



MP

MOORE PHILANTHROPY

CREATING COMPELLING CONTENT FOR YOUR YEAR-END GIVING CAMPAIGN

August 21, 2025

Agenda

This Learning Lab's agenda will cover all things year-end fundraising and is structured as such:

1. Introductions
2. Year-End Giving Campaign Overview
3. Planning and Pre-Work Tips
4. Key Campaign Elements
5. Questions



ABOUT

Emerson Soto

Founder and President,
Emerson Soto Consulting

Director of Communications and
Philanthropic Engagement,
Moore Philanthropy

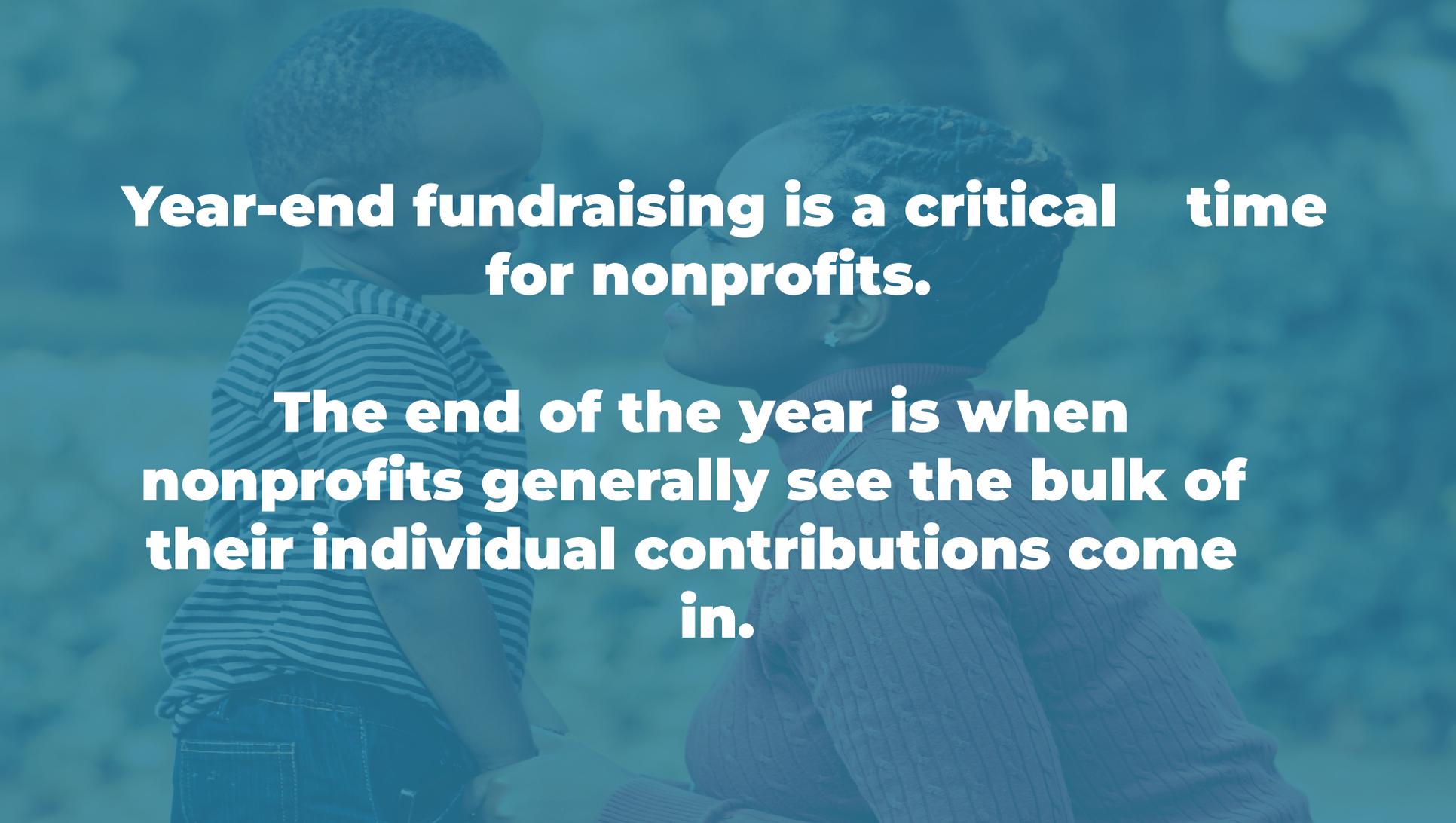


WHAT IS A YEAR-END GIVING CAMPAIGN?



What is a Year-End Giving Campaign?

- A **year-end giving campaign** is a focused fundraising effort that takes place during the last few months of the year, usually from November through December 31.
- It leverages the **holiday season, tax incentives, and end-of-year generosity** to raise support for support for a nonprofit's mission.

A woman and a young boy are shown in profile, looking at each other. The woman is on the right, wearing a dark, textured sweater. The boy is on the left, wearing a striped shirt and jeans. The entire image is overlaid with a semi-transparent blue filter. The text is centered over the image.

Year-end fundraising is a critical time for nonprofits.

The end of the year is when nonprofits generally see the bulk of their individual contributions come in.

WHY RUN A YEAR-END CAMPAIGN?



\$392.45B

Was donated by individuals to nonprofits in the US in 2024, a total \$592.5B from all sources.



30%

Over 30% of annual giving happens in December.



10%

10% of all giving occurs in the last three days of the year.

6 Ways Year-End Fundraising Is Done



Email

Send emails for a cost-effective way to reach many of your donors. Send out e-appeals, updates, and thank you messages.



Social Media

Post on social media to spread the word about your year-end campaign with followers or users who are interested in your cause.



Direct Mail

Mail out physical appeals, letters, postcards, or other print materials for a more traditional way of fundraising that can be effective when personalized and targeted to a specific audience.



Partnerships and Events

Co-host events and engage other community groups to bring in donations from audiences that may not have been familiar with your work.



Direct Asks

Contact donors by phone or in-person to ask for a gift or host special events to raise money.



