

Your Nonprofit Communication Calendar for Year-End



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 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.



October 2022						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
24	25	26	27	28 Email your supporters to recap the important work being done at your organization	29 Begin to ramp up your social media presence in anticipation of year-end fundraising season	30
31 Halloween: send a Happy Halloween text message	<p>Key</p> <ul style="list-style-type: none"> Video Email Text Direct Mail Social Media 					

November 2022

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1	2	3	4	5	6
<ul style="list-style-type: none"> • Network for Good customers who used 1 of our ready-to-use year-end fundraising email templates saw average donations of \$1,000 • Those who sent 2 emails raised \$2,935, on average • Those who sent 5 emails raised \$6,700, on average ... all by just pressing a few buttons! 				Send an <u>email</u> about someone who has benefited from your work		
7	8	9	10	11	12	13
	If you haven't yet, finalize your direct mail letter and prep your mailing lists	Post at least 3 times on social media about appreciating volunteers, highlighting donors, etc		Veteran's Day: Send a text in support of Veterans		
14	15	16	17	18	19	20
			Send a <u>direct mail appeal</u> to offer your donors an opportunity to make an impact by making a gift	Email to share the voice of a board member or volunteer and why they support your organization	Develop a phone script for board members and volunteers to make thank-you calls to donors	
21	22	23	24	25	26	27
	Via direct mail, send handwritten thank-you notes to this year's donors	Send a video about your Giving Tuesday goal and about how much you appreciate your donors	Thanksgiving: Wish your donors a happy Thanksgiving in an email and social media posts	Launch banner on homepage for Giving Tuesday and post a "Save the Date" to social media	Send email blast about Giving Tuesday	
28	29	30				
Post reminders about Giving Tuesday on social media	It's Giving Tuesday! Implement your Giving Tuesday checklist 	Thank your Giving Tuesday supporters via email and social media	Key  Video  Email  Direct Mail  Text  Social Media			

December 2022

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1	2	3	4
Key  Video  Email  Text  Direct Mail  Social Media				Send a text to re-engaged lapsed donors who gave on Giving Tuesday		
5	6	7	8	9	10	11
		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		
12	13	14	15	16	17	18
	Run a report of all donors who gave last year but not yet this year for a 2nd direct mail piece		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		
19	20	21	22	23	24	25
		Send an email to recap the story of need from last week - Ask for support		Send a group video wishing your community a happy holiday	Christmas Eve	Christmas
26	27	28	29	30	31	1
	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	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	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	New Year's Day