

Boost Your Year-End Fundraising

Transform your year-end giving campaigns with practical strategies and powerful digital tools. This session will help you maximize donations while building deeper relationships with your supporters.



Welcome to Just 1 Thing



Meet Your Guide: Brooke Battle

- 20+Years of experience driving nonprofit revenue
- Practical strategies that combine traditional approaches with digital tools.
- Help you enhance current practices - it's not an overhaul
- Passionate about making fundraising accessible and achievable for organizations of all sizes.
- Swell is here to help. Your campaigns are an event too.

Four Tools for Year-End Fundraising

A successful year-end campaign requires a multi-channel approach. Each method reaches donors where they are and reinforces your message through different touchpoints.



Direct Mail

Traditional mailings sent after Thanksgiving create tangible touchpoints that many donors still prefer and expect during the holiday season.



Digital Outreach

Leverage ads, email campaigns, and social media to reach donors instantly with compelling stories and easy giving opportunities.



Peer-to-Peer Engagement

Activate your board members and junior board to leverage their personal networks and create authentic connections with potential donors.



Giving Tuesday

Launch your campaign strong with this global day of giving that primes donors for year-end generosity and builds early momentum.

Direct Mail That Drives Online Action

Direct mail remains a powerful tool, but today's most effective campaigns bridge the physical and digital worlds. The secret is creating seamless integration between your mail piece and your online giving portal.

1

Create Your Digital Twin

Build a Swell campaign page that mirrors your direct mail messaging. When donors receive your letter and visit your site, they should feel the same emotional connection and see the same compelling theme.

2

Strategic Segmentation

Customize your approach for three key groups: prior year-end donors (thank them for last year's impact), new donors acquired this year (welcome them to the tradition), and lapsed donors (invite them back with fresh stories).

3

QR Code Integration

Add a QR code to every letter that takes donors directly to your giving page. This small addition can increase response rates by making giving effortless, especially for mobile-first donors.

4

Personal Touch for Major Donors

Handwrite letters to your top 20 year-end mail donors from last year. Consider featuring a longtime donor's matching gift and share their personal story about why they give to attract online donors.

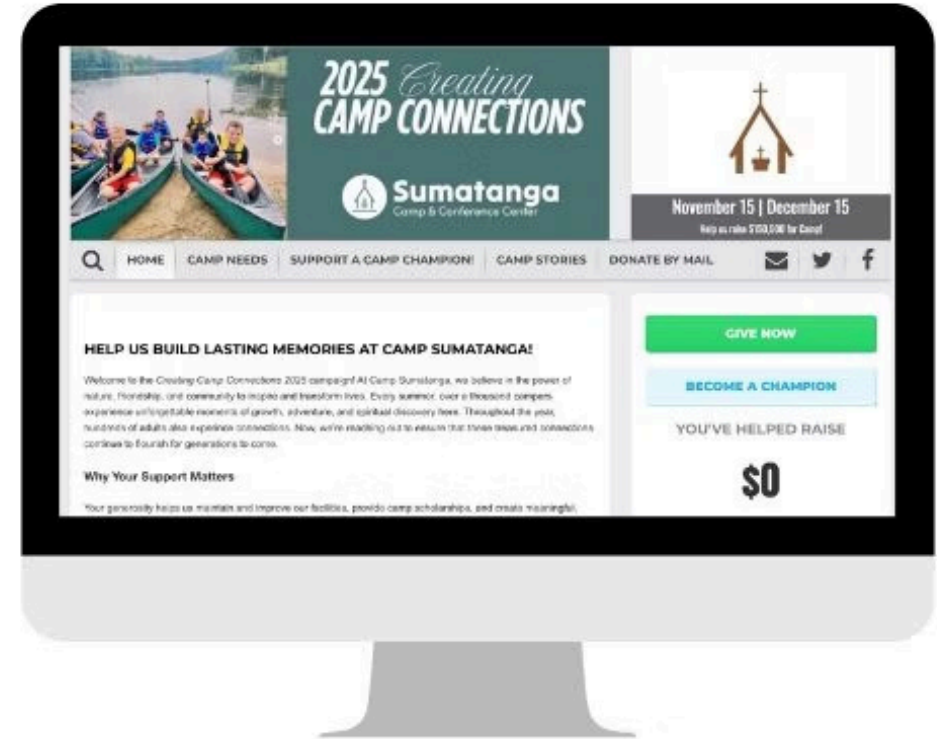
 **Pro Tip:** A cohesive campaign theme that runs through all your materials—from mail to digital—creates recognition and reinforces your message at every touchpoint.

