



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



Essential Fundraising Plan

November 2022: Year-End Scramble

- **Success Stories to Share**
- **Conference Follow Throughs?**
- **Refresh the Fundamentals (Thanks, Tara)**
- **44 Days to Go: What's Your Plan?**
- **Feedback, Please**



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

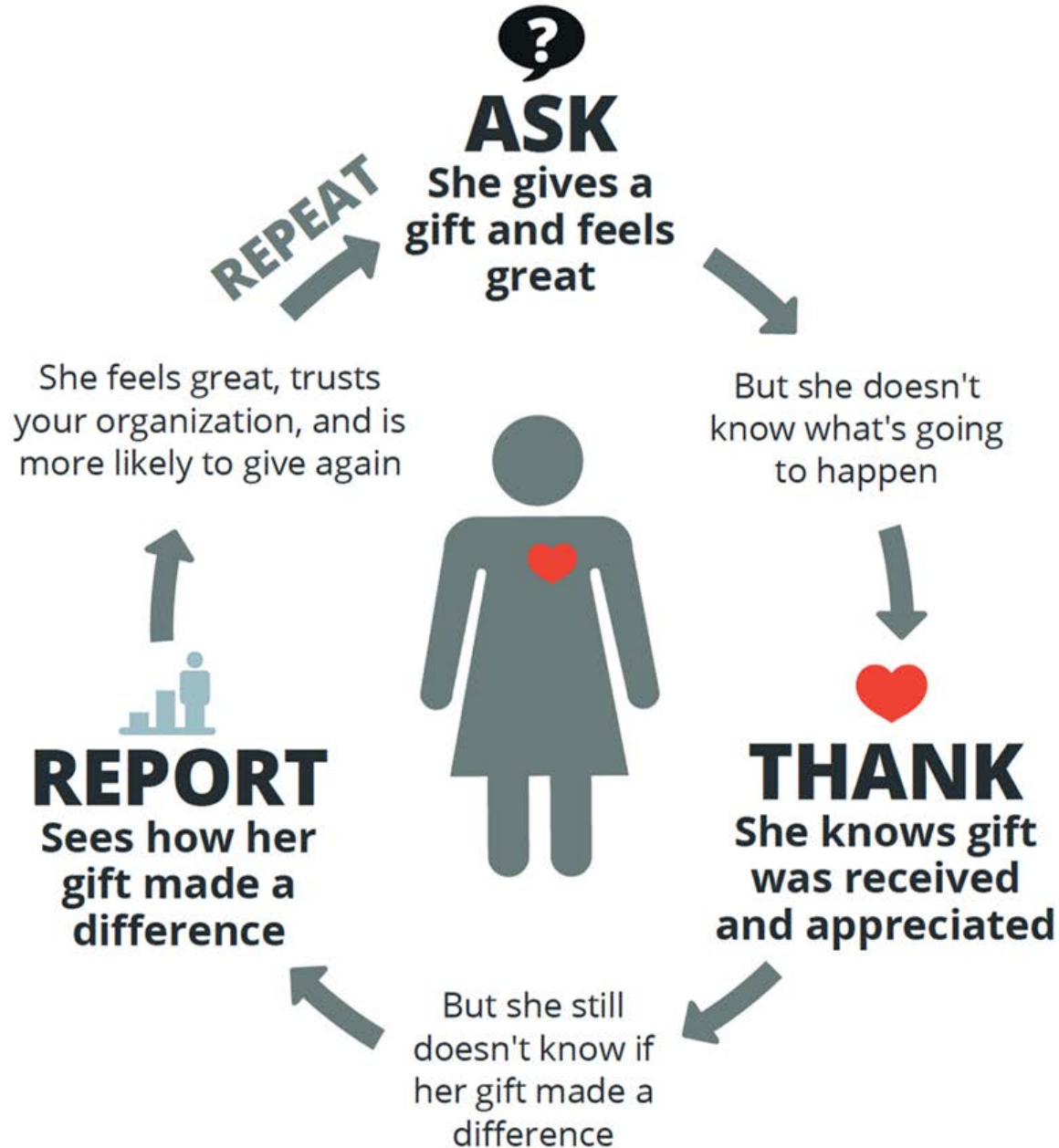


FOREVER

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



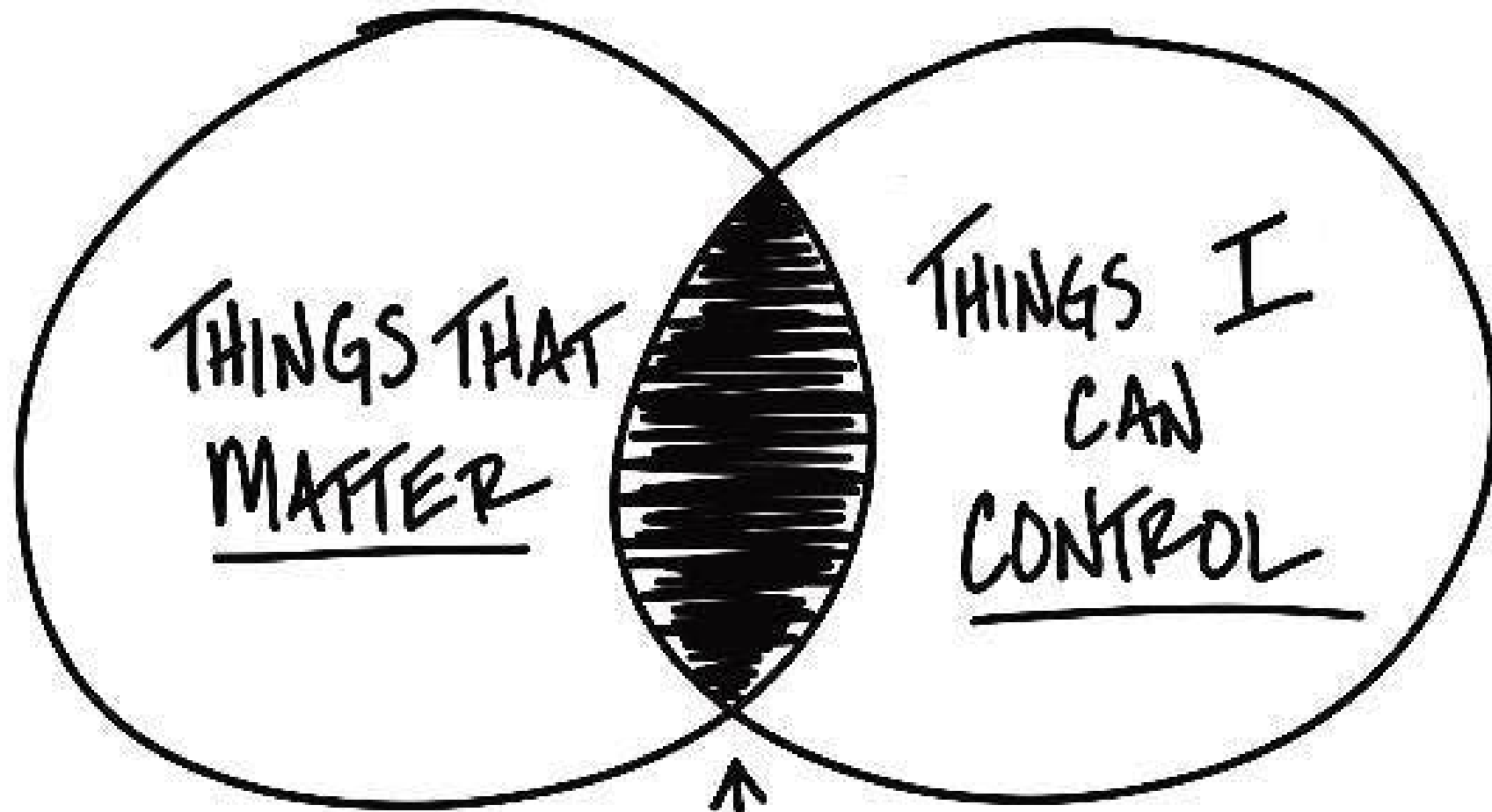
