

MISSIONS DC

“Your Step-by-Step Guide to Generous Year End Giving”

Welcome! We're glad you're here!

We will begin at the top of the hour.

Deb Evans
CO- LEAD

*Lead coach & former
CRU outreach worker*



Russell Cooper
CO-LEAD

*Founder, CEO & professional
fundraiser and former missionary*



Lynsey Riggs
CHAT + Q&A

*Operations Manager
& Church Ministry*



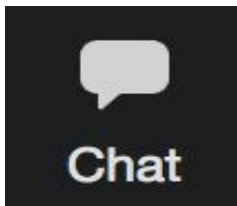
MaryAnne Ashley
SLIDES

*Coach &
Missionary in Ireland*



We'll be looking at:

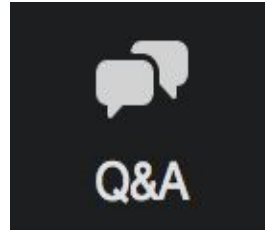
1. Why it's important to do a year end appeal
2. How to identify an area of impact
3. How to set a financial goal
4. How to create a layered strategy
5. How to create a plan and timeline



To: **Everyone** ▼

More ▼

Type message here...





Why do a **Year End Appeal?**



Quick Stats:

- 1/4 of Annual Nonprofit Revenue is in December
- Nonprofits raise 17-31% of Online Revenue in December
- In 2022, Giving Tuesday raised \$3.1 billion in the U.S. alone
- 10% of giving happens in the last 3 days of the year



Quick Stats:

- 81.1% of affluent households give annually
- Monthly giving increased by 11% in 2022 over 2021
- 76% of people who volunteer for a nonprofit also donate
- 97% of partners cite the impact of their gift as a major decision factor





Identify Impact



There are 4 components
to a Year End Appeal





1. Identify the Impact

Question #1

What program, event, or resource do you provide or are planning to provide that could use additional funding?

Question #2

What difference will this
make in someone's life?



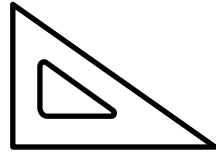
2. Set a Financial Goal

Remember: God's economy runs differently than the world's!



*One of the **biggest benefits** of a year-end appeal is accomplishing something together!*





3. Create a Layered Strategy: Part 1

Three Touch Strategy

1. Warm Up
2. Strong Ask
3. Reminder

Segmenting Your List - 3 Groups

1. **Anchor Partners** - anyone who can give a gift of \$500 or more at one time.
2. **Mid-Level Partners** - usually somewhere between a \$100-\$500 gift.
3. **Everyone** - everyone else on your contact list, whether they've given in the past or not.



*Current givers and volunteers
are the most likely to respond
because they are already involved.*

Non-Cash Assets



To

Cc Bcc

I forgot to mention...

That you can avoid capital gains taxes by donating stocks directly to the ministry. It's a very smart way to invest in spreading the gospel. If that is something you are interested in, please let me know and I will send you more specific information on how to do that....Also, if you decide to give through stocks, if you don't mind, let me know so we can make sure it gets allocated correctly.



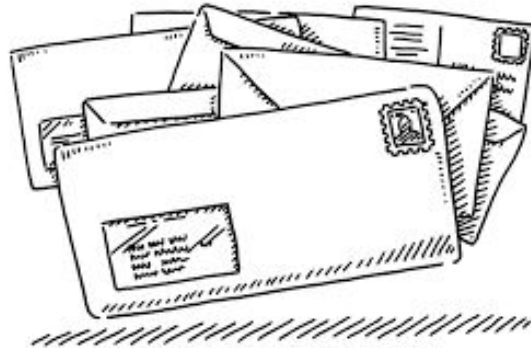


Create a Layered Strategy: Part 2

4 Communication Channels



1. Direct Mail



2. Email



3. Phone Calls





Slydial



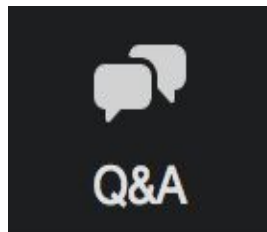
Slybroadcast

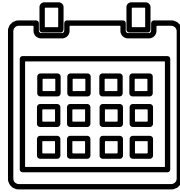


WhatCall

4. Social Media







4. Establish a Timeline

Tailored Tip:

When it comes to creating a timeline for preparing and sending the year end appeal, it's best to work backwards!



IMPORTANT *DATES* TO CONSIDER

1. When do you want people to receive your Year End Appeal?
2. When do you want people to respond?
3. When will you send out “thank you” cards or calls?