Your Digital Presence

Swell Site

Your online portal is more than a donation page—it's your campaign storytelling hub. Here's how to maximize its impact:

- **Feature Donor Stories:** Highlight longtime supporters answering "Why I Give?" or the campaign them
- **Show Last Year's Impact:** Demonstrate what the previous year-end campaign accomplished with specific outcomes
- **Create Program Categories:** Allow donors to direct gifts to specific programs or join specific donor groups
- **Honor Your Champions:** Recognize donors and board members prominently throughout the campaign
- **Set Micro-Goals:** Break your big goal into weekly milestones to maintain momentum
- **Display Donor Activity:** Show a real-time list of recent donors to create and social proof
- **Deepen the experience:** Invite prospective donors to engage, learn and connect through your online site



Email

Email Campaign Excellence

- ☐ Send weekly campaign emails to your donor database throughout December.
 - ☐ Example email content includes the following: Names of recent donors ("thank you to these donors who've already said yes"), feature an impact story, link to articles of interest (educate your audience).
 - ☐ Segment (Current donors, Lapsed, Newly acquired)
- ☐ Design for Success (dare to be different)
 - ☐ Include a donate button in multiple spots within the email
 - ☐ Utilize inspiring calls-to-action like "Be the Difference," "Support [Program Name]," or "Match [Donor Name]'s Gift."
 - ☐ Keep text clear and short with plenty of white space.
- ☐ Board Enablement: Create a special email designed specifically for board members to forward to their networks—make peer-to-peer outreach effortless.

Social Media

Repurpose your email content throughout the week to maintain consistent presence without creating new content from scratch:

