



**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 25, 2021
- ☐ **Giving Tuesday** – November 30, 2021
- ☐ **Hanukkah** – November 28 through December 6, 2021
- ☐ **Christmas** – December 25, 2021
- ☐ **Kwanzaa** – December 26, 2021
- ☐ **New Year's Eve** – December 31, 2021

## Create your year-end fundraising campaign or event goals

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

# Get your list ready for the season



## Grow your email list

- ☐ [Entice people to join](#) your email list
- ☐ Create a [pop-up form for your website](#)
- ☐ [Set up text to join and create a sign for your location and your physical events](#)
- ☐ [Create a Lead Generation Landing Page](#) and share it on your social channels

## 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

# Promote your campaign in all the right channels



## 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

## 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 ongoing 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