

A diverse group of people of various ages and ethnicities are shown cheering and raising their hands in excitement. The background is dark, making the people stand out. The text is overlaid on a semi-transparent white box in the center.

You can do it!
**Supercharge your year-end
fundraising now**

What we'll talk about

- **Data preparation**
- **Good communication**
- **Persistence**

Why it matters...

Year-end giving has traditionally been the strongest

Crisis





Why it matters...

- **BUT... 2023 saw a decline in year-end giving... a drop of 2.8% in dollars raised**

Why it matters...

- The *number of donors* also decreased
– by 3.4% year-over-year





Why it matters...

- **Donors giving less than \$500 usually make up 80% of total giving... the drop in giving came mostly from them.**

Why it matters...

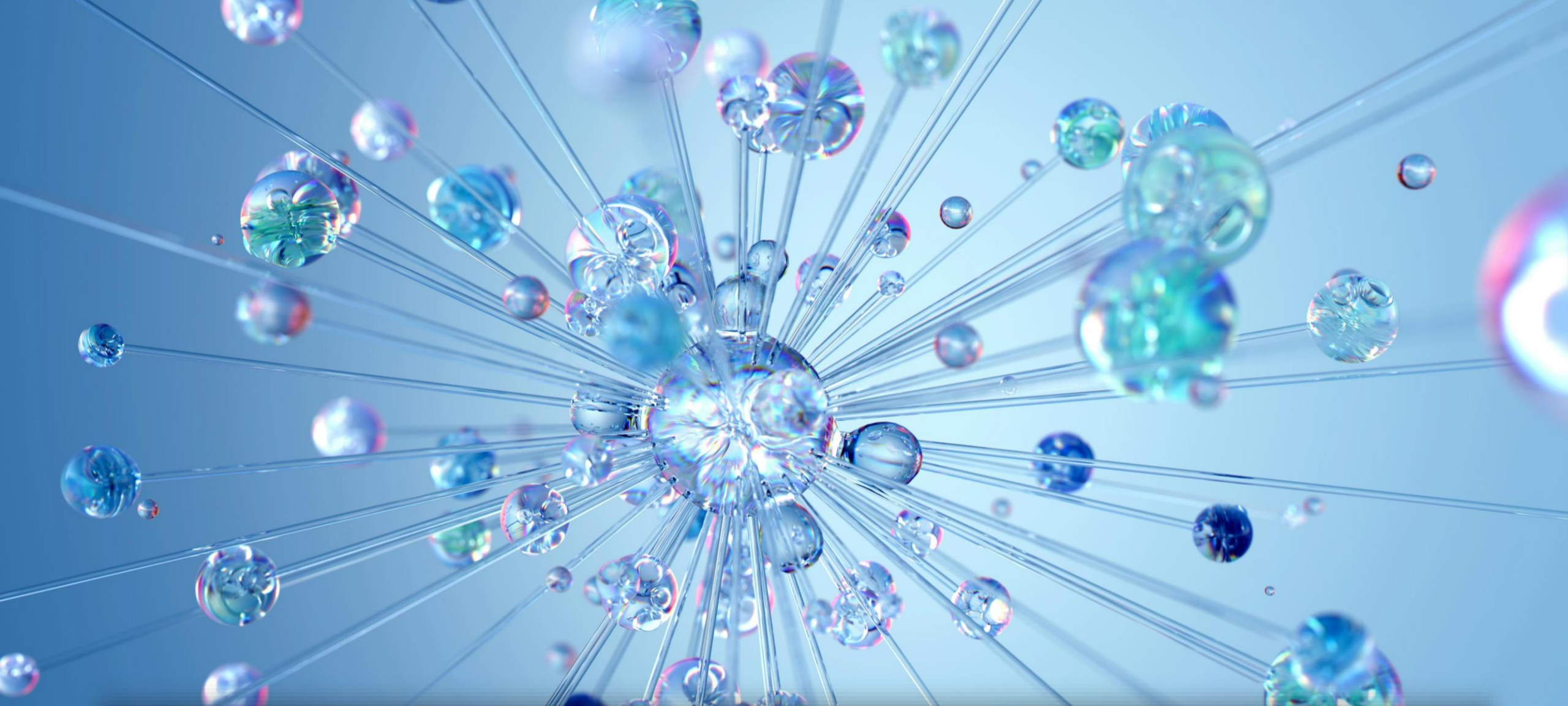
- Retention decreased by 2.5%



Thanks to: <https://afpglobal.org/news/year-end-challenges-q4-2023-fundraising-metrics-decline>



