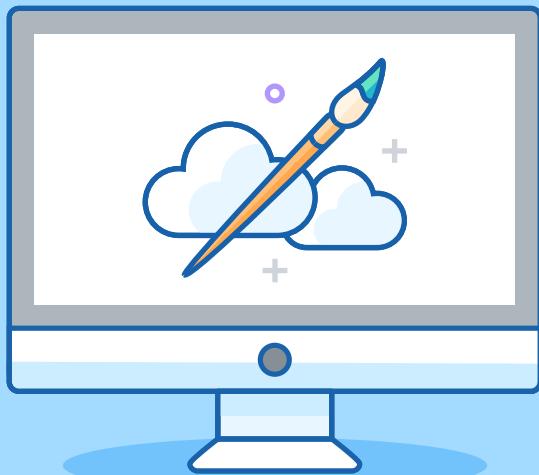


# Give Your Year-End Program a **DIGITAL FACELIFT**



 **everyaction**



**30%** of annual giving occurs in the month of December.



**10%** of annual giving occurs in the last three days of the year alone.

With 30% of annual giving occurring in the month of December and 10% of annual giving occurring in the last three days of the year alone, a solid year-end campaign is a vital opportunity for nonprofits to engage with their donor base and boost fundraising efforts. Year-end campaigns have traditionally taken place through direct mail; however, as technology rapidly advances, it's important that every nonprofit ensure that their practices are digitally up-to-date.



## What is a year-end campaign?

A year-end campaign is the strategy behind optimizing fundraising efforts within the last three months of the year. Year-end giving typically begins on Giving Tuesday, or the first Tuesday after Thanksgiving, and ends on New Year's Day. This guide will cover several areas that nonprofits should consider when modernizing their year-end campaigns from a digital standpoint.

# GENERATIONS USING THE INTERNET

## BABY BOOMER

1944–1964



**85%**

say they use the internet

## GEN X

1965–1979



**91%**

say they use the internet

## MILLENNIAL

1980–1994



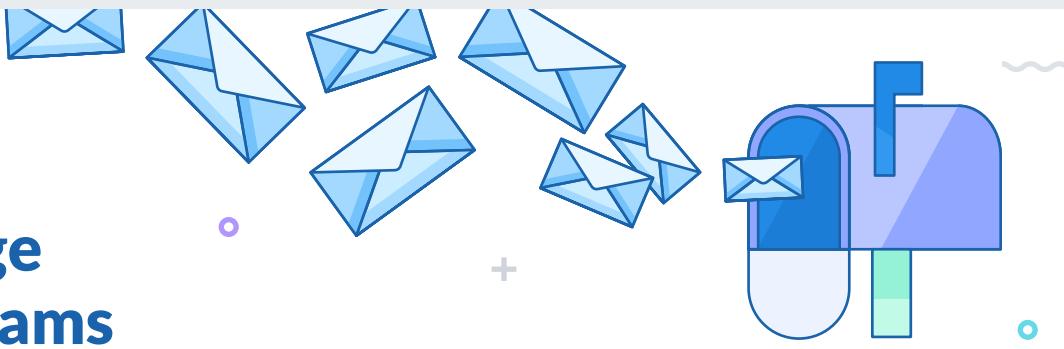
**~100%**

say they use the internet

## Does digital communication matter for Year-End?

Millennials aren't the only ones exchanging funny memes on the internet anymore. While there is a definite stereotype of Millennials as being technology-obsessed, people across generations are showing an increase in technology use. While Millennials certainly lead the race in technology consumption, research suggests that they're not alone in their behavioral patterns with tech. [While nearly 100% of Millennials say they use the internet, so do 91% of Gen Xers and 85% of Boomers.](#)

In contrast, the Greatest Generation (born between 1910 and 1924) are the most responsive to direct mail and make 11.8% of the U.S. population. [Direct mail is still an important part of any year-end campaign and a great way to make a personal connection with donors, but it's also important for nonprofits to consider how to adapt to the increased adoption of technology.](#)