Phone- and Text-Athons

Recruit volunteers and board members to call or text donors - especially major donors - and then follow up with fundraising emails or direct mail.

Use a Multi-Channel Approach

- **70% of people donate through multiple channels.**
- **While you should still be selective about your platforms, make sure to provide multiple ways to give.**
- In today's noisy digital environment, donors are solicited by multiple organizations, and you need to break through the noise.
- Using multiple channels increases the odds of your message being seen and securing donations.

Source: [Charity Engine](#)



"I liked it here because it was smaller than the general shelter. It felt safe. My room is just mine; I was scared at first, I had never had a place of my own. The staff here had patience with me."



Jeremiah showing off his fridge, stocked with healthy foods.

Now, Jeremiah's got the hang of living alone. In fact, he has secured a Section 8 voucher and is now looking for an apartment where he'll live independently.

Your help can make more stories like Jeremiah's possible. With just a few days left in our fiscal year, [making a donation today will help bring safety, dignity, and housing to more New Yorkers.](#)

Donate Now

Stephanie, thank you for caring for our neighbors experiencing homelessness.

Email

Email is a very effective way to reach a broad donor base.

- Send targeted emails to these segments to engage donors at every giving level.
- Send out appeals, updates on progress towards fundraising goals, and thank you notes using a strategic, consistent cadence.

[Urban Pathways Fundraising Email](#)

Social Media

Social media can be an effective tool to reach donors.

- Leverage photos, videos, graphics, and other visuals to share compelling stories.
- Run paid ads targeting audiences with interest in your mission.
- Launch Meta fundraisers.
- Create social media toolkits to help ambassadors promote your campaign.



[Charity Water Instagram Post](#)



Direct Mail

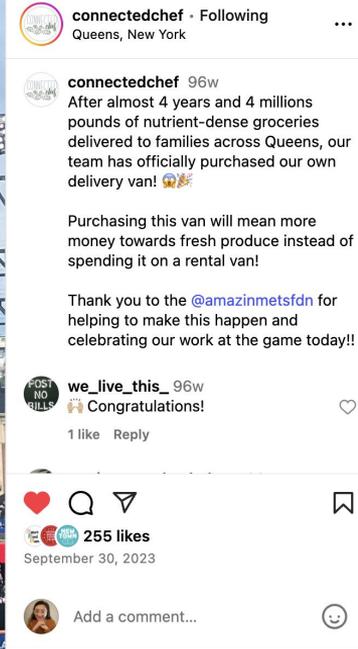
Direct mail can help you reach specific audiences who may not use digital platforms, or may appreciate high-touch contact.

- Use compelling photos and graphic design to showcase your mission and stories.
- Personalize and target appeals to major donors.

Partnerships/Events

Build partnerships to reach new audiences that may not have been familiar with your work.

- Co-host special events to raise money.
- Engage community groups.
- Foster corporate partnerships and hold events where businesses can lend their brand to bring visibility to your campaign.



[Connected Chef Instagram Post](#)



Verbal Asks

A verbal ask can go a long way with the right messengers and audience.

- Have executive staff, board members, volunteers, and other messengers contact donors - especially major donors
- Can be done by phone, virtually, or in-person to ask for a gift.

Phone and Text-athons

Phone- and Text-athons are an effective strategy with the right ambassadors who can pitch your mission in a compelling way.

- Recruit board members and volunteers with connections to call or text major or prospective donors.
- Follow up on email or direct appeals.





PLANNING AND PRE-WORK TIPS AND RESOURCES



**53% of nonprofits start planning their
year-end fundraising campaign by
October.**

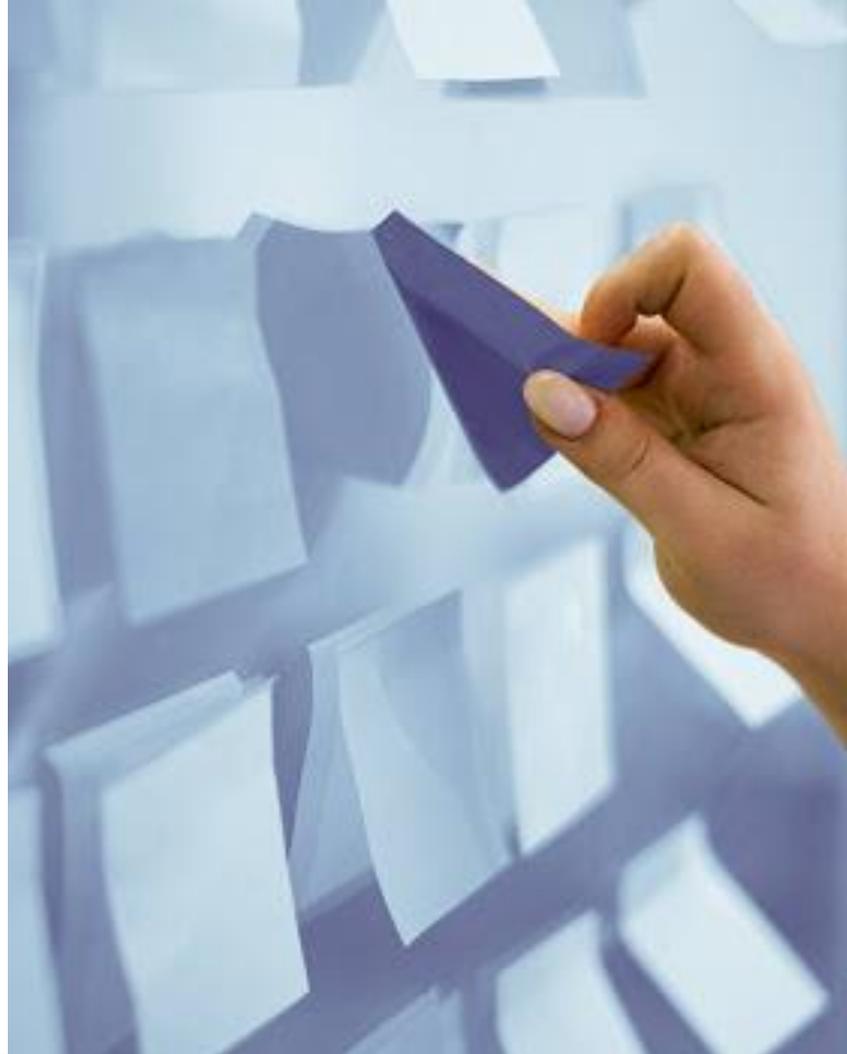
**By attending this training, you are
already ahead of the game and can start
planning earlier than most nonprofits.**