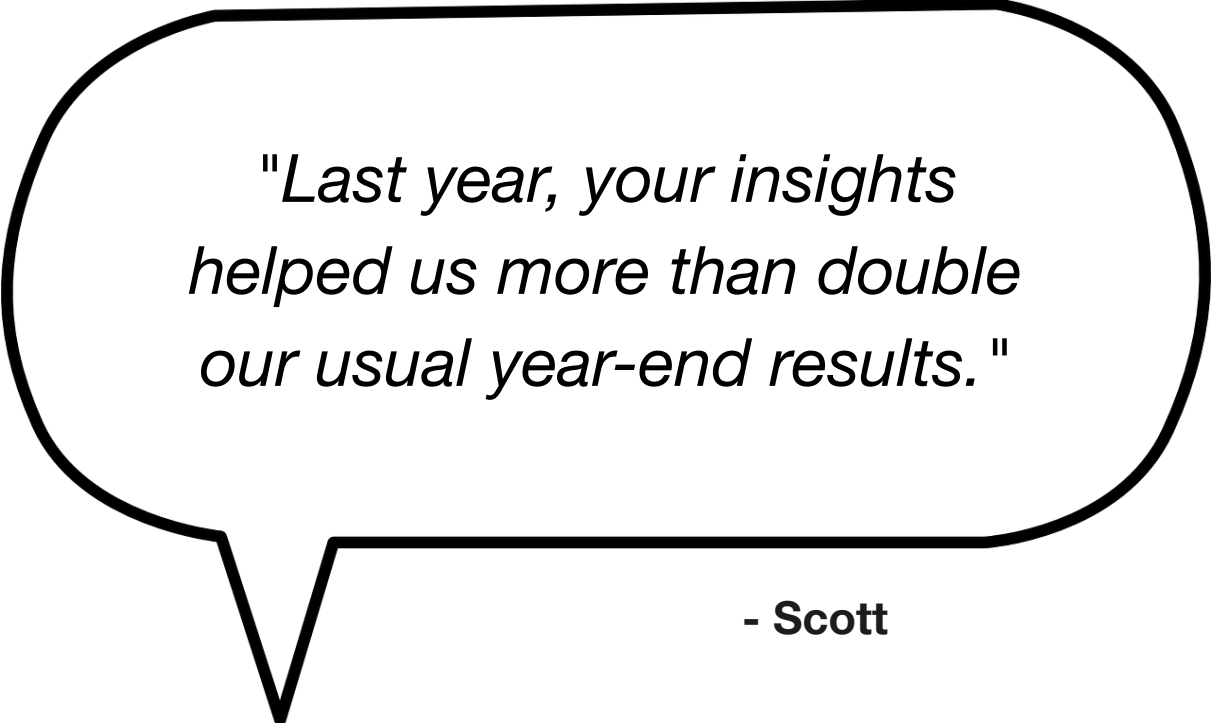


When you...

**Identify Impact, Set a Financial Goal, Create
a Layered Strategy, and Establish a Timeline**

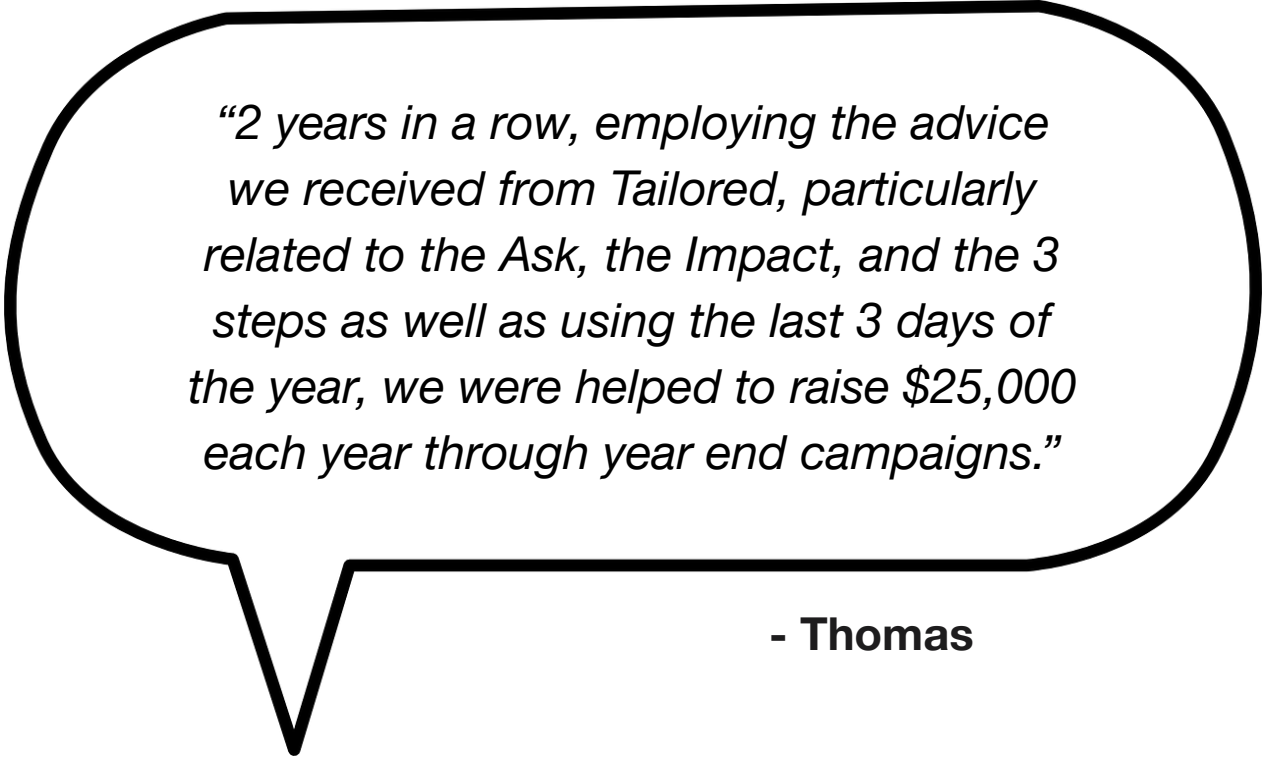
... you'll be well on your way to having a
plan for a successful Year End Appeal!