# Cutting-Edge Email Programs

There are multiple ways to measure how effective an email campaign is. **Aside from the basic email best practices, which should be observed, nonprofits should also think about frequency and digital capability.**

## USE AUTOMATION TO MANAGE FREQUENCY AND PERSONALIZATION

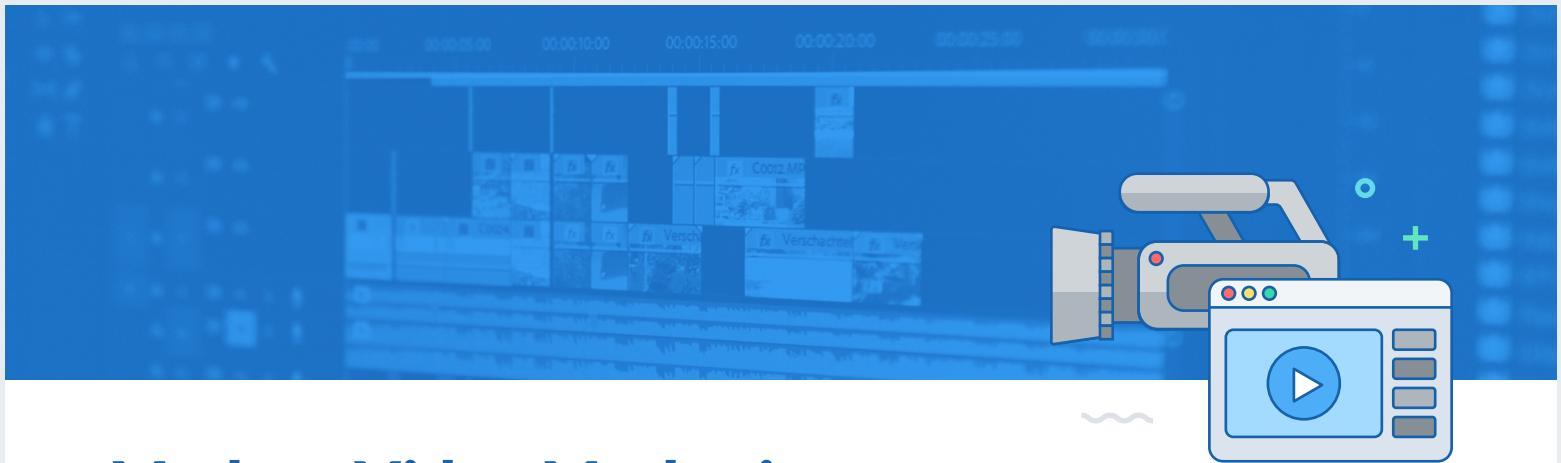
There isn't a magic number of emails a nonprofit should send, but it's important to integrate an email strategy throughout the course of the year. Specifically speaking, a year-end email strategy shouldn't be thought of in the same way as direct mail. Rather than sending one piece of communication, **multiple touch points should be made**. Over 100 emails are received by consumers each day, so it's important to reach out multiple times, especially to folks who open up an email and don't make a donation right away. In addition to sending a Giving Tuesday email, a good approach is to send three to five emails in December: at the minimum one to touch base, one to give a holiday greeting, and one before New Year's Day.

Using [automation tools](#) allows your organization to send timed, personalized communication to your supporters based on a variety of triggers and benchmarks, saving the time of segmenting individual lists and manually sending to each universe.

## FAST, SIMPLE, EFFECTIVE FUNDRAISING TOOLS

Your organization should have a robust toolset for its email campaigns, especially when it comes to fundraising. One-click donation functionality—the ability to send an email containing a link that allows the reader to simply follow the link to make a donation—is an essential component. Many people are in a rush during the year end and holiday season, and the convenience of being able to instantaneously give significantly improves conversion rates.

On the back end, your email software should give you the tools you need to quickly and easily create a technology and data informed program: A/B multivariate testing, segmentation, mobile responsiveness, etc.