Don't panic!



Your data matters... a lot

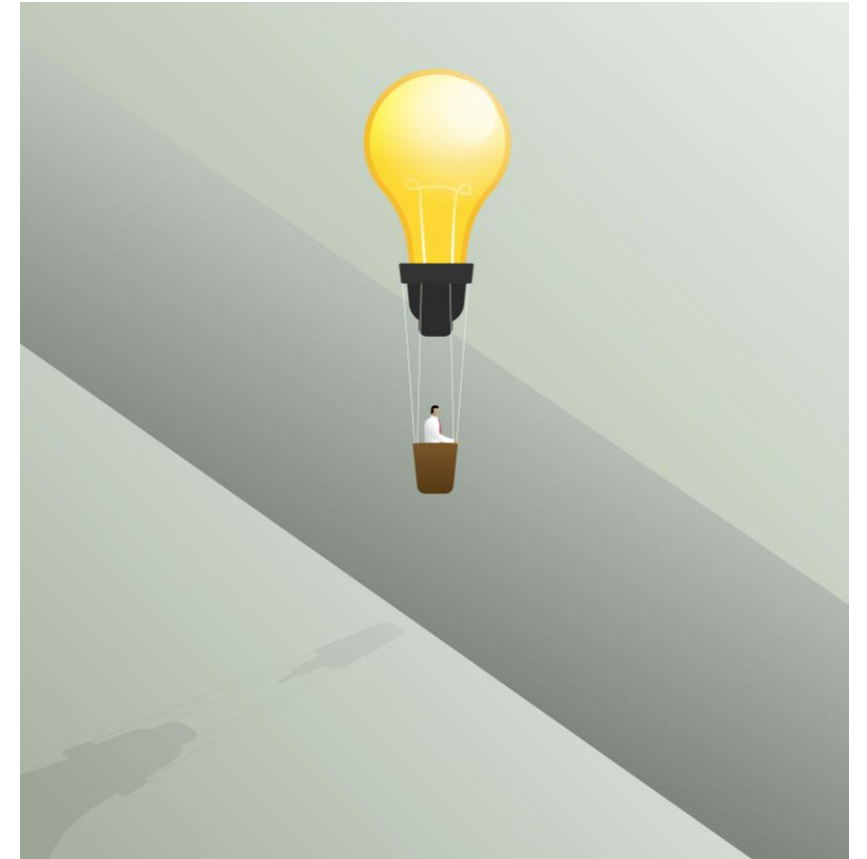
Look in the rear-view mirror

- Planning for this year's campaign means looking at past performance.
- What worked? What didn't? (Use data to decide)



Plan for a successful Year-End

- ✓ See this as a campaign, not a one-off appeal
- ✓ Review your assets, especially people: do you have the expertise in-house, or should you look for professional help?
- ✓ Refine your offer: *why* do you need money?
- ✓ Create content, then repurpose it for other channels
- ✓ Direct mail is still strong. Combined with email, it's at its best. (Email by itself is only “cheap” if you don't need to raise money.)



Plan your expenses

- What will you need to spend?
- Printing, mailing, data systems, design, copywriting, website updates?
- Outside help? (For example, a mailing house that can keep postage costs low and mail on time.)



Prioritize relationships

- You should be thanking, informing, and appreciating your donors all through the year.
- If you've fallen off, begin right now! Let donors know why *they* matter – not just their money
- Gratitude counts. People want to know they've helped – and *how* they've helped.