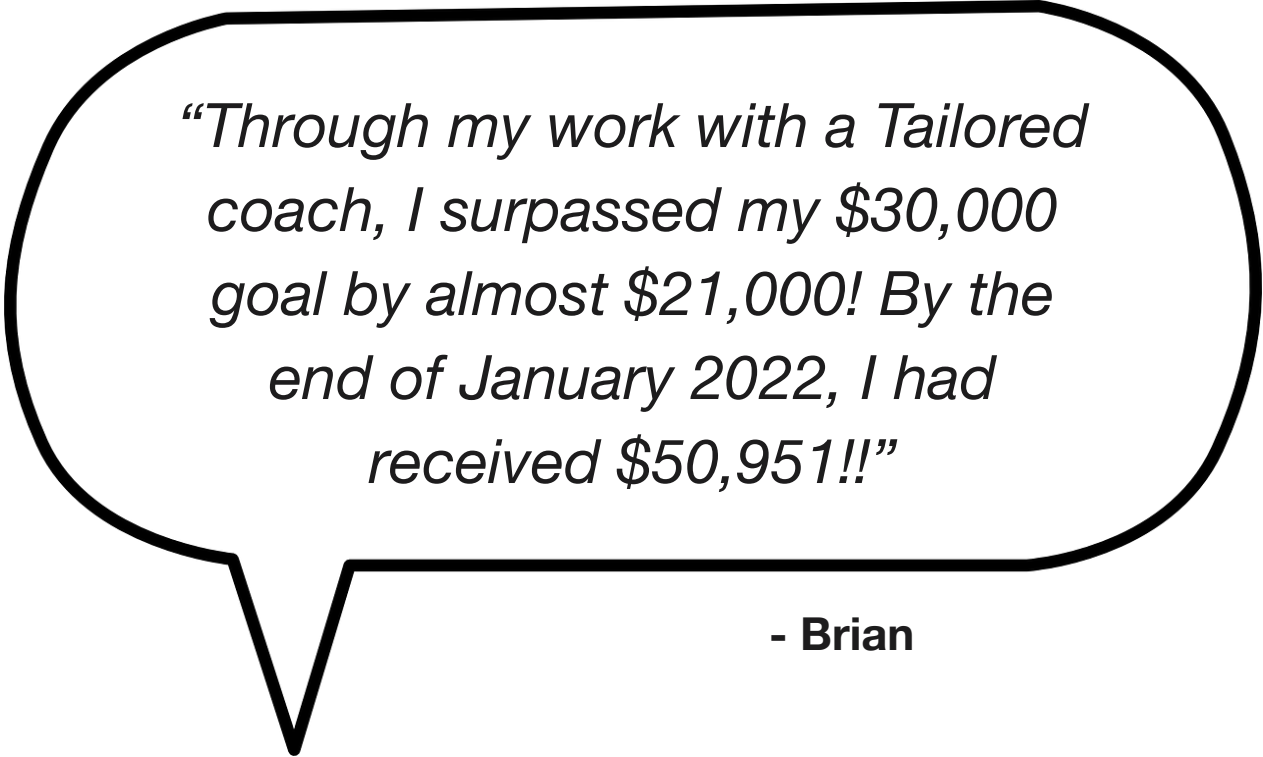
*"Last year, your insights
helped us more than double
our usual year-end results."*

- Scott



“2 years in a row, employing the advice we received from Tailored, particularly related to the Ask, the Impact, and the 3 steps as well as using the last 3 days of the year, we were helped to raise \$25,000 each year through year end campaigns.”

- Thomas



“Through my work with a Tailored coach, I surpassed my \$30,000 goal by almost \$21,000! By the end of January 2022, I had received \$50,951!!”

- Brian



**Connect with a Tailored
Fundraising coach!**



Your Fundraising Assessment call includes...

- Looking at the health of your partnership development
- Identifying challenges to fundraising
- Discussing how a year-end campaign can help you meet your funding goals

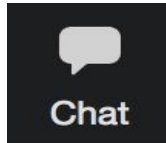
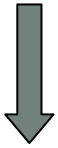
How Can Tailored Help?

*Schedule a call with one of
our coaches, Bennie, today!*



LET'S REFLECT!

*What is something in this webinar
that has been helpful for you?*





MISSIONS DOOR