Alexander | Carrillo
CONSULTING
Do Good. Better.

10 Tidbits for Year End Fundraising

1. **Let your donors, board and staff know what your goal is for the year-end campaign and send reminders letting them see the progress.**
2. **If your campaign is in a slump, try to find a challenge donor for the last 7-10 days of the year to challenge everyone to meet the goal by 12/31.**
3. **Coordinate your year-end letters with email and phone call reminders.**
4. **Run a LYBUNT report (gave Last Year But Not This) and send a follow up reminder letter or postcard letting them know you miss them.**
5. **Welcome new donors with a special "welcome letter" and packet of information about your organization.**
6. **Call every donor to thank them if you can – if you can't call everyone, call everyone above a certain level.**
7. **Involve your board members in making thank you calls – it's the easiest, most painless way to engage them in fundraising.**
8. **Send holiday cards to your consistent, loyal donors thanking them for sustaining your organization.**
9. **Let people know if they are one of your leadership donors, and give them special acknowledgement.**
10. **Get ready for your annual report at the beginning of the year – send it to all your donors with a personal note. Make sure the central message is: "Your gift makes a difference!"**