

MIXTE TIPS

2022 nonprofit year-end giving guide

Believe it or not, another year has passed and the end-of-year giving season is here! Mixte is here to help. We've put together our top tips to consider for year-end giving and have compiled a list of resources and tools to help you along the way.

Tip #1 – Capitalize on the Last 3 Days of the Year

Nonprofit organizations receive a whopping 50% of their annual donations during the last three months of the year (October, November, and December). December alone accounts for 1/3 of all nonprofit spending. 12% of all annual donations occur during the final three days of the year (December 29, 30, and 31). Emails on these days should be a must for all doing appeals, so plan a few emails to go out at the end of this week.

As a starting point, aim for three emails around the last three days of December. On December 29, send an email counting down the days left to make a tax-deductible gift (e.g. “3 days left to make your 2021 tax-deductible donation!”).

On December 30 & 31, send out an additional email each day. These are your urgent last-minute reminders for supporters to make their donations. To ramp up the sense of urgency, you can even include a graphic or GIF that counts down the remaining time to make a contribution.

Source: [How to Easily Unite Your Giving Tuesday and Year-End Campaigns](#)

Tip #2 – Emphasize Any Matching Campaigns

If there’s one thing donors like more than making an impact, it’s the ability to double it. Now’s the time to promote your donation matching campaigns at full throttle. Announce them in your email campaigns and on social media.

If you don’t have any matching campaigns in the works, consider bringing your team together to brainstorm any last-minute sponsorship options. Another option is asking a supporter – a board member or an engaged donor – to commit to “matching” donations up to a certain amount. A study from Philanthropy Works found that [a matching opportunity increases the likelihood that an individual will donate](#) by 22%. So don’t miss your chance!

Source: [How to Easily Unite Your Giving Tuesday and Year-End Campaigns](#)

Tip #3 – Pump up the personalization

Personalization matters for donor retention. You know your donors, whether you’ve gone through the process of creating donor personas or are leaning on your personal experiences. You know what they care about and the different camps that separate them. Use that knowledge to create personalized fundraising messages that will resonate with these specific groups, rather than leaning on tired messaging from past years.

Incorporate elements like using the donor's name within email messages if you have the capability to or experimenting with a more personal approach to emails altogether, like plain text emails. If you can segment emails to donors, separating folks by things like their interests and the impact statistics and stories they're most likely to care about or their giving history and whether they've given before or not, do that as well.

Source: [Year-End Giving: 3 Ways to Adjust Your Strategy](#)

Tip #4 – Keep the focus on impact

This is no new phenomenon, but donors will always care about what their gift can accomplish. Why should they care about your mission? What are you doing to solve the problem that your organization is centered around? How are you going about making change despite this year's challenges?

Clear and concise answers to these ever-present questions can help to tip the scales in your favor. Working in new stories to demonstrate your impact and put a face on your work goes a long way within fundraising content. Tell them why they should get emotionally invested and show them who their gift is supporting.

Source: [Year-End Giving: 3 Ways to Adjust Your Strategy](#)

Tip #5 – Evaluate where you were last year

An effective fundraising plan should build on your past successes or shortcomings. As we like to say – you don't need to reinvent the wheel! Rather than starting from scratch, you can utilize what went well and adjust on what didn't. Look at what you accomplished last year and let it guide you in setting up goals for this year's end-of-year giving.

Here are a few important key performance indicators (KPIs) you should look at:

- Total amount raised
- Number of new donors
- Gifts secured
- Cost per dollar raised
- Board member participation rate
- Matching gift rate
- Donor lifetime value
- Email open rate
- Donor retention (number of returning donors)
- Conversation rate (percentage of all the people who saw your campaign and took action)

Identifying the KPIs you may want to track can seem daunting at first, but taking a look at last year will help you benchmark against yourself.

Source: [The Ultimate Guide to Year-End Giving + Campaign Checklists!](#)

Tip #6 – Source partners & influencers

This isn't a must, but we're big on partnerships and they can be a great way to boost your year-end giving efforts. You'll need to find organizations whose missions and values align with yours that can advance the word about your end-of-year giving campaign to new audiences.

Collaborating with local community organizations, nonprofits, local businesses, social media influencers or as we like to call them – community partners – are all opportunities waiting to happen.

Source: [The Ultimate Guide to Year-End Giving + Campaign Checklists!](#)

Additional Tools & Resources:

[Year-End Giving: The Step-by-Step Guide for Nonprofits](#)

[The Ultimate Year-End Giving Timeline](#)

[The 3-Month Giving Tuesday Checklist for Nonprofits](#)

[12 Giving Tuesday Templates: Email, Social Media, and Text](#)