Source: Donorbox

Essential Planning Steps

- Research inspiration & previous campaigns
- Clean up lists
- Assess resources and roles
- Recruit ambassadors
- Set SMART goals and metrics for success
- Think about the timeline
- Gather impact stats
- Decide on theme, messaging, and stories

Source: [Donorbox](#)



Inspiration & Previous Campaigns

Research inspiration and assess the success of previous campaigns.

- **If this is your first year-end campaign**, what has inspired you to give to other campaigns?
 - What would you replicate? What would you do differently?
- **If you've fundraised for your project**, how much was raised? Who contributed?
 - Was this above or below your expectations?
 - What went really well? What didn't? Why?
 - Which strategies and tactics did your supporters respond to? Which ones weren't successful?

Clean Up Your Lists

Go through your lists and make sure your constituent information is up to date.

- **Basic Housekeeping:** Are all your constituent profiles updated with their correct email addresses, home addresses, and phone numbers? Are they in an easy format you can use?
- **Giving and Engagement History:** Are all your constituent profiles updated with their most recent giving and volunteer/engagement history? Are you able to pull giving history or engagement reports?
- **New Lists:** Are there any new stakeholders (volunteers, advocates etc.) who might consider giving this year and should be added to your lists?

This will help with donor segmentation later on.

Assess Resources and Roles

Assess your available resources, budget, and staff who will work on the campaign.

- Can your board or volunteers help or serve as ambassadors?
- How much time and capacity do you have?
- What's your budget for this campaign?
- Which materials from last year or content we have on hand can be repurposed?

Source: [Donorbox](#)

Recruit Ambassadors

Determine whom in your organization's network can be compelling messengers of your campaign.

- Board members
- Executive staff
- Program staff
- Volunteers
- Donors
- Corporate partners
- Program participants
- Advocates

SMART Goals and Metrics

Set SMART Goals to help your campaign stay on track.

- **Specific** – The goal should seek to achieve a specific metric.
- **Measurable** – The goal should be easily measured, not subjective.
- **Attainable** – The goal should be both impactful and realistic.
- **Relevant** – The goal should be connected to your mission and fundraising goals.
- **Time-Bound** – The goal should have a deadline.

Source: [Donorbox](#)

Metrics for Success

Select specific metrics to measure success.

01

ENGAGEMENT

- Email open and click-through rates
- Direct mail response rates
- Social media impressions and engagements
- Conversions

02

DONATIONS

- Total amount donated
- Average amount donated
- Increase in donations from last year
- Amount in upgraded gifts from recurring donors

03

DONORS

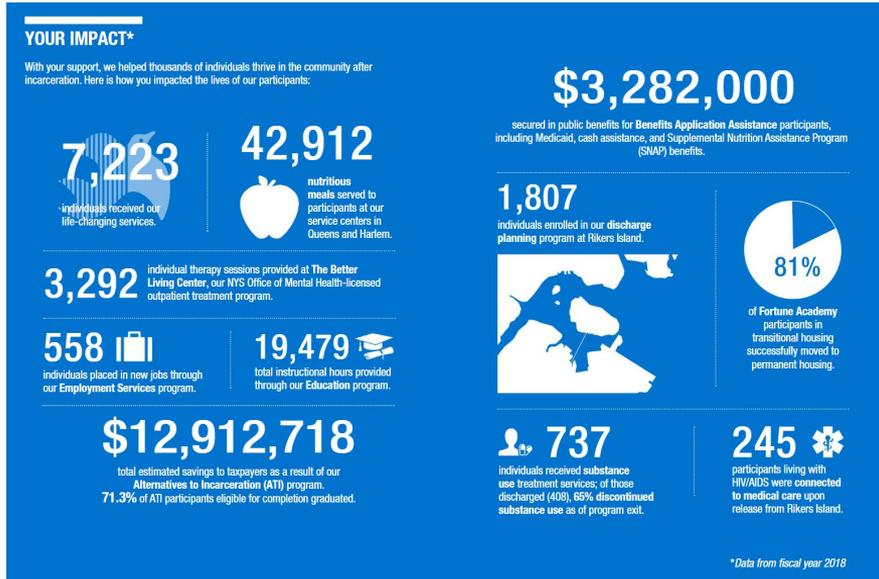
- Total number of donors
- Number of new donors
- Number of lapsed donors who reengaged
- Number of new major donors
- Number of recurring donors who renewed

Think About the Timeline

Set deadlines for key campaign components and deliverables.

- **Tip: Launch your campaign anywhere from early/mid-November to directly on #GivingTuesday.**
- Tie your campaign to Thanksgiving, the holidays, and year-end giving.
- Clearly delineate staff roles, responsibilities, and deadlines, keeping staff capacity and accountability in mind.
- Be specific — consider what you will need to do in advance to produce a deliverable (*i.e. How far in advance will you need to schedule interviews with program participants to capture stories? How long will it take to schedule a photoshoot?*)

Gather Impact Stats



Gather numbers that paint a compelling picture of your impact thanks to donor generosity.

- Number of participants by specific programs per year.
- Number of trainings, community events, workshops, & # of attendees
- Numbers on overall community impact.
- Policies passed or secured for specific initiatives or communities.

Source: [The Fortune Society](#)

Group Activity: Decide on Themes, Messages, & Stories

Brainstorm compelling themes, messages, and stories that connect with your donor audiences.