Sunday afternoon

Thank and celebrate donors from the previous week

Tuesday

Share a powerful impact story with photos

Wednesday

Post community-building content that sparks conversation

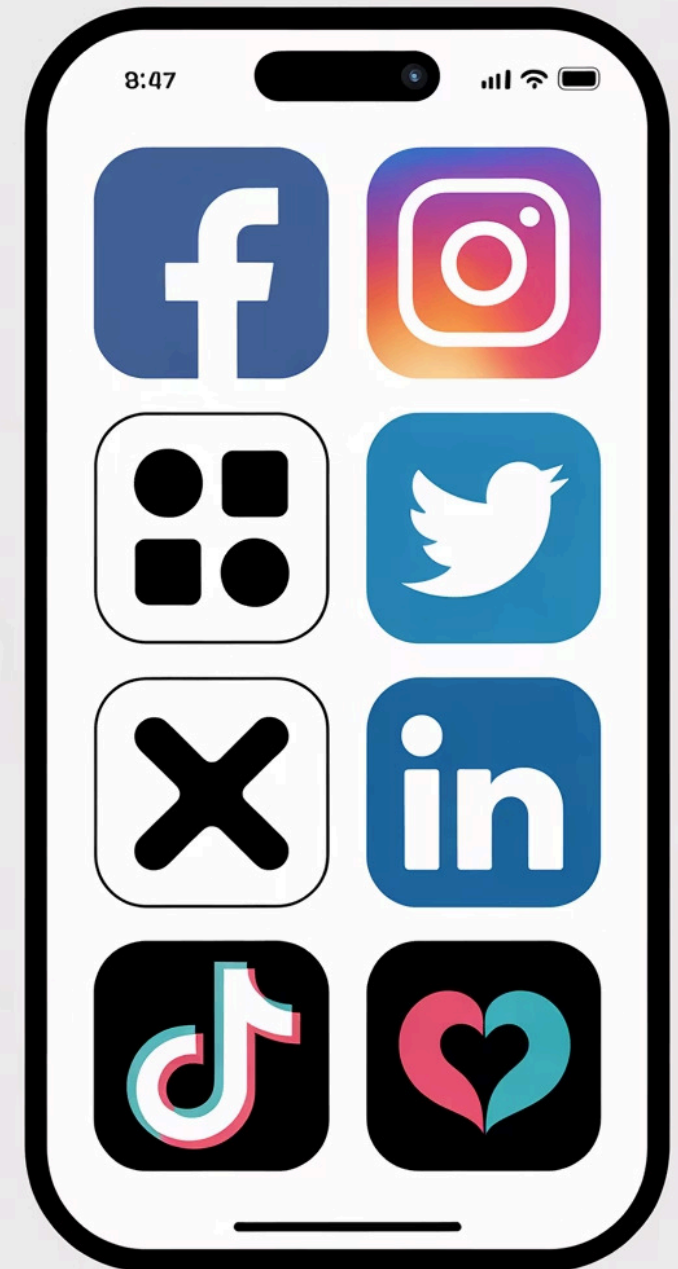
Thursday

Provide campaign updates showing progress toward goals

Friday

Link to relevant articles, highlight partner organizations, or share opportunities

Always share post links with your board and tag donors or board members in photos to amplify reach.



Activating Your Board for Peer-to-Peer Success

Your board members are your secret weapon, but they need a clear ask.

01

Host a 15-Minute Training

Dedicate time in your board meeting to demonstrate exactly how to share the campaign.

03

Share Weekly Internal Updates

Keep board members informed about fundraising progress and highlight board activity (skip public leaderboards, but allow donors to credit a board member).

05

Share Strategic Lists

Give board members a list of lapsed or prior year donors they might know personally for targeted outreach.

02

Provide Ready-to-Use Templates

Give board members example emails and pre-written social posts they can personalize and share immediately.

04

Create Physical Tools

Provide business cards or other items featuring your donation QR code that board members can use during conversations.

06

Offer Alternative Roles

Board members who can't fundraise can lead your thank-you committee—appreciation is just as valuable!

Launch Strong with Giving Tuesday



#GIVINGTUESDAY™

Giving Tuesday can be your campaign's opening act—use it to build excitement and momentum that carries through December. This global movement provides a natural conversation starter.

Giving Tuesday Language:

- "Start the Season. Spark the Change."
- "Give First. Give Together."
- "It Begins with Tuesday."
- "Kickstart Kindness."

Launch Your Theme

Announce your campaign theme on Giving Tuesday and encourage board members to share theme-related posts across their networks to maximize reach.

Feature a Matching Gift

Highlight a longtime donor's story and announce their matching gift exclusively for Giving Tuesday to create focus

Engage Corporate Partners

Recruit a corporate Giving Tuesday partner who can benefit from the co-branding / holiday giving.

Host Virtual Education

Virtual lunch-and-learn event making it easy for supporters to connect with you.

Re-engage Lapsed Donors

Use Giving Tuesday as a natural reason to reach out to lapsed donors with a fresh invitation to reconnect with your mission.

What Really Matters: The Four Focuses

Behind every successful campaign are four essential elements that transform transactions into relationships. Keep these at the heart of everything you do, and your fundraising will feel authentic and energizing rather than transactional.



Stories of Impact

Share specific, emotional stories that show donors exactly how their gifts change lives. Make it personal, make it real, make it memorable.



Powerful Pictures

High-quality photos of real people and real moments create emotional connections that words alone cannot achieve. Invest in authentic imagery.



Board Member Engagement

When your board is visibly excited and involved, it signals to donors that your organization is worth supporting. Their enthusiasm is contagious.



People & Relationships

At its core, fundraising is about people connecting with people. Prioritize genuine relationships over transactions every single time.

**"Fundraising is not about money;
it's about people, their needs,
their aspirations for the
community, and their potential to
make a difference."**

