



– Nonprofit –

Year-End Marketing Checklist

Ready to get more donations this giving season? Use this checklist to get ahead of the game and finish the end of the year strong.

Plan for key giving opportunities

Mark key dates on your calendar

- Thanksgiving - November 26, 2020
- Giving Tuesday - December 1, 2020
- Hanukkah - December 10 - 18, 2020
- Christmas - December 25, 2020
- Kwanzaa - December 26, 2020
- New Year's Eve - December 31, 2020

Segment your lists

- [Segment your list](#) to send more targeted, relevant messages
- Average gift size
- Level of supporter (long-term donors, business sponsors, volunteers etc.)
- Recency and frequency of donations
- Volunteers
- Board Members

Create your [year-end fundraising campaign](#) or event goals

- Set your goal
- Understand your ideal supporter
- Determine why they should support your cause

Take action on your year-end marketing plan

Update your website

- Highlight your year-end fundraising campaign
- Ensure your website includes an option to donate (every page is ideal)
- Add a [sign-up form to encourage people to join your list to show their support](#)

Update listing & review sites

- Ensure up-to-date information on listing, review, and directory sites

Set-up your donation & event pages

- Create your [online donation page](#)
- Create your [online event registration page](#)

Promote your campaign on social

- Encourage people to [join your email list](#)
- [Schedule posts on social media](#) to promote your campaign - use announcements, reminders, and last-chance reminders to donate

Create & send your campaign messages via email

- Schedule emails to promote your campaign - announce, remind, give people a last chance to [donate](#)
- Send a 'thank you' email

Use paid advertising

- Use [Facebook Lead Ads to grow your email list](#) before the giving season
- Use [Facebook](#), [Instagram](#), and/or [Google Ads](#) to drive traffic and donations



Prepare for on-going success after the holiday season

Review & take action

- Review the results to understand what worked and what didn't
- Celebrate your success - keep your audience informed (email & social)
- Showcase other ways they can get involved to support your organization
- [Send a survey](#) to let people share their feedback about the campaign
- Further segment your list based on [donation and engagement behavior](#)
- Start [planning for consistent marketing](#) in the new year