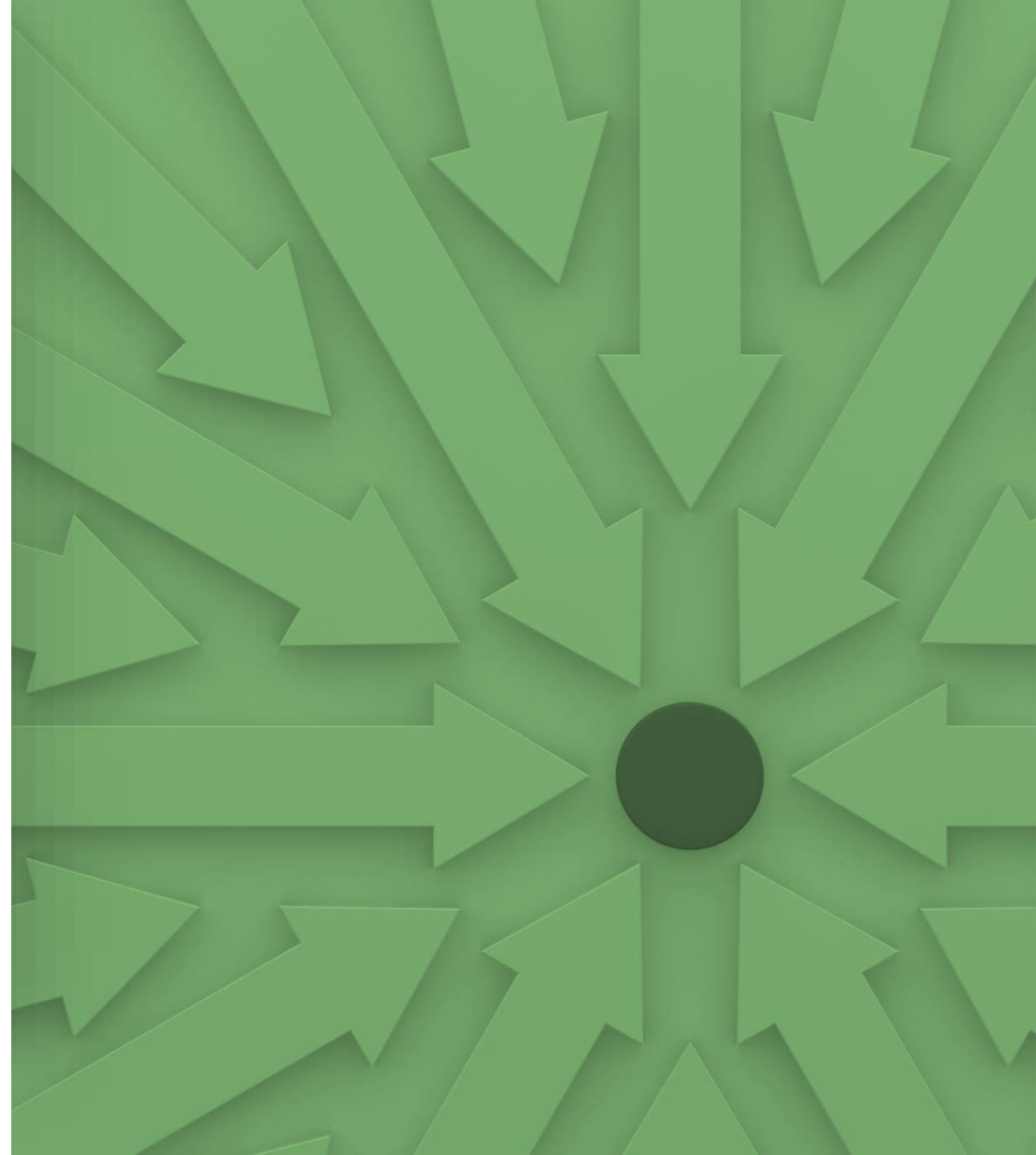




Common mistakes – we've all been there!

