

Create Recurring Donors from Year-End Giving Campaigns

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Year-End Giving campaigns typically generate 31% of a nonprofit's annual revenue. Yet without a deep, long-standing connection to your cause, you're likely to lose those new donors. In this presentation, you'll learn inventive and effective ways to attract and cultivate long-term donor relationships that motivate sustained giving and grow your revenue within year-end donations.

You'll learn how to:

- Connect with recurring donors during year-end giving
- Assess giving capacity
- Utilize the 3 Cs of recurring giving
- Grow your annual budget
- Incorporate tools to make your campaign easier and more successful

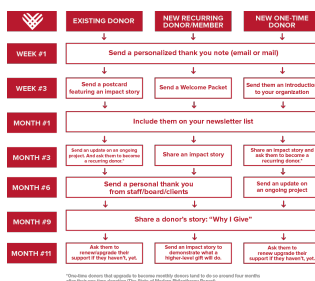
Video

Downloads

Download the slides from the class, by [clicking here](#).



Don't forget this infographic to plan your Thanking strategy. [Click here to download](#).



Mentioned in the session

- [Recurring Donations Section](#)
- [Event Page](#)
- [How do I change a Donor's Recurring Donation?](#)

- [How does Recurring Giving work on donation forms?](#)
 - [Recurring Donation Reporting](#)
 - [Manage recurring donations](#)
 - [How do I get notified of a failed recurring donation?](#)
 - [Receipts and Notifications Section](#)
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