End-of-Year Fundraising for Animal Welfare Nonprofits
It’s not too late
and you can succeed even during the pandemic
This presentation will cover:

• The opportunity for end-of-year fundraising
• What to communicate to donors
• Simple things that enhance your fundraising success
• Ideas for simple, effective fundraising themes/strategies for the next seven weeks

Year-End-Fundraising: It’s not too late

This webinar is made possible by the Petco Foundation. The Petco Foundation is creating a national lost and found database for pets. Learn more and join the initiative by visiting petcofoundation.org/lostpets.
Year-End-Fundraising: It’s not too late

“Do good work, tell people about it, ask them to help.”
– Richard Avanzino
Year-End-Fundraising: It’s not too late

Your end-of-year fundraising success is partly a product of your marketing and development work throughout the year.
Year-End-Fundraising Opportunity

- 31% of annual giving occurs in December
- Some nonprofits bring in as much as 50% of their donation income from end-of-year asks

Ideally you already have a fundraising plan, but if not, it is not too late to take advantage of the season of giving.
Year-End-Fundraising Opportunity

Two largest online giving days of the year:

- Giving Tuesday - December 1, 2020
- December 31

Nearly a third of all organizations do not communicate with donors on these dates.

December 26 – 31 online giving can be high as 10% of all online giving for the year.
Donor Intent to give in 2020 vs. 2019
70% of donors plan to give the same or more

- Same overall 58%
- More overall 13%
- Less overall 23%
- Not sure 6%

July 2020 survey
Provide good news

Everyone would like some good news
Share an uplifting story about animals saved
What should you be saying to your supporters?

“Donors tend to give twice as much when presented a story about an affected individual, as opposed to numbers about the scope of a problem.” — Network for Good
What should you be saying to your supporters?

“Worth a thousand words.”

Include photos

- Show an animal or a person with an animal
- Crisp, clear images
- Crop photos to focus attention
- Large enough to be emotionally impactful
What should you be saying to your supporters?

Thank supporters enthusiastically when they give.
What should you be saying to your supporters?

AND thank supporters in your appeals and other communications

Thank them, let them know that they are:

- Making lifesaving possible
- Creating joy and peace for animals
- Bringing hope to animals and people who care about them

... through their generous support

The word “YOU” is a powerful way to engage supporters.
What should you be saying to your supporters?

Tell how they can help and how it will make a difference

- Make a specific request for help
- Explain how it will make a difference
Simple Things that will Increase End-of Year Giving

Supporter Contacts

• Your most valuable asset
• Gather all into one place (Include past donors, volunteers, service users)
• When starting out: Excel, Google Docs or Little Green Light

Volunteers are more than twice as likely to donate than non-volunteers.
Simple Things that will Increase End-of Year Giving

Timing matters

- Giving Tuesday (Dec 1, 2020)
- December 26 – 31 with focus on last day of the year
- Best time for mailed holiday appeals to arrive: early December

Create Urgency

- Matching gift challenge with deadline
- End of year “last chance to give lifesaving gift in 2020”
Simple Things that will Increase End-of-Year Giving

Matching Gifts

Yes, Double My Gift!

Giving is 50% higher with a matching gift challenge.
Simple Things that will Increase End-of-Year Giving

Create short videos that show what donors gifts accomplish
Simple Things that will Increase End-of Year Giving

Send emails from a person

28% increase in emails opened than when sent from the organization
Simple Things that will Increase End-of-Year Giving

Make sure it is easy to give on your website

Try it yourself.

Donation landing page:

• Form must be visible (don’t make people scroll).

• Videos on donation landing page depress giving.

• Suggest an amount visually.

Goal meters that include number of donors can increase giving.
Communication Strategies for End-of-Year Giving

What should your end of year efforts include?