Not about you

- **This is not about your organization. It's about your donors and the change they want to see in the world.**
- **You're the vehicle – one they want to trust. But they're the driver.**



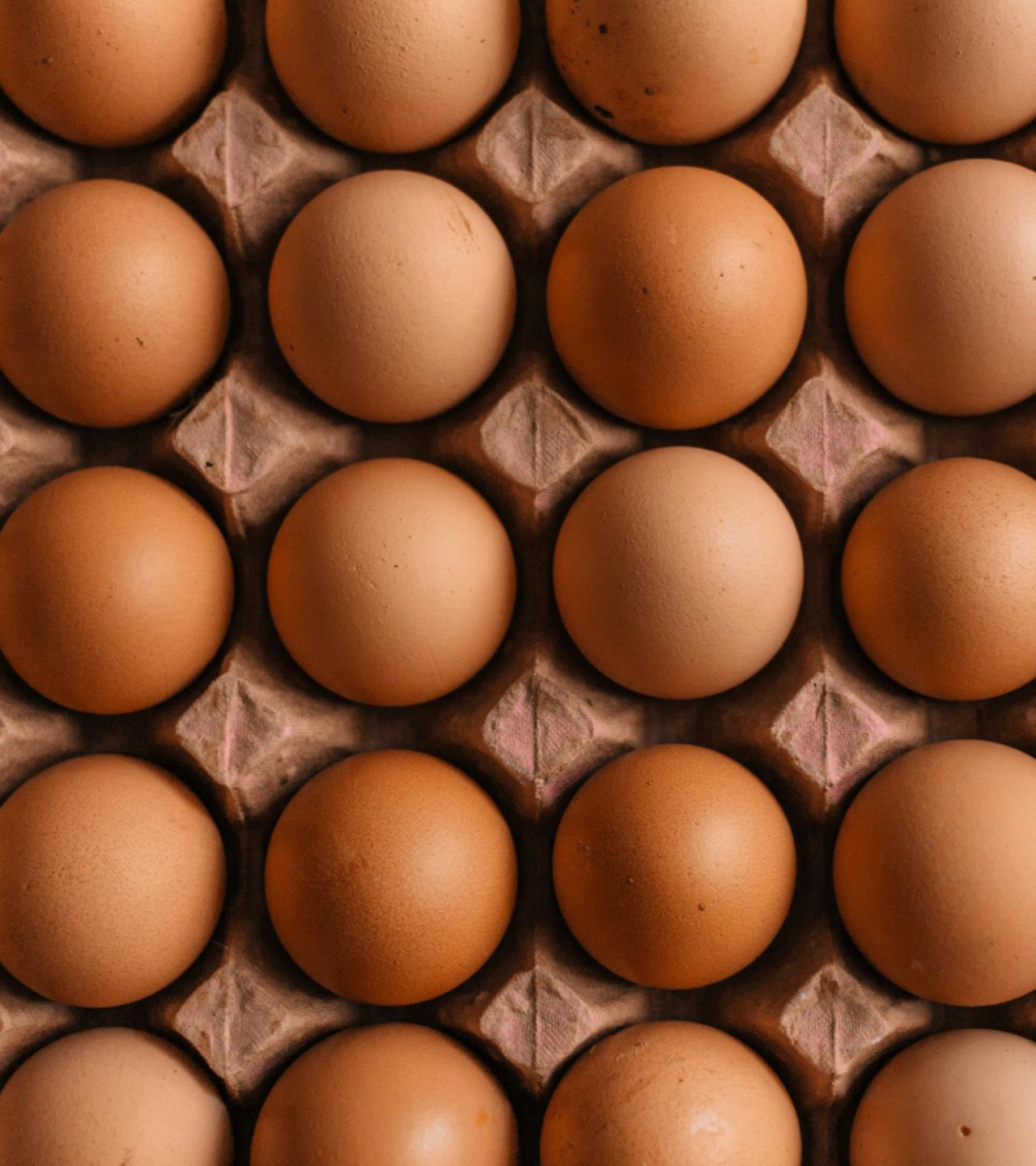
The image features a vibrant orange background with a subtle, embossed pattern of triangles. A white, torn-edge paper shape is cut out from the center, serving as a platform for text. Two rulers are positioned diagonally, one in the upper left and one in the lower right, framing the white shape. The ruler in the upper left shows markings for 7, 8, 9, 10 (in a red box), and 11. The ruler in the lower right shows markings for 22, 23, 24, 25, and 26.