- What is the biggest challenge impacting the people you serve? How does your project help tackle these issues?
- How can you leverage what's happening in the world to make your messaging more resonating? What's at stake for your community?
- What are your project's most important achievements in the past year that you want to highlight?
- Were there any new or specific initiatives you'd like to highlight from your project? What makes them special?
- What folks connected to your organization are good messengers or have stories that can drive your message forward? If so, why?
- What does the future hold for your project? Any exciting developments?



KEY ELEMENTS OF AN EFFECTIVE YEAR-END GIVING CAMPAIGN

Campaign Plan Elements

Define Goals and Objectives



Goals can include targeted dollar amounts, increasing the number of recurring donors, upgrading gifts from renewing donors, or re-engaging lapsed donors.

Target Donor Segments



Segment your donor lists to target audiences based on their giving history and capacity, as well as interests and motivations.

Theme and Key Messaging



Engage donors with stories about how their gifts have made an impact, and let them know how their support will help you achieve your project's goals.

Decide Platforms and Assets



Use a variety of channels, such as email, direct mail, social media, events, and phone calls, to reach as many people as possible.

Timeline and Results



Be sure to set a timeline for reaching your goals, when you'll create assets, and when you'll send them out. Measure your success to improve your year-end campaign.



Set Clear, Time-Bound Goals

What do you hope to achieve with your year-end fundraising campaign - and by when?

Your goals should be...

Specific
Measurable
Achievable
Relevant
Time-Bound

Source: [Donorbox](#)

Goals Can Include...

**Fundraising a Certain
Dollar Amount by a
Specific Date**

01

02

**Increasing the Number
of Recurring Donors**

**Upgrading Gifts from
Renewing Donors**

03

04

**Re-Engaging Lapsed
Donors**



Examples:

Campaign Objectives

- **New campaign:** Through email, social media, and direct solicitation, establish a baseline fundraising haul from November to December 2025 to continue to scale throughout next year.
- **General campaign:** Through multi-channel solicitations, renew, reengage, and acquire new supporters with the goal of raising \$20,000 between November 1 to December 31, 2025.
- **Specific:**
 - Through email and personal solicitations, convert donors who give 2 or more gifts to monthly recurring donors, between November 1 to December 31, 2025.
 - Convert loyal email subscribers who open and click on our newsletters into new donors between November 1 to December 31, 2025.
 - Reengage 2% of our lapsed online donors to give again between November 1 to December 31, 2025.
 - Convert 2% of our volunteers into new donors between November 1 to December 31, 2025.

Target Segment Your Donors

Not all donors are created equal — some are more likely to give than others, and different messages resonate with different donors.

- By segmenting your donors, you can tailor your appeals to their giving capacity, interests, and motivations.
- The segments you choose will depend on your goals and the constituencies you are contacting.



Creating Donor Segments

Giving History and Capacity

How often and how much do they give?

Engagement

How have they engaged in your work overall?



Interests and Demographics

What programs do they support? What regions or groups do they identify with?

Channel Preferences

What are their preferred methods of being reached?



Sophia Browe

🕒 Last donated 37 mins ago

❤️ Donor for 7 months

Creating Donor Segments

🏠 Dashboard	4 Total Donations			
📅 Donation History				
⚙️ Edit Profile				
	DONATION	FORM	DATE	STATUS
	\$25.00	Donation Form	March 19, 2021 12:27 pm	● Complete Test Donation
	ID: 2			View Receipt →
	\$200.00	Donation Form	January 2, 2021 6:53 am	● Complete
	ID: 510			View Receipt →
	\$200.00	Donation Form	January 16, 2021 3:45 am	● Complete
	ID: 509			View Receipt →
	\$200.00	Donation Form	January 30, 2021 5:29 am	● Complete
	ID: 496			View Receipt →
	Showing 1 - 4 of 4 Donations			
🚪 Logout				

Giving History and Capacity

LAPSED DONORS

Past donors who haven't given in a while and need to be re-engaged.

RECURRING DONORS

Potential loyal supporters who may be open to giving a recurring gift.

PROSPECTIVE DONORS

Potential first-time givers who need a warm welcome and context.

MAJOR DONORS

High-capacity givers who benefit from personal outreach and stewardship.



Johnson McMan

Demographics: Male, 60 years old, divorced, father of three grown children

Corporate Affiliations: Retired CEO of a successful manufacturing company, Thompson Industries

Estimated Net Worth: \$15 million

Historical Political Giving: Has made occasional contributions to political campaigns and socially conservative initiatives

Prior Nonprofit Engagement: Served on the board of a local children's hospital for several years; has made significant donations to the hospital's expansion projects

Matching Gift Potential: Initiated discussions with his former company, Thompson Industries, about establishing a matching gift program for retirees' donations

Preferred Communication: Prefers direct mail and attending exclusive events

Interests: Strong advocate for child healthcare and education, interested in leaving a legacy of philanthropy

Creating Donor Segments

Interests and Demographics

- Group affiliations
- Geographic location
- Program-specific interests
- Advocacy interests

Image Source: [Double the Donation](#)

Engagement

- Volunteering history
- Event attendance
- Email engagement
- Social media engagement

Image Source: [Double the Donation](#)



Emily
Flora

Demographics: Female, 42 years old, married, mother of two children

Corporate Affiliations: Senior Marketing Manager at a tech company, XYZ Tech Solutions

Estimated Net Worth: \$2.5 million

Historical Political Giving: Regular contributor to local and national political campaigns, with a focus on environmental causes and women's rights

Prior Nonprofit Engagement: Actively volunteers at a local women's shelter, has been a consistent donor to the shelter's fundraising events

