



# YEAR-END GIVING TEMPLATES

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Appeals for Email, Social Media and Text



## The year may be winding down, but your workload is ramping up.

**We're here to make the last few weeks easier.**

The number of days left in the year may be winding down, but for nonprofits, the workload is ramping up. Finishing up fall fundraising events, planning #GivingTuesday and Year-End Giving campaigns, while juggling the Annual Planning process and the holidays themselves. It can be a little overwhelming. Especially after a year like the one we've just had.

This year, updating and refocusing your year-end efforts feels more important than ever. Creating a year-end giving outreach and communication strategy is practically guaranteed to deliver value for your organization, even during difficult times.

Our Year-End Giving Templates will help save you time and ensure your messaging tugs at donors' heart strings in all the right ways. Copy, paste or even combine elements from different templates to craft your perfect appeal letters, posts, scripts, and texts.

Keep your nonprofit at the forefront of donors' minds and inspire more giving with less effort these last few weeks and days of the year.

### Did You Know?

#### **30% of annual giving**

occurs in the month of December<sup>1</sup>

#### **10% of all annual giving**

is concentrated in the last 3 days of the year<sup>1</sup>

#### **50% of nonprofits**

take in the bulk of their annual revenue between October and December<sup>2</sup>

## What's Included

» **SETTING UP YOUR  
YEAR-END CAMPAIGN**

» **PROMOTING YOUR  
YEAR-END CAMPAIGN**

» **YEAR-END GIVING TEMPLATES**

Email

Social Media

Text Messages

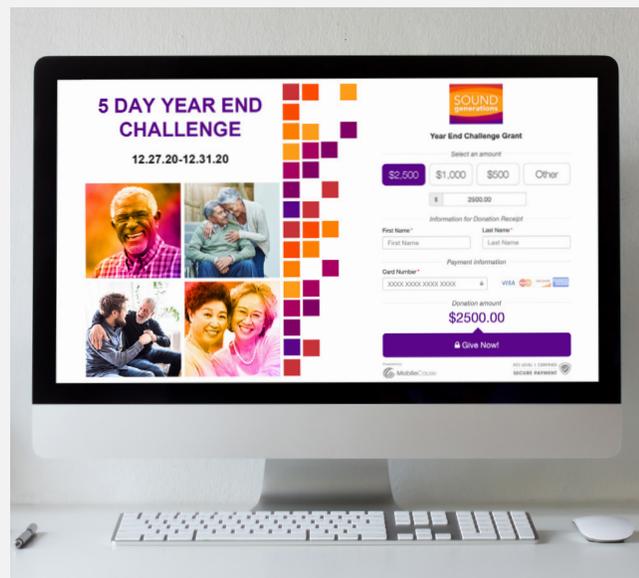


## | **SETTING UP YOUR CAMPAIGN**

There are three unique strategies for setting up a Year-End Giving campaign. They all start with creating a dedicated campaign or donation page to reassure donors they are contributing directly to the campaign. A dedicated page also allows you to easily determine how much was raised during your campaign and who supported it for donor cultivation now and in the New Year.

### 1 **YEAR-END GIVING DONATION FORM**

The simplest and fastest option is to create a dedicated giving form. Brand your donation page with your organization's logo and any theme you may have for this year's campaign. If you're unable to create a dedicated year-end giving form, rebrand your existing one for a set period of time.



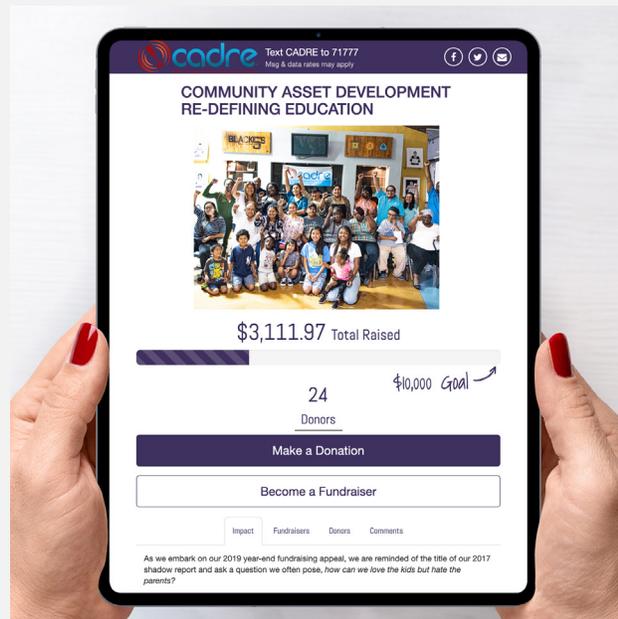
## 2 YEAR-END GIVING EVENT PAGE

Create a dedicated landing page for your year-end campaign. An Event Page enables you to include pertinent information, videos and/or a livestream about your campaign, organization, mission and beneficiaries. It also can support multiple calls-to-action to capture donors, volunteers, sponsors, and more. Your Year-End Giving Event Page can include impact metrics, a donor wall, progress circle and detailed information about why these funds are crucial for your organization and how your mission will continue in the upcoming year.