**Internal goals are
meant to be internal**

**Tax deductions are
not why people
give**

A yellow sticky note is affixed to a light-colored surface. The note is rectangular and has a slightly irregular, torn edge. It is oriented vertically. The text on the note is handwritten in black ink. The word "DO" is on the top line, and "TAXES!" is on the bottom line. The exclamation point is clearly visible at the end of the second line.

DO
TAXES!



**Generic appeals
appeal to no one –
keep it personal**

**Where's the urgency?
Why should people
give *NOW*?**





**You have nice,
clean data:
segment!**

Communicating well



Keep it human –
one person talking
to another



Keep it emotional –
even if you feel
awkward



Tell good stories:
collect them now



Use all the
channels at your
disposal



One appeal won't
do it: plan to
follow up



Show donors what
they've done and
what *they* can do



Let them know
how appreciated
they are



Let them know
what their gifts
have accomplished

An effective ask is from the heart

- What will a gift DO?
- Your annual fundraising goal is a donor snooze
- Your ask should be clear, urgent, tied to a specific need



Tell the story that moves hearts

- Remember giving isn't a logical decision
- Find stories that show the need
- Good stories have a beginning, middle and end. (But you don't have to begin at the beginning)
- Beware a happy ending
- If possible, interview the subject yourself
- Your opening is all important: its job? Get someone to read the next line.





Show the stories, too

- We absorb images – and the stories they tell – much faster than text
- Find the most emotional images
- If your subject can't or shouldn't be photographed, use stock
- You want a story – not a headshot
- Eyes on the camera – we can't look away from eyes, even in a photo



Make it easy to give - mail

- **Your reply form should be easy to fill out**
- **Large enough that an older person doesn't have to squint**
- **Fill in information you already know for them**
- **A full page is more effective than a slip**
- **Keep it warm, not businesslike**
- **Use a big “yes!” statement that reflects the donor's sense of self**

Examples

<<Salutation>> <<First Name>> <<Last Name>>
 <<Address 1>>
 <<Address 2>>
 <<Address 3>>
 <<City/County>>
 <<Postcode>>
 <ID No.>



Foundation
 Lifelong Care,
 Lifelong Support.



YES! I know these children and young people have so much joy to offer the world... and I want to give them all the support they need.

This Christmas, I want to bring more joy to the world! Enclosed is my special gift of:
 €30 €60 €100 €250 My best gift of €

online www.jogfoundation.ie/joy
 phone on 01288 2231
 post - form below, Use the freepost envelope

*A gift of €250 or more in a year, means we can claim back 45% tax at no extra cost to you.

Please accept my donation from the Visa/ Visa Debit/ Mastercard, details below:
 Card Number:
 *Expiry date: / *CVV Code: (the 3 digit number on the back of your card)

*Signature:
 *Date: / /

Email (optional):
 Phone (optional):

Please provide your phone number and email if you are happy to receive updates on how your generosity is touching lives each day.

I would like to speak to someone in confidence about leaving a gift in my will to St. John of God Foundation.
 I would like to set up/upgrade a monthly gift. Please contact me.

If you would like to change the way we communicate with you please call 01 288 2231 or email hello@jog.ie Please tick this box if you do not wish to receive post.

Thank you.

PO Box 4 Flaxman House, Stillorgan, Co. Dublin
 Northern Ireland, Arthur House, 41 Arthur Street, Belfast, Co. Antrim
 Head Office: Revenue number CI 014161 (CSA 2005616) Company Reg No 2805
 Northern Ireland: Revenue number (R-0002) XK2027 TRIC 20244 Company number 18 20195



Foundation
 Lifelong Care,
 Lifelong Support.

