



**KEEP  
CALM  
IT'S  
NEARLY  
YEAR END**



# Essential Fundraising Plan

## December 2022: Final Push

- **Giving Tuesday Reflections**
- **Leaders Assembly Lessons?**
- **Refresh the Fundamentals (*one last time*)**
- **Using the Last Hours of '22**
- **Gratitude & *Happy New Essential Fundraising Plan!***



# Essential Fundraising Plan



## TODAY

Cultivate gifts that go to work right away, through campaigns that encourage sustained ongoing support and build donor loyalty.

ANNUAL FUNDRAISING



## TOMORROW

Activate campaigns that accomplish big and lasting projects and inspire larger gifts and grow the total number of donors.

CAPITAL CAMPAIGNS

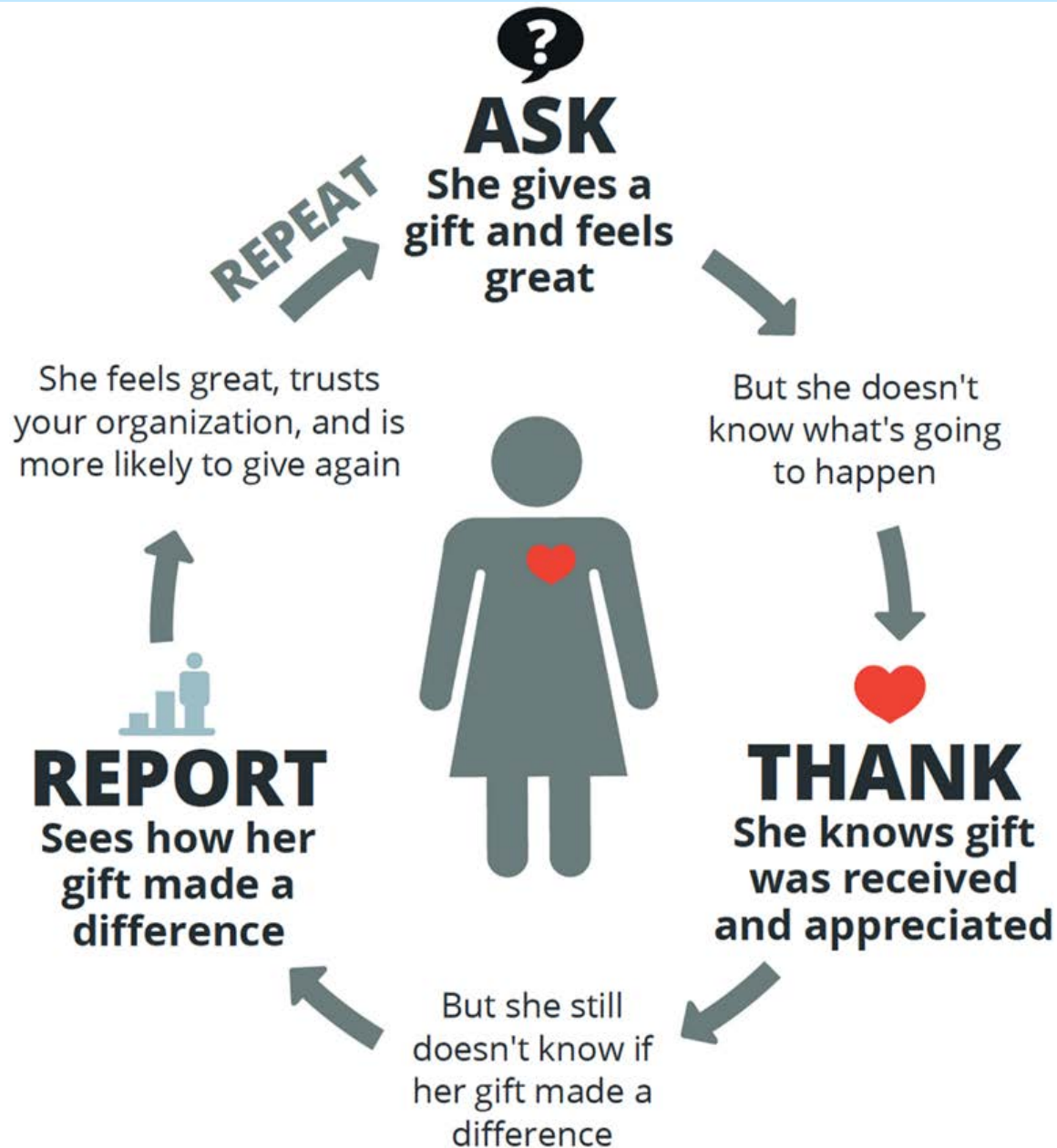


## FOREVER

Grow an endowment in a campaign for outright gifts and pledged after-life gifts to ensure the organization is enduring.

