



First Things First



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www.fundraisingcounsel.com



from the standing-desk of
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The New Era of Year-End Giving

Many nonprofits rely on year-end campaigns to fund their organization. While some tried and true strategies exist, 2018 will have a twist that nonprofit organizations need to plan for as they establish their end-of-year giving campaigns.

1. Setting a Specific Goal

Every fundraising campaign your nonprofit engages in should have a clear, realistic goal attached to it. Is your year-end campaign going to fund something specific in the new year? Do you want to attract a certain number of new donors? Are you trying to get a certain number of donors to sign up for recurring gifts? Are you counting on year-end gifts to reach your annual fundraising goal? Having a specific goal makes it easier to measure and achieve success. It also allows you to sustain momentum as you inform your team and donors about your progress throughout the campaign.

2. Determine Your Target Audience

Not everyone needs to know about your campaign. With a clear goal in mind, you will be able to see which donors need to see your messaging. If your goal is to attract new donors then all you're asking from your existing donors is to "tell a friend", while the heavy messaging will be focused on prospects outside of your current donor pool. However, if your organization is using the campaign to fund a special project, then you're likely going to have a pre-selected, targeted group of existing donors who will be receiving messaging around the impact they will have through this specific gift.

3. Setting the Clock

Segmenting your target audience will also dictate whether your organization should appeal through mobile, snail mail, email, social media, or phone calls. This, in turn, will determine how early you need to begin your campaign and how often you will

need to create touch points between your organization and your target audience. One snail mail letter to a long-time donor for a year-end gift may be enough. Two or three emails over a few weeks may inspire donors to "tell a friend" about your organization and recruit new prospects. Likewise, a steady stream of social media posts (campaign appeals, updates and inspirational stories) over a longer period of time may be what's needed to motivate your key audience to take a desired action.

No matter when you begin your year-end campaign, you'll want to include....

Are You Ready for GAgives?

In its first five annual events, **GAgives**, led by the **Georgia Center for Nonprofits**, raised more than \$13 million from 73,000 gifts, all directly benefitting nonprofits across the state. In 2017, GCN re-launched Georgia's 24-hour giving marathon in partnership with the global **#GivingTuesday** initiative - **GAgives on #GivingTuesday** - deepening support for local nonprofits and expanding awareness of the need to give.



A record \$4 million was donated through GAgives.org, and another \$2.8 million was reported from 36 other major donation platforms - raising a grand total of **\$6.8 million for Georgia nonprofits** in the state's first unified #GivingTuesday campaign. Worldwide, the 2017 #GivingTuesday campaign drove a grand total of \$274 million in giving - a 50 percent increase over last year's total.

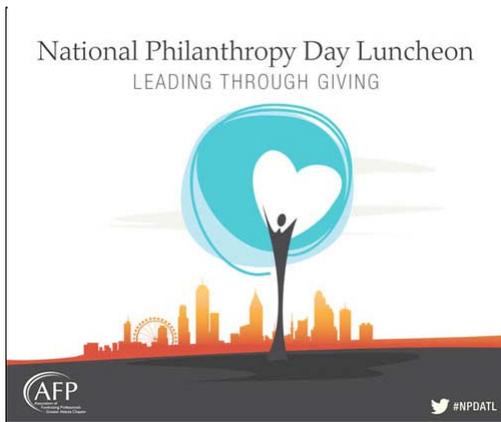
Following Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday, this year's GAgives on #GivingTuesday will take place on November 27th and will kick off the giving season by inspiring people to collaborate and give back.

Year-end fundraising is critical. Nonprofit organizations report that they received the majority of their contributions between October and December. Giving Tuesday should be a part of your fundraising strategy.

An advertisement for a campaign readiness assessment. The background is a dark, blurred image of a person's hands holding a pen over a document. The text is white and centered. At the top, it says 'Successful Campaigns Require Planning' in a large font, followed by 'ARE YOU READY?' in a very large, bold font. Below that, in a white rounded rectangle, it says 'Take Our CAMPAIGN READINESS Assessment'. At the bottom, the logo for 'Alexander-Haas' is visible, with the tagline 'TRANSFORMING INSTITUTIONS THAT TRANSFORM LIVES' underneath.

National Philanthropy Day in Atlanta: Nov 8

This year marks the 35th anniversary of **National Philanthropy Day** in Atlanta. Presented by the **Greater Atlanta Chapter of the Association of Fundraising Professionals**, the NPD Awards luncheon acknowledges the individuals and institutions that make our community strong. This is the only event in Atlanta that brings together professional and volunteer fundraisers-along with



individual and foundation philanthropists-to celebrate the role of philanthropy in Georgia. The celebration will be held on **November 8th** at the **Georgia Aquarium**.

This year, our friend, **J. Rex Fuqua** will be honored as **Philanthropist of the year**. His late mother and father - J.B. and Dorothy Fuqua -were also honored as Philanthropists of the Year in

1989. Fuqua is being honored for his contributions in the Atlanta community - especially to people suffering from mental illnesses at all stages of life. He has supported **Skyland Trail*** since its early years, joining its advisory board in 1990 and its board in 2011. He made a personal \$3 million commitment to the organization's *Building Resilience, Changing Lives* campaign, and he served as one of three campaign co-chairs, helping raise more than \$17 million in just eight months.

National Philanthropy Day will also honor **Dave Stockert**, former CEO of Post Properties, as the **Volunteer Fundraiser of the Year** for his work benefiting Holy Innocents' Episcopal School. As board chair, Stockert led the largest campaign in the school's history. He also chairs the advisory board of the Metro Atlanta YMCA.

Kate Atwood will be recognized as the **Philanthropic Leader of Tomorrow**. Atwood founded **Kate's Club**, a nonprofit that provides support to children and teens facing life after the death of a parent or sibling. Atwood also served as executive director of the Arby's Foundation. And she is now executive director of **ChooseATL**, an initiative of the Metro Atlanta Chamber to attract and retain the next generation of top talent.

To purchase tickets for the event, and more information, [please go here](#).

***Alumni Client Partner**

Listen and Learn....



Not on Social Media? There's Consequences

"If you are not on social media, participating in conversations, your voice is absent as a nonprofit."

Peter Panepento, Philanthropic Practice Leader at **Turn Two Communications** joins Alexander Haas President and CEO, David King to share tips for strengthening donor relationships and generating awareness via social media, the press and other media outlets on this edition of *Futures in Fundraising*.

[Click here or photo to watch.](#)



Are You Listening to Our Podcast?



NonprofitNews.com thinks you should! The website's **Donorbox Blog** lists our podcast **Futures in Fundraising** #4 on a list of **8 Podcasts for Nonprofit Founders (in 2018)**.

Catch a new episode of Futures in Fundraising each month on Tuesdays at 10:00 am (EST) on Facebook Live.

To download this show and catch up on others, find us on iTunes.

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Transforming Institutions

For more than 30 years, Alexander Haas has been a fixture in the Atlanta nonprofit community. We are honored to have worked with some of the largest, and some of the smallest, organizations that help make Atlanta a better place to live.

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Our Transformational Services

You're just a jump away from learning about all the fundraising aids Alexander Haas has in its vault of Transformational Services.

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