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CHARITY DIGITAL

How to create a compelling end-of-year campaign message

Information supplied by **Blackbaud**

Did you know that last year, 18% of all charitable giving took place in December alone!

Blackbaud Europe have launched a brand-new End-Of-Year Fundraising Toolkit to help charities capture the generosity of supporters during the final months of 2020

The toolkit is filled with resources and practical tips that charities can use to build a successful End-Of-Year campaign

Building toward success

The toolkit is filled with resources and practical tips that charities can use to build a successful campaign – including steps on how to create a compelling message that tells your causes' story

How to Construct Your End-Of-Year Message

Looking back: a year in review

Reflect on what you've been able to achieve with the help of your supporters

Address the changes caused by COVID-19

Looking ahead: what's next?

Share your goals and plans for 2021

Generate excitement for what's to come – enthusiasm is contagious!

Add an ask

Explain the supporter's role in achieving your goals

Make the ask clear, direct and simple to follow

Use Storytelling to Appeal to All Types of Learners

Everyone learns and processes information differently

There are 3 main types of learners

Visual learners

Those who learn best from videos, diagrams, illustrations, or other vivid imagery

Auditory learners

Those who absorb new information through discussions and conversational interactions

Kinaesthetic learners

Those who prefer to learn through doing, experiencing, or feeling

Key Elements to Consider

Don't forget to involve your supporters - make sure they know how much you appreciate them!

What is your key message?

Summarise your key message in one sentence

Include real life examples and testimonials

Top Tip:

Use your supporter data (such as social media stats) to identify the right channels for your messaging

Add depth through images and statistics

Be aware of important dates

Plan around key dates, such as religious festivals and Giving Tuesday

Give yourself the best chance of success

18% of total charitable giving takes place in December alone

Blackbaud Charitable Giving Report

With the fundraising challenges facing the charity sector in the wake of COVID-19, the End-of-Year period offers a fantastic opportunity to increase revenue

Make the most of this festive period with the Blackbaud End-of-Year Fundraising Toolkit

Get the toolkit today

Download the free End-of-Year Fundraising Toolkit from Blackbaud