• Direct mail
• Email appeals
• Social media
• Conventional Media
• Paid advertising
• Virtual activities

Get the word out in as many different ways as you can.
Themes & Ideas for End-of Year Fundraising

- Create a theme
- Keep it positive and fun

The following slides share eight ideas you can adapt and use now.
Themes & Ideas for End-of Year Fundraising

Giving Tuesday, December 1, 2020

https://www.youtube.com/watch?v=KIvht6_ZqVg&feature=youtu.be

Save twice as many lives
Gifts matched up to $50,000
#GIVINGTUESDAY

Sometimes, the smallest thing takes up the most room in your heart.
- Winnie the Pooh

#GIVINGTUESDAY
The Diamond Center has partnered with The Inland Valley Humane Society & SPCA for this year's Giving Tuesday.

GIVING TUESDAY
meow
ALL GIFTS MATCHED UP TO $2,500!
Themes & Ideas for End-of Year Fundraising

Giving Tuesday, December 1, 2020
www.givingtuesday.org/organizations

It’s Giving Tuesday and all gifts are matched!

#GIVINGTUESDAY
Lights of Love
Light tribute donation campaign

This season, shine a light of hope at the Humane Society of Greater Miami by making a candle or light shine for

Holiday Lights for the Animals

In honor or memory of a beloved family member or four-legged friend, dedicate a donation for one of the below lighting opportunities and make a special gift that will make a difference in the life of a shelter pet for the holidays.

$20 makes a light or candle shine
$100 sets a strand of lights aglow
$250 illuminates a wreath or menorah
$500 lights an entire tree

To make your gift to the animals or for more information visit humansocietymiami.org or call 305-749-1825
Themes & Ideas for End-of Year Fundraising

Giving Tree
Could be done outdoors or virtually this year

Want to give an animal a special holiday this year?! Join the Unleashed Pet Rescue and Adoption

GIVING TREE

How it works:
Each business has a goal to raise a minimum of $1000 in monetary donations or supplies for Unleashed. A package consisting of paw prints to hang on their tree, pens, and flyers will be provided to participating businesses during the week of November 18-22.

If you have questions please email: unleashedgrants@gmail.com

Our Wish List
- Outhose, Fleasides, Laundry Detergent,
- Paper Towels, Leashes/Collars,
- Heavy Duty Trash Bags, Dog Toys,
- Cat Litter, Cat Food, Dog/Cat Food,
- Monetary Donations, Brooms/Dustpans,
- Commercial Mop Heads, Heavy Duty Hoses,
- Fleece Blankets, Cable Tie Outs, Permanode,
- Wire Crates, Gift Cards, Rubbing Alcohol,
- Copy Paper, Books of Stamps

5918 Broadmoor Mission, KS 66202 • unleashedrescue.com • unleashedgrants@gmail.com
Themes & Ideas for End-of Year Fundraising

12 Saves of Christmas, Hanukkah and Kwanza – or – Celebrating the Top Rescues of 2020
Series of daily emails recounting best rescues of the year, thanking donors, asking for donations

Stray Rescue’s 12 Dogs of Christmas!

The FIRST dog of Christmas!
strayrescue.org/12dogsofchristmas

Adrian

First Save of Christmas: Pearl
Themes & Ideas for End-of-Year Fundraising

12 Saves of Christmas, Hanukkah and Kwanza – or – Celebrating the Top Rescues of 2020

Twelve Strays of Christmas
December 13th – 24th

12 Saves of Christmas

12 DOGS of Christmas
Please give a donation in lieu of a card!
Themes & Ideas for End-of-Year Fundraising

Holiday pet photo contest online

GoGophotocontest.com is one platform
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Home 4 the Holidays

• Adoption campaign that can double as fundraising theme
• https://animalcenter.org/home-4-the-holidays
Themes & Ideas for End-of Year Fundraising

Thank-a-thon
Calling donors to thank them, which encourages additional giving
Themes & Ideas for End-of Year Fundraising

Clock is ticking
Fundraiser for last week of the year
“Fundraising is the gentle art of teaching the joy of giving.”
– Hank Rosso
“Do good work, tell people about it, ask them to help!”

- Richard Avanzino
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