

10 TIPS FOR END-OF-YEAR FUNDRAISING SUCCESS

1	GO MULTI-CHANNEL	Utilize multiple mediums throughout your end-of-year giving efforts to keep your conversations fresh, consistent, and cohesive.	
2	DON'T FORGET THE MAIL!	Plenty of year-end giving happens via the mail. Don't forget to include this valuable channel in a strategic, cohesive manner with your year-end push.	
3	TIMING MATTERS	Strategic timing and outreach to year-end donors has shown a 56% increase over previous year-end giving efforts. Get yourself on the radar for end-of-year gifts sooner rather than later and begin reaching out in early fall.	
4	ACTIVATE YOUR FRONT-LINE STAFF	Student fundraisers incorporating end-of-year messaging early in the year will help drive annual gift participation rates and prime donors for matches, second gifts, and upgrades. Utilizing frontline staff to increase gift conversion and major gift pledge payments can increase total dollars raised by over 70%.	
5	COORDINATE YOUR COMMUNICATIONS	Coordinate with units or programs on campus that also might have end-of-year giving plans for cohesive, united, and coordinated communications.	
6	HAVE A PLAN	Looking at strategic segmentation and donor history to target previous end-of-year donors has shown to increase donor conversion rates by 45%. Map out your calendar and your plans to ensure you're not missing key populations or doubling up on touches.	
7	SET A GOAL	Help your donors feel like they're part of a bigger effort and bigger community to compel them to complete that gift by year's end.	
8	TALK ABOUT NEED WITH NUMBERS	Make your calls for your end of year campaign support specific and backed with numbers to demonstrate urgency as well as the impact the gift can have.	
9	SHARE YOUR STATS	Donors feel compelled to give when they feel like their gift made a difference in the past. Demonstrate your impact with specific examples from previous efforts.	
10	DON'T FORGET STEWARDSHIP!	Putting as much time and effort into the impact and stewardship of year-end giving will ensure you retain your donors year after year.	