"My worst nightmare has happened. I'm sick and can't provide my child's care and bandage changes. But thanks to DEBRA, while I lie in bed recovering and cocooning, I have support. DEBRA has given me a safety net." - Liz



YES! I want to help ease the hardship of EB families during this crisis.

I know precious EB children and their families are suffering more now and urgently need my help. Here is my Covid-19 Family Hardship Fund gift:

€ XX € XX € XX My Own Amount €

I enclose a cheque or postal order made payable to DEBRA Ireland OR
 Please debit my Visa Mastercard Visa Debit



Card Number

 (CVV code) (Expiry date)

Signature: Date: / /

Phone:

Email:

Please provide your phone no. and email if you are happy to receive occasional updates about our work. We respect your wishes. If you no longer wish to be contacted please call us on 01 412 6924 Or email: info@debraireland.org

Your donation will be used for the Family Emergency Fund. Any surplus will be used to fund all the critical work DEBRA Ireland does on behalf of those with EB.

YES! I'll give Monthly and help EB families all year round.

I'd like to give with my credit card (above) ... and become a monthly supporter.

€10 €21 €50 My Own Amount € Monthly
 Monthly donations will be charged to your credit card on the 6th of every month.

Name
 Address1
 Address2
 Address3
 Address4
 ←campaign code/donorID→

You can speed your donation to EB families today!
 Simply call us: 01 412 6924
 Or donate online: www.debraireland.org

DEBRA Ireland, Bamberly Corragh, 8 Clonwilliam Terrace, Grand Canal Quay, Dublin 2 - Tel: +353-1-412-6924
 E: info@debraireland.org - Registered charity number: 8703. Charity regulator number: 20021724

I am enclosing a check payable to the and return it with this form in the pre-addressed envelope provided, or mail to: PO Box 6068, Albert Lea, MN 56007-6668.

I am making a contribution online at .org/3X.

I am recommending a gift from my Donor-Advised Fund: Name of Fund

Please direct it to the at Our tax ID is 13-5660870.

I want to charge my gift to my credit card: American Express Visa Mastercard Discover

Card Number Expiration Date


Cardholder Name Signature

0000155430561 470211 4152011 0001 CXXXVHUSMR00

Our Community. Our Food Bank.

Please send me email updates at:

Please make any needed changes to your name and address and enclose this form with your tax-deductible gift in the envelope provided. Please make your check payable to Please see other side to pay by credit card. Thank you.



YOU ARE SOLVING HUNGER!

\$300 \$430 \$560
 \$_____ to help out as much as possible.
 I do not want a receipt for my gift.
 I do not want my name listed in the warehouse, annual report, or other publications.

To make a secure online donation please visit www._____.org/donatenow.

65801 2402R913

Reply forms above thanks to The Casement Group

Make it easy to give - online

- **Make the form easy to access! Don't hide it.**
- **Make the form easy to fill out. You don't need every piece of information you'd like**
- **Works well on mobile, high-contrast, label fields**
- **Use a great image that mirrors the appeal**
- **Use a specific form for the campaign**
- **Say thank you immediately**
- **Say thank you again, more personally (an automated tax receipt is not a thank you!)**

In short...

- Prepare your data
- Decide on your offer
- Find your story
- Review your abilities and work with expert help when needed
- Create a mail appeal and upcycle for email and social
- Remember, your appeal *is not* about your organization!
- Speak directly to one person
- Make it easy to give
- Show genuine appreciation
- Remember that donors *like* to give
- Don't give up!

Questions?



Mary Cahalane – Hands-On Fundraising

Where you can find me:

Website: mcahalane.com

LinkedIn:

<https://www.linkedin.com/in/marycahalane/>

Email: mary@mcahalane.com

MARY CAHALANE

Hands On

FUNDRAISING