Creating A Culture Of Philanthropy...

...For the love of others



44 Days to Go: What's Your Plan?

- **Giving Tuesday**
- **Major Donors**
- **LYBUNTS & SYBUNTS & News - Oh My!**
- **Hanukkah**
- **More???**
- **Last 3 Days**

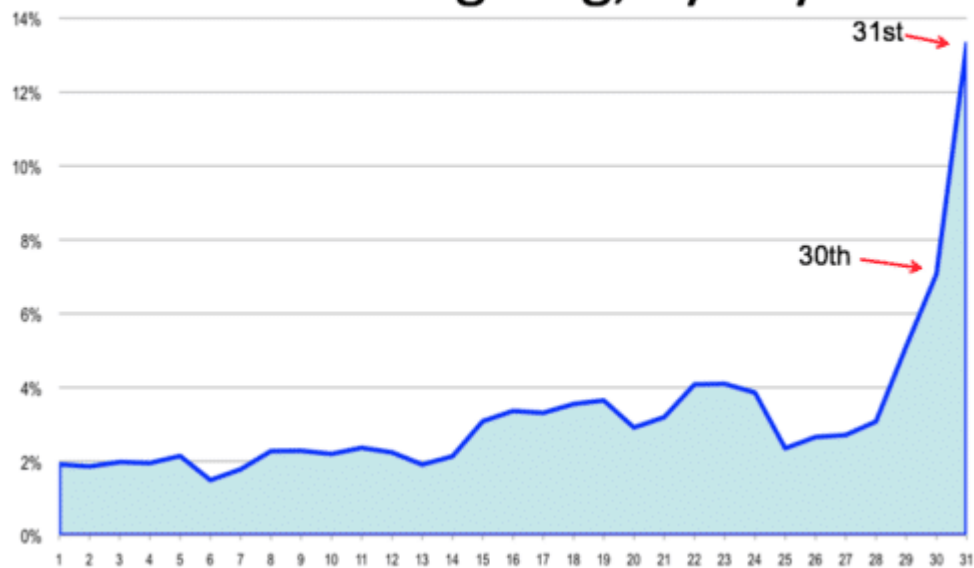


WHAT I TRY TO FOCUS ON!



Essential Fundraising Plan

December giving, by day



Last Session of 2022
December 15, 1pm EST
The Final Push

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Let's Talk

