



Non-Profit

Year-End Marketing Checklist

Ready to get more donations this giving season? Use this checklist to get ahead of the game and finish the end of the year strong.

 **Constant Contact**

Promote big giving this holiday season

The holiday season is the perfect time to promote philanthropic giving. People are out shopping for their loved ones, so they're more open to making charitable contributions during the holidays. With a little planning, your nonprofit can make the most out of donors' urge to give big.

We're sharing checklists to help you plan each phase of your holiday marketing strategy: plan, take action, and post-holiday follow up. Following these checklists will guide you through your most important to-do's so you can be sure this season is your most prosperous yet!



By being aware of the different phases of a holiday marketing strategy, you can stay organized throughout the process and ensure you have a successful season!

Plan for key giving opportunities

Getting your donor lists ready is the foundation of a successful giving season. Use these to-dos to help develop well-thought-out segments to ensure your marketing efforts are focused and effective.

Create your [year-end fundraising campaign](#) or event goals

- Set your goal
- Understand your ideal supporter
- Determine why they should support your cause

Grow your email lists

- Entice people to join your email list
- Create a [pop-up form for your website](#)
- Create a sign up for your location and [physical events](#)
- Create a [lead generation landing page](#) and share it on your social channels

Segment your lists

- [Segment your list](#) to send more targeted, relevant messages
 - Average gift size
 - Level of supporter — long-term donors, business sponsors, volunteers, etc.
 - Recency and frequency of donations
 - Volunteers
 - Board members

Take action on your year-end marketing plan

Now that you have grown and segmented your lists, it's time to promote your campaigns. These to-dos will help you encourage people to donate and bring a smile to someone in need this holiday season.

Update your website

- Highlight your year-end fundraising campaign
- Ensure your website includes an option to donate (every page is ideal)
- Add a sign-up form to encourage people to join your list to show support

Update listing and review sites

- Ensure up-to-date information is on every listing, review, and directory sites

Set-up your donation and event pages

- Create your [online donation page](#)
- create your online event registration page

Review and take action

- Review the results to understand what worked and what didn't
- Celebrate your success — keep your audience informed (email and social)

Promote your campaign on social

- Encourage people to [join your email list](#)
- [Schedule posts on social media](#) to promote your campaign — use announcements, reminders, and last-chance reminders to donate

Create and send your campaign messages via email

- Schedule emails to promote your campaign — announce, remind, and give people a last chance to donate
- Send a ['thank-you' email](#)



Use paid advertising

- Use [Facebook lead ads](#) to grow your email list before the giving season
- Use Facebook, Instagram, and/or [Google Ads](#) to drive traffic and donations.

Prepare for ongoing success after the holidays

Even though the holiday season is over, your job is not finished! Here are some actions you can take to ensure success throughout the year.

- Showcase other ways they can get involved to support your organization
- Further [segment your list based on donation and engagement behavior](#)
- [Send a survey](#) to let people share their feedback about the campaign
- Start [planning for consistent marketing](#) in the new year