

# 5 Stats to Boost Year-End Appeals



On average, approximately \$48 billion is donated to nonprofit organizations every year between November and December.

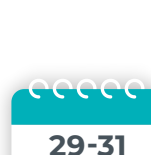
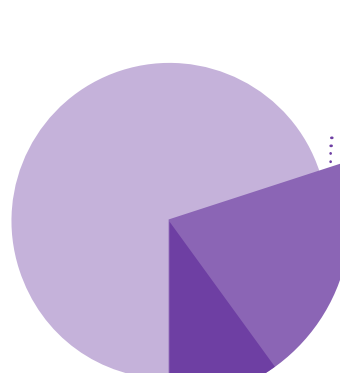
As the year winds down, goals need to be met, and the spirit of giving is high, use the information in this infographic to guide your year-end fundraising strategy.

## 1

Year-end giving campaigns have the potential to bring in a significant amount of money for your mission. Share your mission with **empathetic messaging** and focus your efforts on a specific goal to guide your donors to give.

On average, **30%** of annual giving occurs in December

**10%** of annual giving occurs in the last 3 days of the year



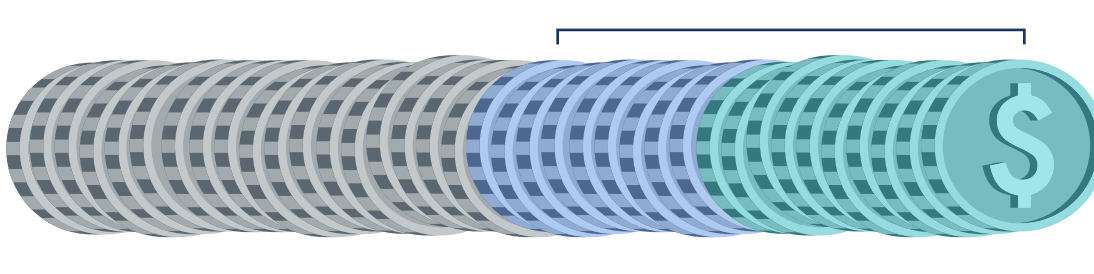
## Did You Know?

Annually, #GivingTuesday, December 30, and December 31 are the three most popular year-end giving days.



## 2

As you close your fiscal or annual calendars, year-end asks can make a significant difference in your revenue.

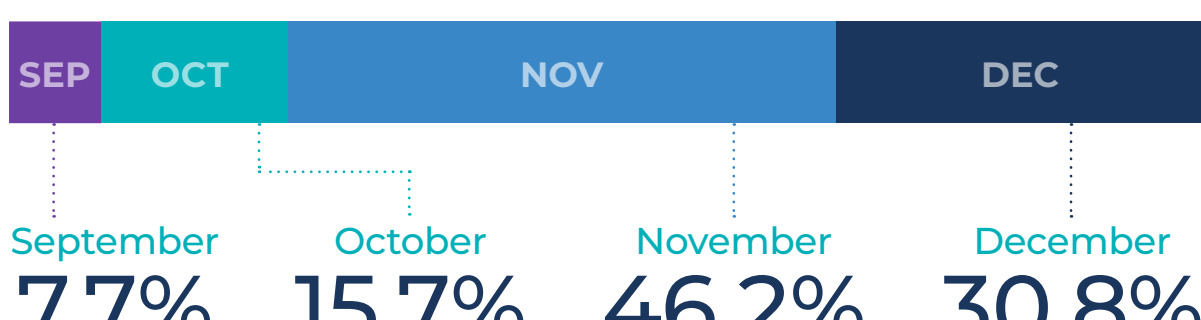


Over one-fourth of nonprofits raise between **26-50%** of annual funds from their year-end ask

## 3

Curating a strong narrative will appeal to your donors, new and returning. Be sure your messaging includes value-add content such as impact report stats or stories from those your mission benefits. Avoid making every donor touchpoint an ask.

Organizations start asking in:

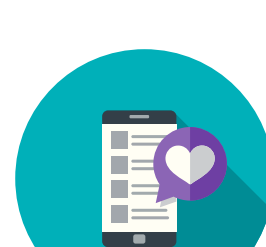
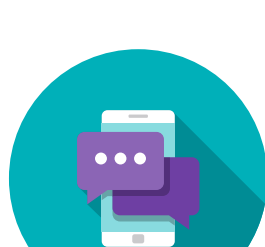


## Pro Tip!

As you plan and prepare, take some time to review past fundraising campaigns and communication techniques. What worked and what didn't? How can you improve your strategy to reach more donors?

## 4

Consider the channels available to you: direct mail, email, phone, text, and social media. How will you segment your donors and your outreach to influence donors to contribute?



**59.9%** of organizations make one to three touches before receiving a year-end contribution

## Get Creative!

Create a unique campaign theme! Stand out from the crowd on giving days and amid all of the year-end appeals by creating a unique theme and storyline for your fundraising campaign. Consider something mission-based, and don't be afraid to have fun with it!



## 5

Each year, the holiday season brings a spirit of giving. Donors are more generous and looking for ways to impact their communities. Make sure your mission is top-of-mind for those generous donors looking to give.

First-time gifts from new donors in December are approximately **52%** larger than first-time gifts at other times of the year



DEC FIRST TIME GIFTS



REST OF YEAR FIRST TIME GIFTS