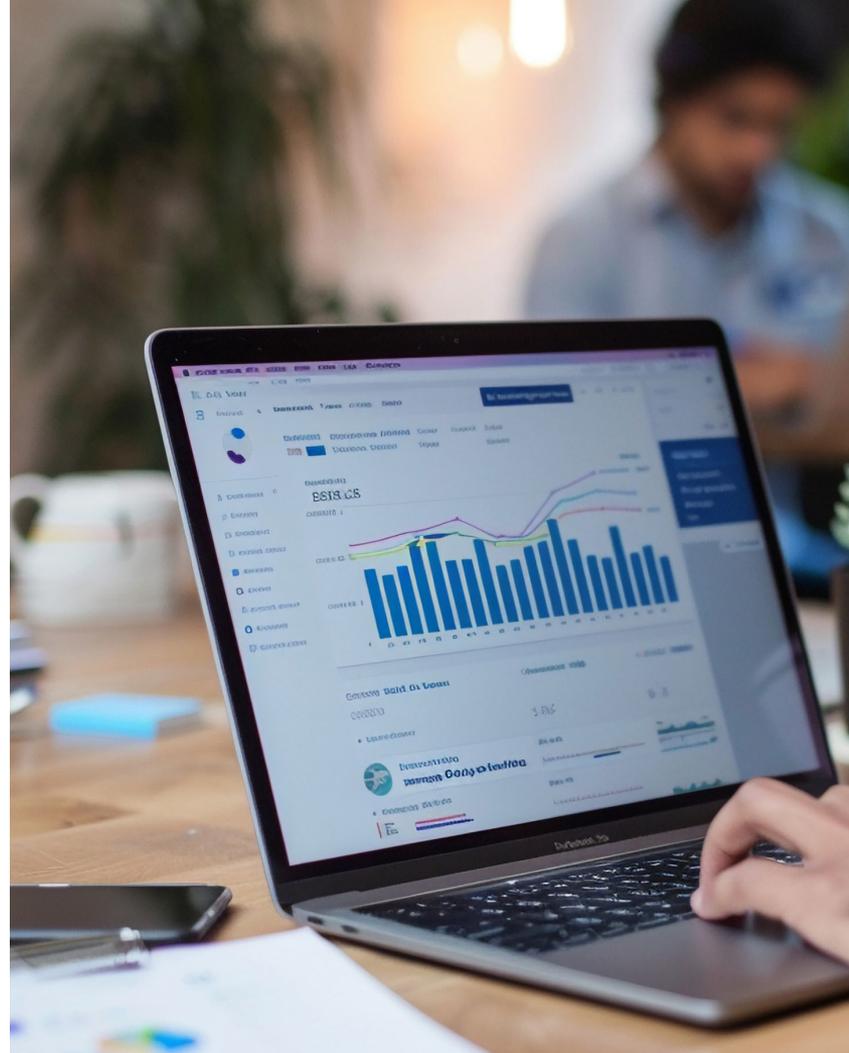
Matching Gift Potential: Company, XYZ Tech Solutions, offers a generous corporate matching gift program for employees' charitable donations

Preferred Communication: Responsive to email and social media; prefers attending in-person events

Interests: Passionate about women's empowerment, sustainability, and technology for social good

Channel Preferences

- Direct Mail
- Email
- Social Media
- Phone Call
- Texting
- Events





Themes and Key Messaging

People are more likely to give to organizations they feel connected with.

- Engage donors with **human stories** about how their gifts make an impact.
- Use **numbers** to show donors how their support will advance your project's goals.
- Highlight the **shared values** of your organization and donors.
- Connect your messaging to **current events** to make giving more urgent.
- Help donors **feel personally connected** to your mission and know that their gift actively powers your movement and community.

VP SA Framework

Value at Stake

- Why should your audience care?
- What's important to you and your audience?

Problem

- Frame problem as a threat to mentioned values
- Use numbers to frame the problem
- Put your problem into broader context by showing human stories

Solution

- Propose solutions
- Show examples of success from these solutions
- Explain who needs to take action

Action

- Present concrete, clear, and concise actions that people can carry out

YES, I WANT TO HELP NEW YORKERS OVERCOME ADVERSITY.

\$2,500	Provides four babies with diapers from birth to their first birthday.
\$1,000	Equips two students with educational Chromebook laptops at a family shelter's Afterschool program.
\$750	Underwrites two "Sleepy Time Libraries" stocked with developmentally appropriate books that mothers can read to their young children.
\$500	Provides a "Move-Out Kit" with basic home essentials for a family moving out of a shelter and into a new apartment.
\$250	Supplements the gifts and toys we collect for our annual Holiday Toy Drive, which brings holiday cheer to children residing in our programs.
\$100	Equips a child or adolescent with some basic warm clothing for the coming cold-weather months.



**CM FOOD BANK
OF ANYTOWN, USA**

Feb 21, 2023

Dear Jessica,

Thank you for your support of CM Food Bank of Anytown, USA over the years. Your generous gift of \$100 last spring provided 700 meals to families in our community.

According to Hunger + Health, an estimated 1 in 9 Americans (37 million people including 11 million children) were food insecure in 2018.

With the disruption caused by COVID-19, that number is quickly rising. Job losses and layoffs are leaving people with less resources to provide for their families.

We are doing everything we can to assist in putting food on their table, but **we need your support to continue our work.**

We provide
7 meals
for every
\$1 donated



Example:

Key Messages

- I. Defining the Problem
 - A. More than 62,000 adults and children currently sleep in New York City shelters each night.
 - B. The number of homeless families and single adults staying in NYC shelters rose 60% since 2011.
 - C. Every seven hours, someone dies of a drug overdose in New York City. More New Yorkers die of drug overdoses than homicides, suicides, and motor vehicle crashes combined.
 - D. National estimates indicate that nearly 1 in 3 single adults in shelters has a severe mental illness and/or chronic substance use disorder with even higher rates for people who live in the street.
 - E. Compared with the general population, adults experiencing homelessness are 3 to 6 times more likely to become ill, their hospitalization rates are 4 times higher, and they are 3 to 4 times more likely to die at a younger age.
 - F. Research has shown that substance use by pregnant women and new mothers increases fetal risk and negatively affects children in the long-term.
- II. Our Solution and Impact
 - A. Because of individuals like you, [REDACTED] has been improving the quality of life for New Yorkers facing adversity for nearly [REDACTED] years, serving [REDACTED] people at more than [REDACTED] facilities throughout New York City, Long Island, and upstate New York.
 - B. We are [REDACTED] for our work in specialized programs for veterans, workforce development, transitional housing, permanent supportive housing, and services for seniors.
 - C. Our continuum of services includes health and mental health care, transitional and supportive housing, educational and vocational assistance, peer assisted recovery, and specialized programs for adolescents, families and seniors.
 - D. Our recovery services promote an individual's sobriety through family support, peer-led activities and the provision of recovery coach training.