## 3 YEAR-END GIVING PEER-TO-PEER CAMPAIGN

Use passionate ambassadors to fundraise on your behalf and amplify your results with a peer-to-peer campaign. Your peer-to-peer landing page can include livestreaming, videos, fundraising goals, a donor wall, organizational and campaign information. When individuals and teams sign up to become fundraisers, MobileCause software automatically creates a customizable donation page for them to personalize and share. They also get a unique keyword and shortcode to send to friends and family, enabling easy giving through text-to-donate.





# PROMOTING YOUR YEAR-END CAMPAIGN

**Start promoting your year-end giving campaign early** to ensure supporters are aware of your efforts. Increase the frequency of your email, social media and text messages as you approach December 31st. Sending multiple messages across platforms helps increase your visibility and motivate donors throughout the campaign. Remember, not every message on every platform will be seen! Here are a few things to keep in mind as you go:

## GENERAL

- ✓ Give updates throughout the campaign
- ✓ Share reminders on how the money raised will be used
- ✓ Donors love hearing stories about the impact you are making!
- ✓ Always remember to include the link to your donation page or Event Page
- ✓ Display your keyword and shortcode over images and in videos
- ✓ Save time by pre-scheduling your email, text messages and social media messages
- ✓ Provide all the ways to support your organization beyond donating: sharing your campaign, volunteering, signing up for a newsletter, etc.

## EMAIL

- ✓ Use email to send longer stories about your organization, beneficiaries and campaign
- ✓ Showcase the impact of donating, no matter the size of the donation
- ✓ Include options to give such as text-to-give, sending checks, and links to giving forms

## SOCIAL MEDIA

- ✓ Post on your current social media channels
- ✓ Don't worry about trying a new platform at this time
- ✓ Use branded and relevant hashtags when promoting your campaign
- ✓ Be sure to tag and respond to the chatter about your organization as you go along

## TEXT

- ✓ Send several text messages about your organization and its year-end efforts before you text an ask
- ✓ Share updates on your fundraising progress
- ✓ Include links to videos, images, and stories
- ✓ Communicate your progress to inspire more giving



# YEAR-END GIVING TEMPLATES

## EMAIL TEMPLATES

To help you craft your year-end communications with ease, we have compiled prewritten, fill-in-the-blank email, text and social media messages. Simply copy, paste, edit and include your organization's unique information and images.

### **EMAIL TEMPLATE #1: JOIN US - SEND IN ADVANCE OF CAMPAIGN KICKOFF**

Subject line: A Special Invitation

[Org Name] is excited to be kicking off our final days of fundraising, will you join us?!

[Insert powerful image related to your organization]

The end of the year brings with it the season of giving thanks and giving back. It's a time to reflect on the past months and all of its ups and downs: the many challenges we've faced, and the obstacles we've overcome. It's a time to celebrate the power of giving, volunteerism, and even small, simple acts of kindness.

Please join [Org Name] for a special year-end campaign as we make our last efforts in 2020 to unite our community to support the greater good. You can share the news of our campaign, sign up to be an ambassador and give if you can. Every donation helps.

Our fight to [brief mission statement] is more vital now than ever before. This campaign is one of the many ways we can make a real difference. Please visit [link] for more information and how you can get involved.

We look forward to having you join us for this special time. Together, we can make the world a better place for [beneficiaries] and everyone in the New Year and beyond.

[Org Name]



# YEAR-END GIVING TEMPLATES

## EMAIL TEMPLATES

### EMAIL TEMPLATE #2: SEND AT CAMPAIGN KICKOFF

Subject line: How You Can Change Lives

The year 2020 has proven to be one of unprecedented change around the world. Change that has deeply impacted our lives, communities and the beneficiaries we serve. Our commitment to [brief mission statement] must not waiver, and never will as long as [beneficiaries need benefits/type of help].

That's why [Org Name] is asking you to join us in these last days and weeks of the year to help us make a bigger difference in the lives of others.

Please consider making a gift to [Org Name] to help our community when they need it most. All donations are tax-deductible, and 100% of funds go directly to [beneficiaries].

Even in times of crisis, our work is desperately needed. Your support and generosity of any kind is appreciated now more than ever. The [type of need] still remains, and [Org Name] is here to continue the good fight! The [beneficiaries] are counting on us.

With gratitude,

[Name]

[Title]

[Donate Button]



# YEAR-END GIVING TEMPLATES

## EMAIL TEMPLATES

### EMAIL TEMPLATE #3: SEND ON ONE OF THE LAST THREE DAYS OF THE YEAR

Subject line: 2020 is Almost Over, What Will You Remember?

In these last days of 2020, [Org name] will positively impact [beneficiary], by providing [type of needs] and supporting those struggling in these trying times now and into the New Year.

