

## Competitive Advantage

With effective messaging and timely campaigns, nonprofits can stand out in a crowded field, especially during these final days when giving behavior is at its peak.



# Crafting Compelling Stories

## Storytelling as a Motivator

**Why It Matters:** Storytelling emotionally connects donors to your cause, fostering empathy and purpose. It's especially powerful at year-end when people seek meaningful ways to make an impact.

## Practical Tips for Year-End Storytelling

- ✔ Highlight Urgency and Impact
- ✔ Feature Real Stories
- ✔ Appeal to Year-End Sentiment
- ✔ Use Visuals



# Action Steps for Effective Messaging

## Checklist for Effective Messaging

- **Tone:** Keep the tone warm, relatable, and inclusive to make donors feel part of the solution.
- **Story:** Use a compelling story to highlight the need and the impact of donations.
- **Urgency:** Create a sense of urgency that motivates donors to act now (e.g., “Help us reach our goal before December 31!”).
- **Clear Call to Action (CTA):** Make the desired action obvious with a strong, specific CTA, like “Donate Today,” “Support a Family This Holiday,” or “Be a Hero Before the Year Ends.”

## Interactive Poll



**Prompt:** “Which messaging element do you find resonates best with your audience during year-end campaigns?”

### Poll Options:

- Urgency-focused
- Story-driven
- Solution-oriented
- Gratitude-centered

# The Role of Email in Year-End Campaigns

## Why Email is Essential

Email marketing consistently delivers one of the highest ROIs for nonprofit fundraising, making it a cornerstone of year-end campaigns.

## Personalization

Emails allow for tailored messages that can target specific donor segments (e.g., recurring, lapsed, or high-value donors), making outreach feel more personal and increasing the likelihood of donations.



## Effective Timing & Frequency

### Early December

Send initial, softer reminders about year-end giving opportunities.

### Mid-December

Share impact stories, updates, and countdowns, ramping up urgency.

### Last 3 Days of December

Send one email daily, emphasizing urgency, final goals, and matching gifts.

### Audience-Specific Timing

Test send times like early morning for high open rates or evening for last-minute donors.



# Best Practices for Year-End Emails

## Key Elements of High-Impact Year-End Emails

- **Subject Lines:** Capture attention with concise, compelling subject lines that emphasize urgency or impact. Example: “Last Chance to Make a Difference in 2023!”
- **Personalization:** Use donors’ names, previous donation history, or location-specific details to create tailored, relevant messages. Personalization increases open rates by up to 26%. (\*The Power of Email Personalization to Reach Humans (Not Just Inboxes)  
[www.campaignmonitor.com/resources/guides/personalized-email/](http://www.campaignmonitor.com/resources/guides/personalized-email/)
- **Layout:** Keep layouts clean and mobile-friendly. Use a single, clear call-to-action (CTA) and consider adding donation buttons or links throughout for easy access.



# Examples of Engaging Subject Lines

## Urgency-Driven

- 48 Hours Left to Double Your Impact!
- Help Us Reach Our Goal by Midnight!

## Impact-Focused

- See How Your Gift Transformed Lives This Year
- Make 2023 a Year of Hope and Change

## Donor-Centric

- Just for You: A Last Chance to Give
- We're Counting on You This Holiday Season

# Audience Segmentation for Maximum Impact

## Why Segmentation Matters

- **Targeted Communication:** Segmentation helps nonprofits tailor messages to donor interests, making outreach more relevant and effective.
- **Increased Engagement:** Personalized content drives higher open rates, click-through rates, and donations.
- **Higher Conversion Rates:** When donors feel seen and valued, they're more likely to contribute, whether as first-time givers, loyal supporters, or major donors.



# Various Donor Segments

- 1 Monthly Donors**  
**Message Focus:** Highlight impact and express gratitude, emphasizing how their consistent support makes long-term projects possible.
- 2 One-Time Givers**  
**Message Focus:** Encourage repeat donations by showcasing the continued need and inviting them to join ongoing programs.
- 3 Lapsed Donors**  
**Message Focus:** Use reactivation messaging to remind them of their past impact and invite them to rejoin the cause.