Use the VPSA Framework

Value at Stake

Problem

Solution

Action

Source: [Opportunity Agenda](#)

VPSA In Action

FUNDRAISING EMAIL

VALUE AT STAKE: Ten years ago, Moore Philanthropy was **founded with a clear vision: to build wealth and power for Black and Brown communities.** Our unique approach stems from deep, trusting relationships across both communities and philanthropy, positioning us to facilitate impactful investments and advance justice movements across the world.

PROBLEM: **In an era marked by hostile politics that sow division, oppression, and dehumanize our communities,** the need for our work is more urgent than ever. As tensions escalate and philanthropic support for racial justice, as well as for women and girls of color, remains distressingly low, both our role and yours in uplifting these communities are crucial.

SOLUTION: Our **agile approach supports frontline organizations** and enables us to take on projects that institutional philanthropy often avoids—**absorbing risk and stepping in where others retreat.** Moore Philanthropy exists to navigate these challenges, ensuring investments reach where they're most needed, and enabling funders to support grassroots changemakers confidently.

ACTION: As the year ends, stand with us in helping ignite community power, ensuring community thrives. **Make a donation.** Together, we can deepen investments in Black and Brown-led organizations advancing justice movements.

Ways to Personalize Your Communications

- **Use donor names** in the greetings or subject lines to personalize the solicitation. This will also help boost open rates and email deliverability.
- **Look at past giving history** and highlight how continuing to support your organization will make an impact.
- **Use impact stats and testimonials** from people who benefited from a donor's generosity to highlight how their support makes a difference.
- **Create a editorial/production calendar** and plan to help you stay on track.

Example:

Your support builds programs and services that make a deep and meaningful impact on the individuals who walk through our doors every single day. For nearly 60 years, Samaritan Daytop Village has improved the quality of life for New Yorkers facing adversity, serving 33,000 people annually at more than 50 facilities throughout New York City, Long Island, and upstate New York.



Emerson,

"It feels amazing to help people that society threw away. To give them a second chance – just like it was given to me," says Daiana, a former Young Mothers' Program (YMP) participant at Samaritan Daytop Village (SDV). Thanks to supporters like you, Daiana began to thrive. **"I was clean and sober. I was going to school. I participated in groups,"** she says.

turn over →

"Life is messy. It's not one-size-fits-all for everyone. I've come a long way. I'm independent. Taking care of myself and my family. The sky's the limit," says Daiana. Today, Daiana is an Assistant Director at a mental health clinic where she helps people experiencing the same challenges she once faced, thanks to you.

From helping young mothers engage in life-changing treatment for substance use disorder to connecting homeless families with housing, SDV helps individuals achieve small victories that have a big impact.

Please make a donation today.

Sincerely,



Your support has helped thousands of New Yorkers overcome adversity. Thank you for all that you do! -Mitchell

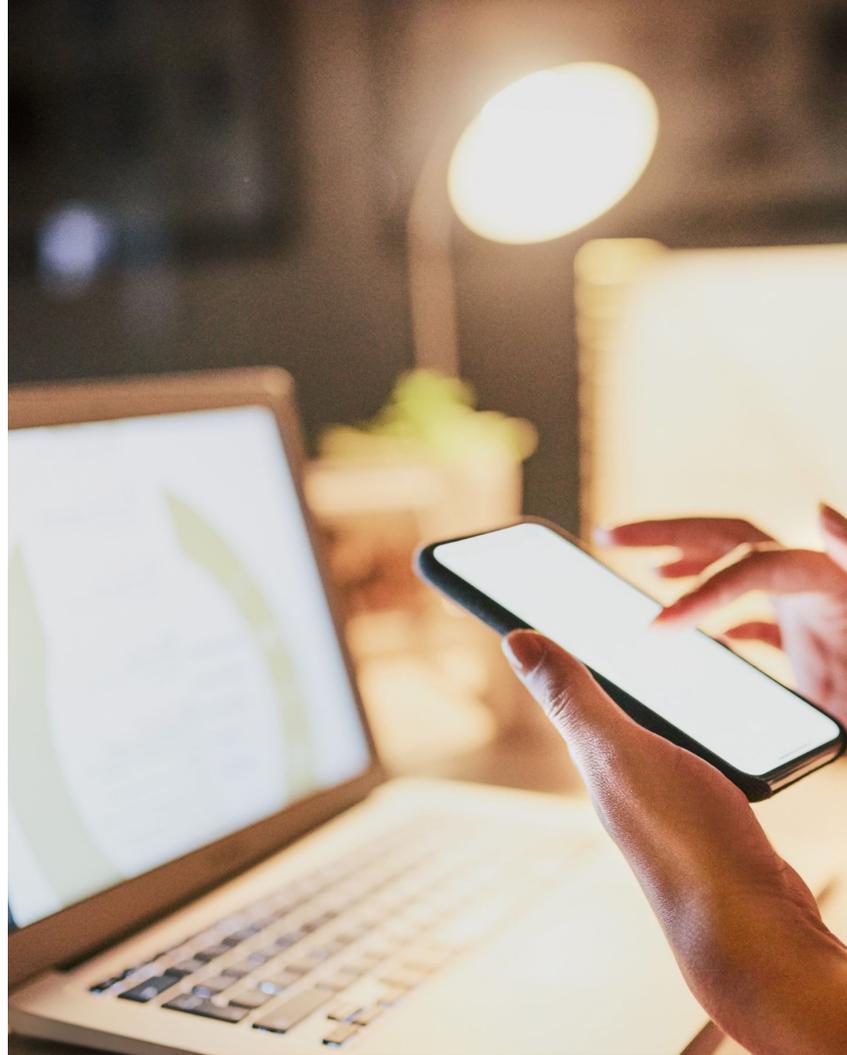
P.S. A contribution to Samaritan Daytop Foundation helps individuals thrive after adversity. Your gift is 100% tax-deductible and is used to help our clients achieve small victories that have a big impact on their lives. Give generously today.