# Modern Video Marketing

Statistics show that video is no longer a marketing trend, it's a mainstream part of a successful digital marketing program. In fact:

- **72%** of people say they'd prefer to learn about a new product or service through video.
- Viewers retain **95%** of a message when they watch it in a video, compared to **10%** when reading it in a text.
- **97%** of marketers say video has helped increase user understanding of their product or service.

With these key insights in mind, nonprofits should consider how to leverage video in their year-end campaign. Below are some ways that you can do that this year:

## Video messages for donors

This can be a more personalized way of thanking your donors for their contributions by showing your organization will go the extra step for them.

## Educational resources

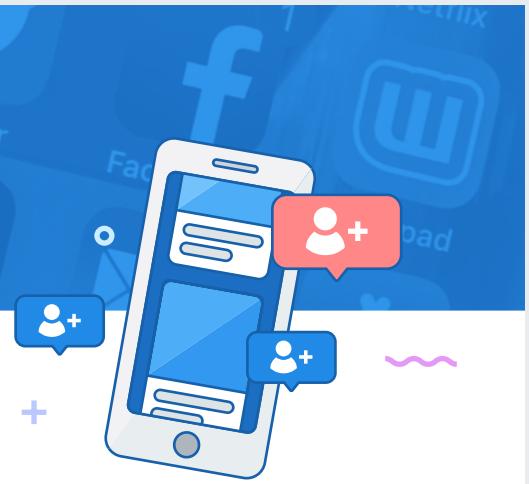
Data shows that video is an effective tool in educating people, so consider using it to empower your supporters with information related to your cause.

## Annual report as a video

Imagination is the only limitation here. Using video can be a creative way to remind supporters of your mission and recent successes through visual storytelling as a contrast to a text-heavy report.

## Live streaming

Live streaming opens the dual opportunity to encourage potential donors to connect to your cause and to tell your organization's story as it's unfolding.



## Connect on Social Media

Using social media is an effective tool in any marketing strategy but can be especially beneficial in rallying supporters behind your year-end campaign. Depending on the channel being used, using hashtags can boost engagement and be a useful tool for tracking metrics such as popularity, reach, and interactions. Videos are also extremely popular content on most social media platforms.

With all of these in mind, however, nonprofits should keep in mind how they're communicating across different channels. Is your message cohesive across each channel? Is your voice consistent in all communication? Are your digital efforts built around a strategy? While communication should be tailored to the specific channel since users of different channels have different expectations, the overall message should be consistent across each one.

## Mobile Responsiveness

An increasing number of people are using their mobile devices to perform a variety of tasks. In fact, more people are becoming “smartphone dependent,” which means there are individuals whose smartphone acts as their primary means of online access at home. Roughly one-in-five American adults are “smartphone-only” internet users, [so it’s especially important to optimize your digital materials for display on mobile screens](#).

Mobile responsiveness extends to various different aspects of your campaign. One-click functionality, as mentioned earlier, is a game-changer. It could mean the difference between your supporter making a donation right away or immediately disengaging. Can your supporter make a quick donation from simply clicking a link in an email they read on their phone? It's also worth examining your donation forms. Do you accept Apple Pay or Paypal, both of which provide smooth, seamless financial transactions? The easier you make things for your supporter, the easier it'll be to secure donations for your mission.

# Making sure your digital tools are up-to-date.



Social media and video are powerful ways to give your year-end program a digital facelift, but giving your organization's internal toolkit a tune-up is just as important. Is your platform fast and able to scale up and handle the higher volume during these critical moments? Can you send a large number of emails quickly and with high deliverability? Are your donors able to use your donation forms without waiting for them to load? These functions are the foundation for building an effective, digitally-focused year-end campaign.

Date Range (Month)	Designation	Name	Payment Method	Source Code
186002	100067567	Salazar		
186027	100000604	Bishop		
186474	100948854	Robin		
186368	100013736	Dixon		
186027	100076424	Baker		
186002	103472734	Chen		

## EveryAction Digital

See how EveryAction can keep your year-end campaign at the head of the pack with tools to integrate donor communication from digital ads to direct mail.

**GET A DEMO**