Almost There: Strategies for Year-End Fundraising

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Agenda

• Overview
• Review Strategies
• Close
Overview of Year-End Giving

END OF YEAR ONLINE FUNDRAISING

DONATIONS IN A NUTSHELL

# OF DONATIONS BY MONTH

January 186  
February 182  
March 189  
April 182  
May 179  
June 175  
July 198  
August 196  
September 186  
October 1102  
November 1128  
December 163%

Not only is the # of donations in December 163% more than the average monthly online donations, the average donation size is also 36% greater.

AVERAGE DONATION SIZE BY MONTH

End-year fundraising doesn’t just happen in December. It takes months of building lists, inspiring and cultivating donors and testing and analyzing metrics to make the absolute most of end-year opportunities. It’s never too early to get started.

plan ahead
Overview of Year-End Giving

DECEMBER MATTERS

3. IF A DONATION YEAR WAS A PIE – HOW MANY SLICES OF THE PIE WOULD THE END-OF-YEAR BE?

46%
The last three months of the year comprised 46% of the year’s total donations received.

30%
Of the last quarter’s total donations, nearly a third come in the LAST week of December!

Not only do supporters want to give this time of year, they want to give more! Creating a long-term relationship with supporters will help establish a connection to the organization and an addiction to giving – one that will likely turn one-time donations into long-term donors.

giving addiction?
SRLP Grassroots Income by Month

January
February
March
April
May
June
July
August
September
October
November
December

$0'
$10,000'
$20,000'
$30,000'
$40,000'
$50,000'
$60,000'

$60,000
JVP Donations by Month

Number of Donations

Jan  | Feb  | March | April | May  | June | July | August | Sept | Oct  | Nov  | Dec

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Campaigns Need Goals:

• How much do you want to *raise*?
• How *many donations* do you want to bring in?
• How do you want to *engage loyal and lapsed donors*?
• How will you *strengthen relationships* with donors, volunteers, and members?
• What *new fundraising idea* do you want to try out?
Campaigns Need Goals:

What political idea, accomplishment, campaign, or project do you want to amplify?
Strategies for Year-End Fundraising

• Clean up, learn from your database
• Segment
• Content coordination
• Ask and non-ask touches
• Content development
• Year-end campaign design
• Calendar
• Thank you’s
• Assessment
1. Database

• Cleanup your data.
• Who is on your list?
• Review who gave what last year & why.
• Decide what that means. What are 1 or 2 (not more!) things to improve on this year?
2. Segmenting

- By giving amount
- By years of giving
- By method of giving (monthly, event, summer only, year-end only, etc)
- By interest in and relationship to work
3. Coordinate Content with Organizing Team

- What are big issues right now that will have stories in Nov/Dec?
- Can you plan an action, win, or report in Nov?
- What images will you need?
4. Planning Touches

General

• Send out a newsletter

Individual

• Two rounds of donor scans, touches
• Match solicitors & donors
Adding it up so far:
+ Figuring out who you have
+ Coordinating with organizers
+ Planning touches

equals...
What you want the: donor experience to be for which donors and who’s going to make that happen.
Hi Avi,

There is still time to support SRLP in reaching our $15,000 winter fundraising goal! Check out this exciting new video to hear about why community members support our work:

One way to support SRLP is by becoming a sustainer by making a recurring monthly donation. When you become a sustainer, you help SRLP plan for the future and focus more of our attention on you, our community. By becoming a sustainer and increasing our grassroots fundraising base, you are supporting us to be more accountable to you and to ensure that our work is driven by you.

Please consider becoming a sustainer today. Whether you make a monthly donation of $5, $10, $25, or $50, you are making it possible for us to keep moving forward together.
5. Develop Your Content: Visual
5. Content Development

Dear [Name],

In our work to meet basic needs and build political power in our communities as low-income trans people and trans people of color and our allies, we know we can count on you. You show up at rallies. You create art and videos to spread the word and keep our movements in motion. You volunteer at events and in the day-to-day work in the office. You donate money and resources to our collective work. And you get down and party with us.

Thank you for all the ways that you show up and give to SRLP.

We have a lot of work ahead of us, and we’re committed to doing it with you. That’s why we are launching a Grassroots Fundraising Heroes Campaign this winter to raise $10,000. We believe that when our own community funds our work we are stronger, more accountable, and more aligned with our political values and dreams. Will you join us in funding our work together?

How do you become a Grassroots Fundraising Hero? By making a donation of any size, whether it’s $1000, $100, or $10. You can donate online at [https://example.org/donation] or by sending a check to 147 West 24th Street, 8th Floor, New York, NY 10011.

We hope you will join us in keeping our movement growing. Thank you for supporting SRLP!

With so much gratitude,

Alisha, Avi, Daniel, Elana, Gabriel, Pooja, and Rana
& the SRLP Collective

2013 Highlights

- In our ongoing work to repeal the transgender health care exclusion in New York State’s Medicaid policy, SRLP and GLAAD launched a trans healthcare PSA. This month, we led a direct action at New York’s Population Health Summit demanding safe and affordable healthcare for trans people.
5. Content Development: *Written*

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last chance, Ari - we need $8,524 by midnight

Rebecca Vilkromerson, Jewish Voice for Peace
to me

Jewish Voice for Peace

Donate Now

Ari - We're almost there. Donors like you are the absolute backbone of JVP - your support keeps us independent and powerful all year long. **Please take advantage of this special year-end match and make a gift now** - it's the best possible way to launch another year of fearless organizing, advocacy, and communications work.

all the best,

Rebecca Vilkromerson
Executive Director

We need to raise $8,524 by midnight. We need you, Ari.
6. Sequence of Communication

_from the donor’s perspective:_

• See something happen
• Get letter
• Get follow-up (phone, etc)
• Get emails
• *Most recent gifts thanked at every step*
Everywhere you look, another person or group is touting a foolproof way to bring peace to Israel and Palestine. But often these approaches don’t work because they suffer from the same blindspot: an inability to recognize that lasting peace requires justice. Our values and experiences teach us that fairness, dignity and equality must be the starting point for any durable peace between Palestinians and Israeli Jews. That’s why Jewish Voice for Peace puts justice at the center of everything we do. And that means we have to confront our own blindspots every day. But it also means we have to help good people everywhere remove their blindspots—the ones that prevent them from recognizing that there is no peace without justice.

The Jewish tradition of justice demands that we not look away from tough realities. By following in that tradition, Jewish Voice for Peace does what no other similar organization can:

Stopping the Prawer Plan.

As US Secretary of State John Kerry urges both sides to negotiate for peace, the Prawer Plan highlights why those talks haven’t worked: even within the Green Line, the Israeli government is preparing the forcible transfer of over 40,000 Israeli citizens from their homes simply because they are Bedouin, not Jewish.

For more information go to www.jvp.org

JVP Bay Area member Susan Shawl challenges the Prawer Plan.
7. Calendar

• Set up a calendar from November – January
• Build organizational consensus to work on campaign
• Email/social media coordination
• Plan scripts for thank you phone calls
• Think about January
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8. Thank You’s

- Individual TYs
- Public TYs
- Did you reach goals?
- Reach out to new donors
9. Assessment

- What worked best?
- Who took on new leadership or joined
- What and how do you need to circle back to later in the year?
- What are you doing to rest and recover?