- 4 Major Donors**  
**Message Focus:** Provide personalized updates, in-depth reports, and recognition opportunities.
- 5 Event-Based Donors**  
**Message Focus:** Reinforce the event's success and encourage ongoing engagement through follow-up stories or similar campaign opportunities.

# Practical Tips for Email Optimization

## A/B Testing Techniques

A/B testing (or split testing) sends two email variations to a small group, using the better-performing one for the larger audience.

### Elements to Test:

- **Subject Lines:** Try different tones, lengths, or specific words (e.g., “Final Chance” vs. “Just Hours Left to Give!”).
- **Send Times:** Experiment with morning, afternoon, and evening sends to identify peak engagement.
- **Content Layout:** Test button placement, image use, or CTA wording (e.g., “Donate Now” vs. “Make an Impact”).

**How to Implement Quickly:** Test one element at a time for clear results, keep groups small (5-10% of your list), and set a short timeframe for testing before sending the winning version.

## Interactive Poll



**Prompt:** "What elements of your email campaigns have you tested or would like to test?"

# The Campaign Planner

*This AI-powered tool helps nonprofits create effective end-of-year fundraising campaigns and communications. Start building your campaign today!*

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[SoukupStrategicSolutions.com/campaign-planner](https://SoukupStrategicSolutions.com/campaign-planner)

# Strategies for the Final Days of the Year

## Importance of Visibility in the Final Push

**Standing Out in a Crowded Season:** With many nonprofits running year-end appeals, visibility and timely reminders are essential to capturing donor attention.

**Lasting Impressions:** A strong final push can remind supporters of the immediate impact their donations will have, creating urgency and inspiring last-minute contributions.

**Key Message:** Use a consistent, clear message across all platforms to reinforce the urgency of donating before the year ends.



## Actionable Tips for Maximizing Visibility

- 1. Social Media Boosts:** Invest in social media ads or boosted posts on high-traffic days (e.g., December 30-31). Short, visually impactful posts with direct links to the donation page can improve visibility and engagement.
- 2. Cross-Platform Integration:** Align messaging across email, social media, and website banners to reinforce your message at every touchpoint.
- 3. Donation Matches:** If available, emphasize any matching gift opportunities in the final days. Phrases like “Double your impact!” can drive higher engagement by maximizing the donor’s contribution.

# Tips for Campaign Wrap-Up & Stewardship

## Post-Donation Communication

**Thank-You Messages:** Send personalized thank-you emails immediately after each donation, express gratitude and highlight the impact of the donor's support.

**Campaign Summary:** In the first week of January, share a recap of the campaign's achievements, including total funds raised, projects funded, and lives impacted. This reinforces transparency and builds trust.

**Donor Recognition:** Recognize and celebrate key donor contributions (e.g., major donors or long-term supporters) through personalized notes, public shoutouts, or impact updates tailored to their support.



## Next Campaign Prep

**Collect Feedback:** Send a brief survey to donors and volunteers about their campaign experience.

**Analyze Insights:** Review data (open rates, engagement, donations) to learn what worked.

**Stay Connected:** Keep donors updated on outcomes and future support opportunities.



# Recap of Key Takeaways

- 1 Tailoring Your Messaging**  
Craft messages that resonate with different donor types, emphasizing urgency and impact to inspire last-minute action.
- 2 Optimizing Email Campaigns**  
Use strategic email practices like segmentation, personalization, and A/B testing to maximize engagement and conversions during the year-end period.
- 3 Leveraging Digital Tools**  
Implement tools for tracking, monitoring, and adjusting your campaign in real time to improve efficiency and donor reach.
- 4 Maximizing Last-Minute Visibility**  
Create a cohesive, high-visibility strategy across platforms to capture attention in the final days, including social media boosts, cross-channel messaging, and donation matches.

# Questions About Today's Webinar?



## Upcoming Webinars

### November

**Thursday, November 14 @ 11am**

The Art of Stewardship: Building Long Lasting Donor Relationships

### December

**Thursday, December 12 @ 1pm**

Media Relations for Nonprofits: Perfect Your Pitch

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