Thoughts on Year End Giving

Our best month in Young Life for giving historically has been December. It is year-end. Donors are considering their tax situations or catching up in their giving from the year. People are generally in a more giving mood during the holiday season. Don’t miss this opportunity as it is one of our best! Some tips:

- **Don’t wait** until December. Prepare for year-end giving early. Update your PPL and target who you are going to be asking.
- **Review PPL** and us year-end appeal to cover all those who haven’t given in this calendar year.
- **Contact your large year-end donors before December** about year-end giving. Get on the calendar to meet to discuss a year-end gift. (Large donors often decide well before December who they are giving to. It is in December that they may finalize how much they are giving.)
- Figure out ways to stay on year-end givers’ radar - personal notes, phone calls, a meeting – others will be out there with year-end campaigns – beat them to it!
- Set up a year-end Campaign with a large matching gift. Utilize the power of matching money!
- Remember for those that say they have already given what they have allocated for this year that you want to get on their calendar in January to talk about being in their allocation for the new year. Don’t wait – this money can get designated pretty quickly.
- Designate November and December months of year-end personal meetings/asks for you and your TDS Team!
- **Some components to consider in a Year End Letter:**
  - A compelling story and ask – have only one central concept
  - A mention of the advantages of making a year-end gift (tax advantages, fulfilling their pledge, etc.)
  - A contact person /info on Stock Giving
  - An envelope/easy way to make the gift
  - A date which the gift must be received by to be counted in the current year.
  - **Contact info** for questions
  - Write the letter remembering how most letters are read:
    - People typically read the signature or logo 1st (Who is this from? Is it worth reading?)
    - Next people often read the P.S. (If you don’t have a powerful P.S. add one!)
    - Make sure main things are highlighted or underlined.
    - People typically do not read – they scan. Make sure if they scan that your compelling ask and a way to give will stand out.
- Do something special around the holidays for your top donors to say thank you! Whether it’s cookies delivered by Committee and Campaigners kids or hand delivered Christmas cards – get out there!