



# Your nonprofit communication calendar for year-end



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Between holidays, shorter days, and year-end giving season, it can be hard to stay organized as the year comes to a close. That's why Bonterra Donor Engagement's Guided Fundraising solution (formerly Network for Good) has devised a plug-and-play plan to make your year-end outreach as easy and effective as possible. Use these milestones to craft a story that will resonate with steadfast supporters, reactivate lapsed donors, and bring in new donors.

## Key



Email



Direct mail



Video



Text



Social media

## October 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	@ Email your supporters to recap the important work being done at your organization	28 👤 Begin to ramp up your social media presence in anticipation of year-end fundraising season	29	30 📱 Halloween: send a Happy Halloween text message	31	




# November 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<ul style="list-style-type: none"> <li>Bonterra Guided Fundraising customers who used <b>one of our ready-to-use year-end fundraising email templates</b> saw average donations of \$1,000.</li> <li>Those who sent <b>two emails</b> raised <b>\$2,935</b>, on average.</li> <li>Those who sent <b>five emails</b> raised <b>\$6,700</b>, on average.</li> </ul> <p>... all by just pressing a few buttons!</p>					@ 1 Send an email about someone who has benefited from your work	2
				7	8 If you haven't yet, finalize your direct mail letter and prep your mailing lists	9
10 	11  Veteran's Day: Send a text in support of Veterans	12	13	14 	15	16
17	18  Send a direct mail appeal to offer your donors an opportunity to make an impact by making a gift	19 @ Email to share the voice of a board member or volunteer and why they support your organization	20 Develop a phone script for board members and volunteers to make thank-you calls to donors	21	22	23
24	25	26	27  Send a video about your Giving Tuesday goal and about how much you appreciate your donors	28 @ Thanksgiving: Wish your donors a happy Thanksgiving in an email and social media posts	29	30



# December 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3 	4	5	6	7
	Info below!	<b>It's Giving Tuesday! Implement your Giving Tuesday checklist</b>	Info below!			
8	9 	10 	11	12	13	14
	Send an email sharing the good that's possible due to Giving Tuesday donations	Board members send videos (or make phone calls) to lapsed donors			Run a report of all donors who gave last year but not yet this year for a second direct mail piece	
15	16 	17 	18	19 	20	21
	Send a direct mail appeal to donors that gave last year but not yet this year asking them to consider making a gift before the year ends	Send an email sharing the story of someone still in need of your services		Send an email to recap the story of need from last week - Ask for support		
22	23 	24	25	26	27	28
	Send a group video wishing your community a happy holiday	<b>Christmas Eve</b>	<b>Christmas First day of Chanukah</b>		Info below!	
29	30	31 	1	2		
	Info below!	New Year's Eve: Email your donors to remind them they still have time to end the year on a positive note by making a gift		<b>Last day of Chanukah</b>		



## December 2

-  Launch banner on homepage for Giving Tuesday and post a "Save the Date" to social media
-  Send email blast about Giving Tuesday
-  Post reminders about Giving Tuesday on social media



## December 4

-  Thank your Giving Tuesday supporters via email and social media
-  Send a text to re-engaged lapsed donors who gave on Giving Tuesday

## December 27

-  Schedule a week of social posts to encourage ending the year on a positive note with a donation
-  Send an email to remind supporters they still have time to end the year on a positive note with a gift

## December 30

-  Send a text to remind supporters they can gift online to end the year on a positive note
-  Send a group video to those who gave last year but not yet this year to encourage a year-end gift



While these milestones are a great place to start with your year-end campaign, you'll need to consistently take advantage of all your communication channels to tell a robust and compelling story.

In addition to built-in best practices and ready-to-use templates available throughout the year within Guided Fundraising solution, our fundraising coaches have crafted a year-end fundraising plan with prompts, drafts, and instructions to make your year-end campaign as easy and effective as possible.

**Ready to get started on this exciting journey with us?**

[Contact us today](#)