

# Your Year-End Fundraising Game Plan: Turning Support into Impact this Giving Season



BrightDot

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# A few reminders:

**Drop your questions in the Q&A as we go!**

**Yes, this is being recorded!**

A recording of this presentation will be emailed within the next few days.

**Links provided at the end of the webinar:**

- Request a follow-up meeting
- Next webinar





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# In This Session

- ★ Craft compelling messaging that **connects emotionally** with supporters
- ★ Identify key donor segments and **tailor outreach** for maximum response
- ★ Leverage **digital tools, storytelling**, and **urgency** to boost year-end results
- ★ Measure success and keep donors engaged into the new year

When I leave today I hope \_\_\_\_\_ & I need help \_\_\_\_\_

# Year End Begins with Y

## The Four Whys?

1. Y do you serve?
2. Y do you feel the way you do?
3. Y do your clients look to you?
4. Y do your donors trust you with their resources?

# Year End Happens with Hope

Hope is the #1 Emotion That Makes Life Meaningful

- Hope is a better future for your clients through your nonprofit
- Hope is the confidence you need
- Hope is the Solution(s) You're Planning to Bring in the Future

# How Do We Inspire Hope?

Connect Reality to People

- Problem: SNAP & the SNAP Gap
- Problem: Grant funding
- Solution: Major Givers can deduct more in 2025 than in 2026
  - ◆ (37% of AGI)
- Solution: DAFs \$251 billion
- Solution: Corporate giving
- **People don't give because of statistics; they give because of connection**
- Hope is the Solution(s) You're Planning to Bring in the Future

# 15 Weeks to Hope

Start with Yourself – Shift from “Pounds to People”

- What’s my “hope space” - your mental image of hope?
- Who has found hope through our organization this year?
- What solution is your organization planning to use to bring hope in the future?
- How can I connect major givers to these people and solutions?
- How can our team have fun inspiring hope?



# Schedule Hope-Filled Activities

What Gets Scheduled, Gets Done

- Go into your hope space
- Block 2 hours/week for thanking team, donors
- Schedule parties and gatherings
- Gather your team and invite alignment around what inspires donors to have hope

# Inspiring Hope

## Think Like a Giver

- Identify the people who have given and volunteered for the last five consecutive years at year-end
- Know the "Ys" of the people who have given the most time & treasure between November and December
- Videos of Impact
- Bullet Point Presentations. "We can feed \_\_\_\_\_ people for \$\_\_\_\_\_ through \_\_\_\_\_ initiative.
- Answer this question- How many children will \$1,000, \$5,000, \$10,000 & \$25,000 feed?
- Bucket the Donor's "Why" with the "Program" and the "Cost"
- Total cost to deliver hope, and what we need by December 31
- Recruit 10 "All-Stars"
- Appoint a Junior Board of Volunteers who will ask their Parents for a gift



# Thankful for Hope

## September: Thank-You-Monials

- Record short 1-minute videos from your clients thanking your givers
- Text these videos to donors and volunteers
- Board member "Mattership" Messages to the year-end people
- Top 5%- call personally and tell the backstory of a client; voicemail is fine
- Send year-end givers a tangible reminder of their support.
- Research matching gift opportunities and ask for a challenge gift *based on their why*
- Prepare a bullet point presentation based on each "Y" and each "Hopeful Project" based on People you can impact
- Identify who's the best asker – could be an all-star
- Create a "taste & see" event for November/December



# Planning for Hope

## October: The Dawn of Hope

- BrightDot video cards to your top donors explaining the hopeful opportunity at year-end segmented by the donor's "Y"
- "We need your help to give hope to \_\_\_\_\_ people."
- You give first. Your gift matters.
- The board goes second. Their gift matters.
- Staff go third. Encourage 100% participation.
- That's your first challenge/matching gift! "Already we have committed \_\_\_\_\_."
- Schedule your asker, your asks, match with the donor's why.
- Write a bullet point one- pager that fits the donor's why. Role-play these.
- Send videos to board members and ask them to share with their friends.



# Communicating Hope

November: Share the Need

- All stars begin conversations
- Askers start asking
- Launch giving Tuesday with a deadline and a matching grant
- Tell stories on social media of impact
- Junior Board calls parents
- Emails include a personal video from the CEO (Videos are watched).
- Share the deadline to give.

# Celebrating Hope

## December: Gratitude & Celebration

- Share stories of impact
- Personal thank yous
- Invite donors to “taste and see”
- Make sure all events include an  
immediate way to give
- Party and thank your team





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