138-02 Queens Boulevard Briarwood, NY 11435 · (718) 206-2000 · www.samaritanvillage.org

Decide on Platforms

Only allocate your time and resources towards platforms that your audiences are likely to donate on — you don't need to use them all.

- Email
- Direct Mail
- Social Media
- Events
- Phone Calls or Texting
- Verbal/In-Person Asks



Example:

Partnerships/Events



Email

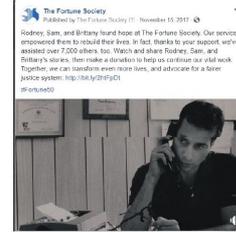
Help individuals achieve small victories that make a big impact in their lives.
Learn more about Daiana and Lynn's story.



Emerson,

"It feels amazing to help people that society threw away. To give them a second chance – just like it was given to me," says Daiana, a former Young Mothers Program (YMP) participant at Samaritan Daytop Village (SDV). Thanks to supporters like you, Daiana began to thrive. **"I was clean and sober. I was going to school. I participated in groups,"** she says.

Social Media



Direct mail

December 8, 2019

Emerson Soto
Lead Strategist Consultant
Samaritan Daytop Foundation
138-02 Queens Blvd.
Briarwood, NY 11435



Dear Emerson:

"It feels amazing to help people that society threw away. To give them a second chance, just like the one that was given to me," says Daiana, a former Young Mothers Program (YMP) client who lives in supportive housing, thanks to Samaritan Daytop Village (SDV). **"When I was 14, I was pregnant. My mom kicked me out of the house, and I lived on the streets and in a shelter,"** she recalls.

Daiana found hope and a new life at SDV. **"Before YMP, I was using and selling drugs. When I had my baby, he was removed from my care because of my substance use disorder. With the help of an SDV advocate, I started re-engaging with my baby again. They also got my mom to come to family therapy while I was engaged in the program. Everything changed completely,"** Daiana states.

Thanks to supporters like you, Daiana began to thrive. **"I was clean and sober. I was going to school. I participated in groups. SDV paired me with an advocate to help get my baby back in court. My parental rights were going to be terminated but the judge saw that I had turned my life around. Because of SDV, they reinstated custody of my baby back to me."**



Your support builds programs and services that make a deep and meaningful impact on the individuals who walk through our doors every single day.

Communications Cadence

- Start slower early on and build urgency as the deadline approaches.
- Increase frequency in the final weeks, especially from December 26–31.
- Avoid spamming constituents, especially people who already gave or are unlikely to give at all.
- Keep your lists clean to ensure targeted, relevant outreach to different segments.
- Use an editorial calendar to map out your communications in advance.



Timeline

Your timeline should outline the following:

- **WHERE** is the content getting published?
 - *Which platforms and channels?*
- **WHEN** is the content getting published?
 - *What dates? Keep in mind holidays, special months/weeks, and your organization's own timeline and events*
- **WHAT** is the content about?
 - *What are your main messages?*

An editorial calendar can help. It's a tool to manage and schedule the publication of content across multiple channels.

Source: [Nonprofit Marketing Guide](#)

Editorial Calendars

Editorial Calendars answer:

- **WHERE** is the content getting published?
 - *Which platforms and channels?*
- **WHEN** is the content getting published?
 - *What dates? Keep in mind holidays, special months/weeks, and your organization's own timeline and events*
- **WHAT** is the content about?
 - *What are your main messages?*

An editorial calendar is your roadmap. It is a tool to manage and schedule the publication of content across multiple channels.

Example: Monthly Editorial Calendar

Month	Date	Holiday/Milestone	Meaning and Alignment	Action	Lead
January					
	1/1/2020	New Years Day	Celebration of the new year. A great way to communicate Organization's focus for the new year.	Digital Media Amplification	
	1/15/2020	Monthly E-Newsletter	Monthly newsletter going out to supporters to update them about the work.	E-Newsletter	
	1/20/2020	Martin Luther King Day	the ways its carrying out his legacy.	Digital Media Amplification	
	1/27/2020	Hope Count	Organization can connect its work to this effort or participate.	Digital Media Amplification	
February					
	2/1/2020	Black History Month	history. Great way to highlight African Americans who've had a deep impact in Organization's	Ongoing Digital Media Amplification	
	2/14/2020	Valentine's Day	An annual celebration of love. Great way to thank donors.	Email	
	2/15/2020	Monthly E-Newsletter	Monthly newsletter going out to supporters to update them about the work.	E-Newsletter	
	2/20/2020	World Day of Social Justice	Organization centers its work through a social justice lens.	Digital Media Amplification	
March					
	3/1/2020	Bi-Annual Newsletter	Stewardship Piece	Print Newsletter	
	3/1/2020	Women's History Month	staff and clients overcome adversity.	Digital Media Amplification	
	3/8/2020	International Women's Day	the intersection of substance use, child welfare involvement, and its impact on the lives of	Digital Media Amplification	
	3/15/2020	Monthly E-Newsletter	Monthly newsletter going out to supporters to update them about the work.	E-Newsletter	
	4/5/2020	National Drug & Alcohol Facts Week	society. Great way to educate audiences on these myths through Organization's lens and	Digital Media Amplification	
	3/31/2020	Women's History Month Event	An event by Organization that will showcase women who have overcome adversity.	Event	
April					
	4/1/2020	Multi-Channel Fundraising Campaign (Spring)	Fundraising Campaign	Multi-Channel Fundraising Campaign	
	4/1/2020	Child Abuse Prevention Month	can share resources on how to support families impacted by child abuse.	Digital Media Amplification	
	TBD	Veteran's Trips	Communicate stories of how visits to DC monuments impacted clients.	Event/Trip	
	4/7/2020	World Health Day	issue. Organization can educate audiences on health challenges and disparities.	Digital Media Amplification	
	4/15/2020	Monthly E-Newsletter	Monthly newsletter going out to supporters to update them about the work.	E-Newsletter	
	4/22/2020	Earth Day	any activities, great way to highlight on digital media.	Digital Media Amplification	
	4/30/2020	National Reentry Week	successful reentry. Organization can highlight how it serves people with conviction histories and	Digital Media Amplification	
May					
	TBD	Veteran's Trips	Communicate stories of how visits to DC monuments impacted clients.	Event/Trip	
	5/1/2020	Mental Health Month	approach to mental health and wellness.	Digital Media Amplification	
	5/1/2020	International Workers' Day	in the workplace and its employment services.	Digital Media Amplification	
	5/15/2020	Monthly E-Newsletter	Monthly newsletter going out to supporters to update them about the work.	Digital Media Amplification	
	5/10/2020	Mother's Day	Program through storytelling.	Email	
	5/18/2020	SAHMSA National Prevention Week	mental health. Organization can promote its approach to substance use prevention and positive	Digital Media Amplification	
	5/25/2020	Memorial Day	Forces. Organization can commemorate the holiday through storytelling and highlighting its	Digital Media Amplification	

