

## MIXTE TIPS

# 2023 year-end giving guide for nonprofits

And just like that, 2023 is drawing to a close and 'tis the season for end-of-year giving! We've compiled some top tips to consider for your year-end giving, plus some tools and resources to help you along the way. The goal is to help you navigate this giving season and maximize your fundraising efforts. Ready? Let's go!

## Tip #1 – Accept donations via social media platforms and digital wallet payments

It's a fact: the world is moving toward digital payment solutions. It's estimated that by 2026, [60 percent of the world's population will use digital wallets](#) — growing from 3.4 billion in 2022 to 5.2 billion in 2026. We are becoming more comfortable with using our digital wallets for all kinds of purchases, including groceries, online shopping, food delivery — and donations.

Make sure your organization is **equipped to accept and process these forms of payment** on their social media platforms, as well, to maximize your fundraising efforts. Starting individual fundraisers on social channels is an increasingly effective way to raise money, just make sure you're able to accept digital wallet payments, in addition to traditional methods.

Source: [Why Digital Wallets Make Sense in Fundraising](#)

## Tip #2 – Collaborate with partners and micro influencers

This isn't a must, but we're big on partnerships because **the messenger is just as important as the message**. Choose partners wisely — work with organizations whose missions and values align with yours, whose audiences are folks you want to reach and can benefit from the work your organization does, and whose style and voice resonate with you.

Collaborating with community groups, organizations, local businesses, micro influencers, and so much more are all opportunities to amplify your impact waiting to happen.

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

## Tip #3 – Make it personal

It happens every year — donation requests fill up our inboxes. Want to stand out? Get personal. Whether you've gone through the process of creating donor personas or you're relying on your personal insights and experiences, you know your giving audience. From what causes they care about to the different groups they fall into, use that knowledge to **create personalized fundraising messages** that feel current and will resonate with these specific groups, rather than leaning on outdated messaging from past years.

Incorporate personalized elements like someone's name within email messages (if you have the capability to) or experiment with a different approach to emails altogether, like plain text emails. Anything you can do to make the receiver feel seen and understood as individuals and not just one anonymous in a sea of email recipients will help build that relationship and ignite engagement.

Source: [The Ultimate Guide to Year-End Giving for Nonprofits](#)

## Tip #4 – Lead with impact

Donors want to know how their contribution will help. Why they should care about your mission? Is there a specific issue your organization is focused on? What are the urgent problems your organization is trying to address? What impact can an individual donor make?

Impact statements are key to your donor strategy. You can use them to **tell the story of the work you're doing** and the changes you're trying to affect. Keep them clear and concise. Tell them what their donation equates to, even if it's incremental. Give them something quantifiable to show the impact they can make.

By leading with the impact of their gift, you help them form an emotional connection to the work you're doing. Tell them how their gift can help solve the problem at hand and help them feel like part of the community.

Source: [Connection in the New Era of Giving: How to Cultivate Donor Relationships That Last Beyond Year-End](#)

## Tip #5 – The final countdown — make it count!

According to [Classy](#), the time between Giving Tuesday and New Year's Eve accounts for 25 percent of annual donation volume, and [12 percent of all giving happens in the last three days of the year](#).

Plan to send a series of emails during the **last three days of December**. These are your last-minute reminders for supporters to make their gifts before the end of the year. To ramp up the sense of timeliness, get creative with ways to count down the hours or dollars left to reach your goal. People want to help, especially when there's a goal or deadline! And although we often get distracted by holiday chaos and may have intended to give, a helpful reminder can spur us to check supporting a cause we believe in off our to-do list for the year.

Source: [Connection in the New Era of Giving: How to Cultivate Donor Relationships That Last Beyond Year-End](#)

## Tip #6 – It's text time — embrace SMS communications for mobile giving

Did you know **text messages have an average open rate of 99 percent**? Yes, you read that correctly. Compared with the average open rate of email at 27 percent for nonprofits, it's easy to see the importance of a fundraising plan which includes text-to-give as a component.

With limited budgets, having a communication toolbox that includes SMS (text messaging) is a luxury. However, there are affordable options to fit a range of budgets. If possible, you should consider incorporating SMS in your fundraising plan. To find the best text-to-give tool to suit your needs, check out these resources from [Givebutter](#), [Donorbox](#) and this [list of favorites](#) from Double the Donation.

Source: [Top Fundraising Trends for More Donations in 2023](#)

### **Tip #7: Always say, “Thank You”**

Always thank anyone who gives — no matter the size of the gift. Each donor should receive a **personalized thank you message** (see tip #3!) to help build that relationship with them, which leads to more recurring donors.

Make sure your thank you note expresses gratitude for their support, as well as reiterates the impact their donation is helping make possible. This thank you note should not include any additional asks or calls to action; you’re just simply saying “thank you.”

Source: [14 Steps to the Perfect End-of-Year Giving Campaign](#)

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### **Other 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](#)