

Year-End Giving Toolkit

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Need help with your Year-End Giving campaign? The GiveSmart Fundraise Year End Giving Toolkit provides information to plan and develop your campaign. Download documents, watch the classes for inspiration and examples of the strategies in action. Grab the templates to make your design faster and easier. Use this resource guide to launch and develop a successful Year End Giving Campaign.

Year End Giving Materials

	<h3>Year-End Giving Templates - Appeals for Email, Social Media and Text</h3> <p><i>(Templates)</i></p> <p>Our Year-End Giving Templates will help save you time and ensure your messaging tugs at donors' heart strings in all the right ways. Copy, paste or even combine elements from different templates to craft your perfect appeal letters, posts, scripts, and texts.</p> <p>Download</p>
	<h3>5 Stats to Boost Year-End Appeals</h3> <p><i>(Infographic)</i></p> <p>Curated from real year-end appeals, these are our Top 5 Stats to help you achieve your end of year goals.</p> <p>Download</p>
	<h3>3 Steps to Unlock Year-End Giving Success</h3> <p><i>(Blog)</i></p> <p>A well-planned year-end push can propel your cause forward by driving more donations and give you fuel for your mission in the year to come. To help you save time and maximize your results, we've outlined three critical steps to Year-End Giving success (and some Insider Tips on how to apply them) so you can get up and running quickly, easily and with confidence.</p> <p>View Blog</p>

	<h2>End of Year Fundraising Plan</h2> <p>Strategize the most powerful ways of optimizing your campaign efforts. From how to mobilize your team to compelling donor engagement ideas and everything in-between. With these tips from our fundraising experts, you're sure to end the year on a high note.</p> <p>Download</p>
	<h2>5 Tips to End Q4 Strong</h2> <p><i>(Blog)</i></p> <p>These tips will get you off to a great start on your year-end fundraising goals.</p> <p>View Blog</p>
	<h2>Thanking Strategy Calendar</h2> <p><i>(Infographic)</i></p> <p>This infographic helps plan your Thanking strategy.</p> <p>Download</p>
	<h2>Year End Giving Resource Hub</h2> <p><i>(Web Page)</i></p> <p>View our complete Year End Giving Resource Hub and start preparing for a successful Year End Giving campaign today.</p> <p>View Web Page</p>

Year-End Giving Strategy Classes

Your Roadmap for End of-Year Giving Campaigns	Year End Fundraising Hit the Bullseye	Fundraise Like a Pro this #GivingTuesday

Fundraising Ideas and Strategies

Donor Segmentation	Text to Donate	Thanking Your Donors
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Design Your Year-End Activities

- [Text to Donate Activity](#)
 - [How do I Reuse a Keyword with a New Thermometer for a New Event or Campaign](#)
 - [Personalize with Form Elements](#)
 - [Offline Donations with the Fundraising Thermometer](#)
 - [Reporting](#)
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