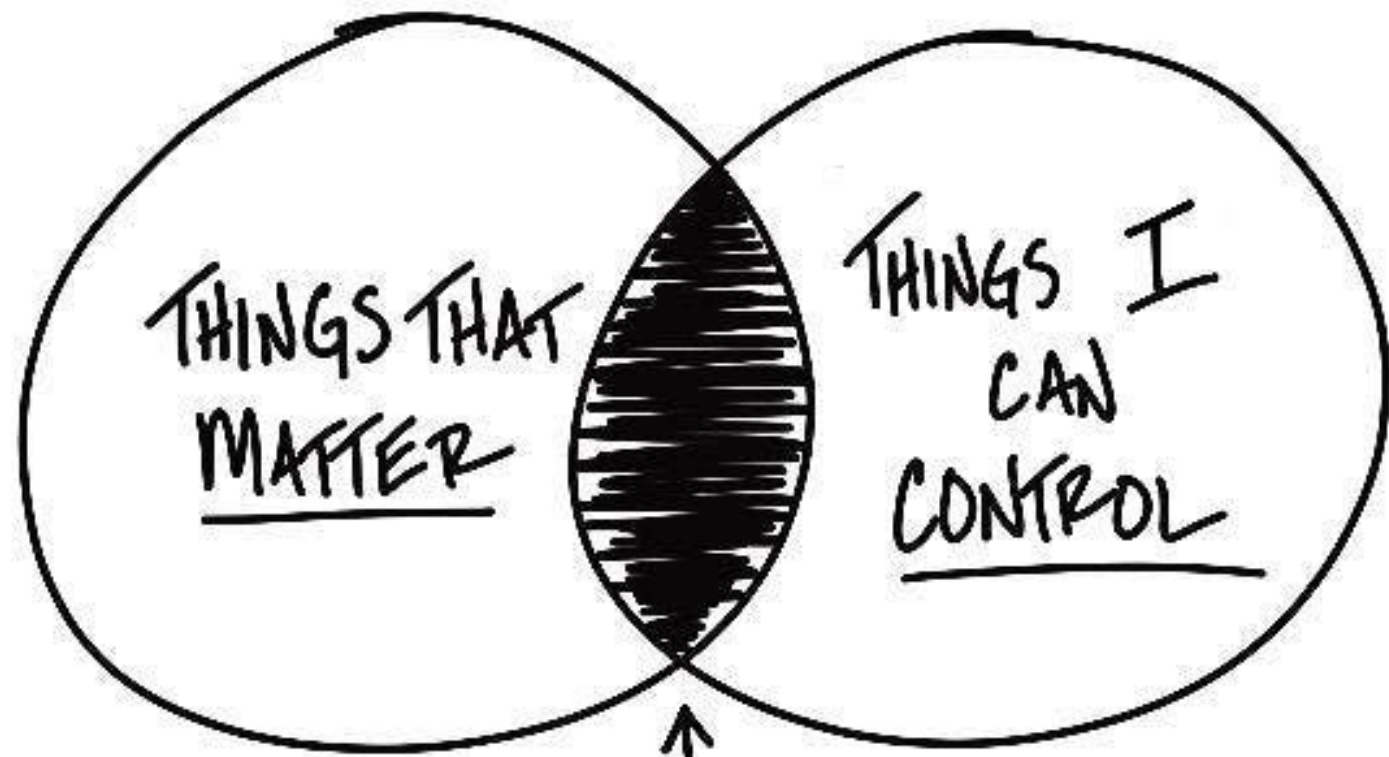
LEGACY FUNDRAISING

# Ask, Thank, Report, Repeat



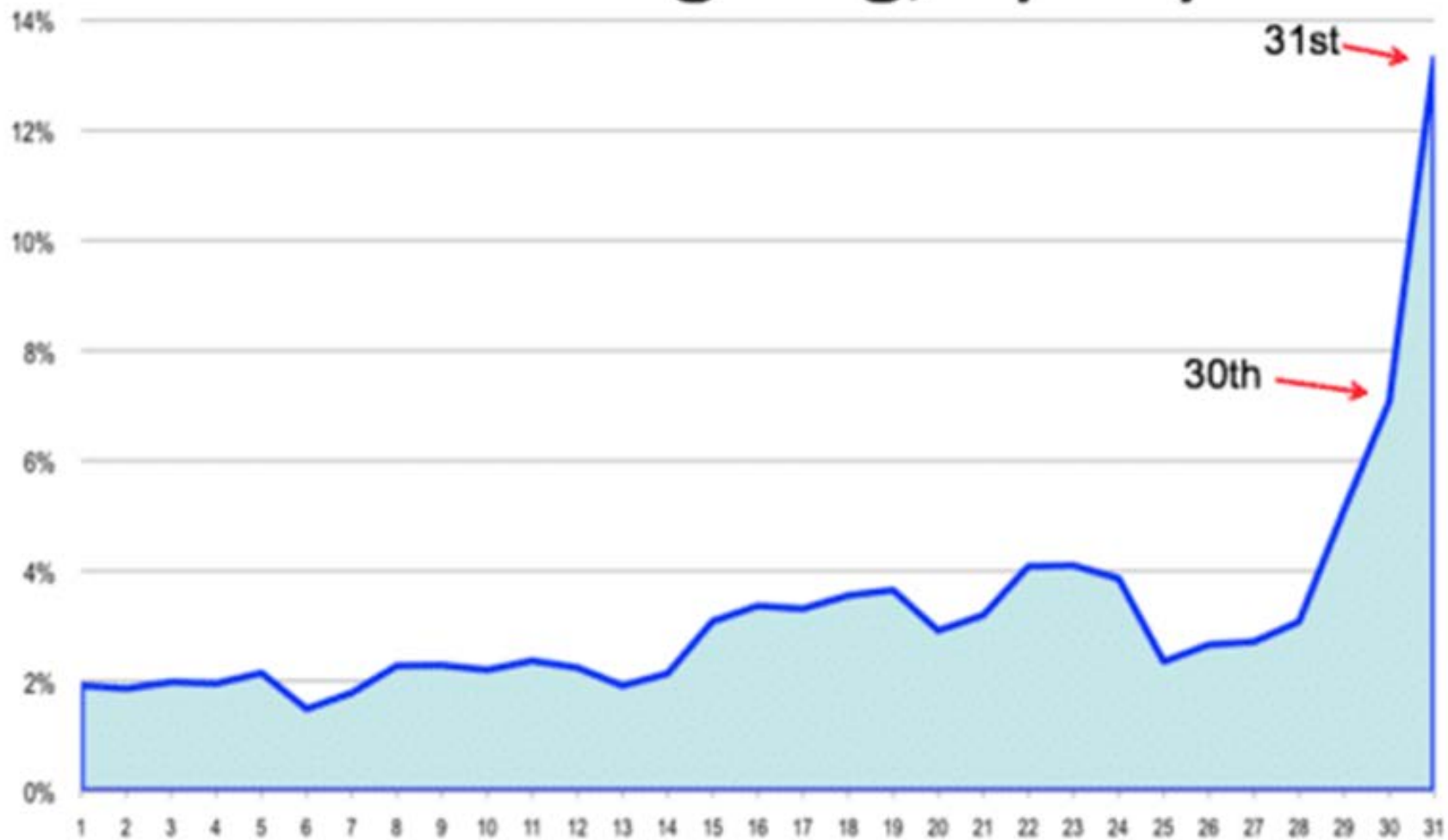
# Creating A Culture Of Philanthropy...

...For the love of others



WHAT I TRY TO FOCUS ON!

# December giving, by day





In the Final  
Hours of  
'22

## Major Donor Wrap Up

- **SLYBUNTs**
- **2<sup>nd</sup> Gifts?**
- **DTCs, IRAs, DAFs**
- **December 30 = Last Biz Day**
- **Look for the Helpers**





In the Final  
Hours of  
'22

## **For the Masses**

- **EOY/Hanukkah Appeal Follow Up**
- **Homepage**
- **Giving & Landing Page (testing 1-2-3)**
- **December 25, 29-31**
- **Last Ditch Email Series – short, -er, -est**



In the Final  
Hours of  
'22

## **Need a Boost? Thank Somebody!**

- **Random EOYs**
- **Memorable, Remarkable '22 Gifts**
- **Kids, Grands, Monthlys, 1<sup>st</sup> Timers**
- **New Legacy Members**
- **Staff, Volunteers, Mentors**

- **Breathe & Celebrate**





# Essential Fundraising Plan

## Looking Ahead to '23...

- **More Relevant - Reach Camps Where They Are**
- **Keep Monthly Peer Calls**
- **Hear & Respond to What You Need**

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**THANK YOU, THANK YOU**



**VERY MUCH**