

WIN THE RACE TO YEAR-END

This is the biggest race of the year. Your donor management system is top-of-the-line, your team is strong, and you know just how to carry them over the finish line to victory. **It's time to win the race to year-end!**

READY!

- ✓ Plan your campaign
- ✓ Set goal
- ✓ Create timeline

START

SET!

- ✓ Write appeal
- ✓ Create images and online donation page
- ✓ Practice, practice, practice — test everything

GO!

- ✓ Launch online donation page
- ✓ Update social media cover photos and posts
- ✓ Send direct mail appeal and email blast



Email results in **1/3** of online fundraising revenue.

FINISH

FINISH LINE!

- ✓ Happy New Year—Celebrate your success!
- ✓ Thank donors
- ✓ Prep annual tax statements
- ✓ Review campaign in DMS

HOMESTRETCH!

- ✓ Send December email blasts
- ✓ Post daily on social about year-end campaign
- ✓ Call major donors
- ✓ "Time is running out" email blasts, texts, and social posts

25%

of donors complete their donations on mobile devices

 **\$300 MILLION**
Raised online on #GivingTuesday

#GIVINGTUESDAY

- ✓ Post regularly on social
- ✓ Send 2-3 email blasts throughout day encouraging people to give
- ✓ Text donors to boost mobile giving

THANKSGIVING

- ✓ Thank supporters on social
- ✓ Send special email blast

Network for Good
Donor Management Made Easy.

Win Big. Schedule a Demo Today.