Thanks to you, [Org Name] will be able to [explain impact of donor contributions] for many months to come.

Here are a few simple ways you can join us:

- Consider making a gift in honor of our [Year-End Campaign or initiative] [link to donation form/Event Page]
- Volunteer with us [link to volunteer form]
- Become a fundraiser [link to sign up form]
- Help us get the word out on social media by sharing, tagging and liking our posts
- Share photos on your social platform about what our organization means to you
- Do something kind for another person, help a neighbor in need, thank healthcare heroes, donate blood

This year has been a trying one for so many. We will remember it for the difference you made to [explain impact for beneficiaries] when they needed it most. We hope you remember 2020 by this too.

[Donate Button]

Sincerely,

[Org Name]



# YEAR-END GIVING TEMPLATES

## SOCIAL MEDIA TEMPLATES

### SOCIAL MEDIA TEMPLATE #1:

We invite you to join us as we kick off our Year-End Giving Campaign benefiting [beneficiaries]. [Include statistics of what you are trying to overcome]. We can change that in 2021. Support our fight to [brief mission statement] now and into the New Year. Go to [link] for more information on all the ways you can get involved!

### SOCIAL MEDIA TEMPLATE #2:

During these trying times, we are grateful to have your support of [Org Name]. It is because of our passionate, dedicated and generous community, we are able to [mission] and can support [beneficiaries] when they need it most now and in the future. Your tax-deductible gift of any amount will change lives. No gift is too big or too small to change a life. Thank you!

### SOCIAL MEDIA TEMPLATE #3:

It is always the right time to come together and support the greater good. We appreciate our amazing community doing just that: to help build and grow our mission with your unwavering support. In these final days of 2020, please consider continuing that support in any way you can. There are many ways to join us and make the world a better place: [link to more info/ Event Page/donation page]. Together, we can make a difference!



# YEAR-END GIVING TEMPLATES

## SOCIAL MEDIA TEMPLATES

### SOCIAL MEDIA TEMPLATE #4:

As you prepare to open your hearts in generosity this giving season, please consider making a tax-deductible donation to [Org Name]. Your gift of any amount will enable us to [mission], which is needed even more during these unprecedented times. [link to donation page and include keyword and shortcode on image]. [Branded hashtag]

### SOCIAL MEDIA TEMPLATE #5:

2020 has been a tough year; for many it was even tougher. Help us respond to those impacted most by these ever changing times, now and for the months to come. With your help, we will be able to [explain impact of donor contributions] and support those most in need. To give any amount [link to donation form and include keyword and shortcode on your image]. Every donation is tax-deductible and helps make a difference!

### SOCIAL MEDIA TEMPLATE #6:

You are our hero! Thanks to your support we can continue to [mission]. Here are some of the ways you can change lives these final moments of 2020 and beyond:

- 1. Give** - a donation of any amount makes a difference
- 2. Share** - comment, like and share this post to help spread awareness of our efforts
- 3. Volunteer** - no matter your schedule and availability, there are ways to join us and make an impact
- 4. Smile** - share a smile, help a friend, give blood, or spread good cheer and kindness

Together we can make the world a better place, just like all heroes do.



# YEAR-END GIVING TEMPLATES

## TEXT TEMPLATES

### TEXT TEMPLATE #1:

During these difficult times, the [beneficiaries] are counting on us. Learn about [Org Name]'s continued efforts [link].

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### TEXT TEMPLATE #2:

[Org Name]'s efforts to [brief mission statement] will never stop! Please support our fight [link].

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### TEXT TEMPLATE #3:

In 2020, [Org Name] [success story or milestone]. Find out more (link).

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### TEXT TEMPLATE #4:

2020 has brought numerous challenges. Your support of [Org Name] is needed now more than ever. [link]

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### TEXT TEMPLATE #5:

Thanks to you, here are some of the many ways [Org Name] made its mark on 2020 (link).

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### TEXT TEMPLATE #6:

There is only 1 day left in 2020 and [Org Name] is [fundraising update]. You can still help!

Your year-end fundraising campaign provides the unique opportunity to raise much needed funds while joining together your supporters and community to fight for those who need it most. We hope these messaging tips and templates help you expand your reach, grow your mission and create long-lasting benefits for your organization.

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## About MobileCause

MobileCause is more than simply comprehensive fundraising software. We offer nonprofits one-on-one fundraising strategy plus 24/7 customer support that's there when you need it. MobileCause believes 100% of the donation should go directly to your cause, so we never charge a transaction fee. MobileCause enables you to maximize your resources and grow your mission like never before.

To speak directly to a fundraising consultant about implementing MobileCause online and event fundraising software and strategy for your nonprofit, please call **(818) 962-5463** or visit [mobilecause.com](https://mobilecause.com) to [request a demo](#).

## SOURCES

1. "General Charitable Giving Statistics," Nonprofits Source 2018
2. "Rise Above the Noise of Year-End Fundraising," Leah Davenport, Pursuant, August 9, 2020