Example: Weekly Editorial Calendar

	A	B	C	D	E	F	G	H
1		Email Newsletter	Email Appeals	Direct Mail Appeals	Facebook		Twitter	
2	Week of Feb 1							
3		Lead:		Ask:	M:	M:	M:	M:
4		2:			T:	T:	T:	T:
5		3:			W:	W:	W:	W:
6					Th:	Th:	Th:	Th:
7					F:	F:	F:	F:
8	Week of Feb 8							
9		Lead:	Ask:		M:	M:	M:	M:
10		2:			T:	T:	T:	T:
11		3:			W:	W:	W:	W:
12					Th:	Th:	Th:	Th:
13					F:	F:	F:	F:
14	Week of Feb 15							
15		Lead:			M:	M:	M:	M:
16		2:			T:	T:	T:	T:
17		3:			W:	W:	W:	W:
18					Th:	Th:	Th:	Th:
19					F:	F:	F:	F:
20	Week of Feb 22							
21		Lead:	Ask:		M:	M:	M:	M:
22		2:			T:	T:	T:	T:
23		3:			W:	W:	W:	W:
24					Th:	Th:	Th:	Th:
25					F:	F:	F:	F:
26	Week of Feb 29							
27		Lead:			M:	M:	M:	M:
28		2:			T:	T:	T:	T:
29		3:			W:	W:	W:	W:
30					Th:	Th:	Th:	Th:
31					F:	F:	F:	F:

Source: Nonprofit Marketing Guide

Creating an Editorial Calendar

- Use Excel, Trello, Asana, Google Calendars, or any other project management program that your nonprofit uses.
- Consider a monthly and/or weekly calendar for your year-end campaign.

KEY SECTIONS

- Month/Date
- Holiday/Milestone (if applicable)
- Action/Ask
- Medium/Channel
- Lead/Who's Responsible

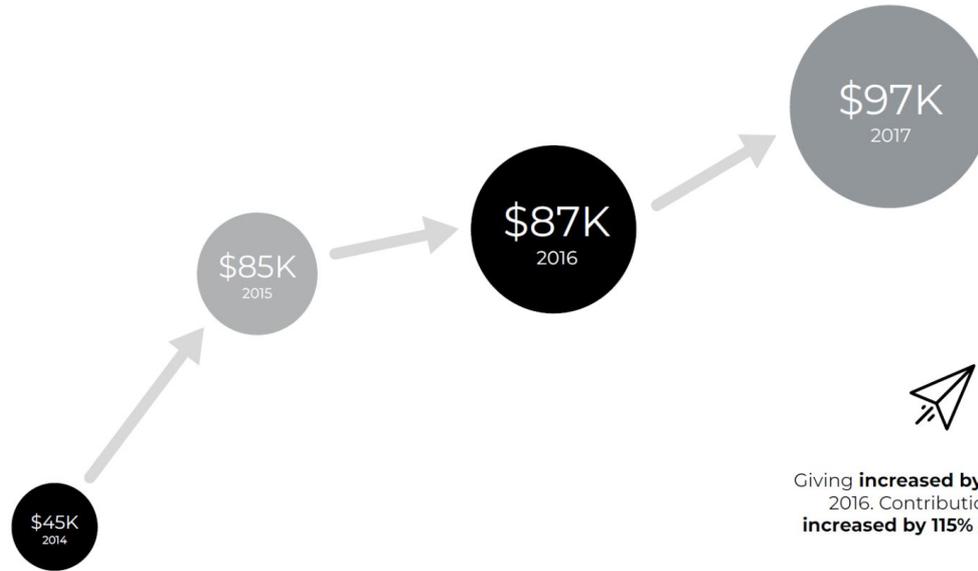


Track Your Results

Track your results to see what's working and what's not.

- Choose specific metrics for how you will measure success.
- Report back on your results to improve your year-end giving campaign for next year.

Example:



5 MP Tools to Meet Your Goals

1. **Launch donation pages** to streamline your online fundraising capacity, create registration forms to optimize your event coordination, and manage subscriptions to your email database and constituent forms.
2. **Automate tasks** such as sending out donation requests, tracking donations, and managing donor relationships.
3. **Use detailed reports** on your fundraising activities to track your results and see what's working and what's not.
4. **Export** email lists, track donor interactions, and send targeted messages to specific groups of donors to grow your donor base.
5. **Track donor records**, manage gift acknowledgments, and generate reports.



Questions?



Thanks!

Do you have any questions?

Email esoto@moorephilanthropy.com

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- charityengine.net
- donorbox.org
- nonprofitmarketingguide.com
- opportunityagenda.org
- samaritanvillage.org

