

give lively

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END OF YEAR GIVING



Website
www.givelively.org

How to turn momentum into mission impact



Introductions



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Housekeeping

- ? **Questions** → Drop them in the **Q&A box** at any time.
- 💬 **Chat** → Watch for **helpful links**, **quick polls** and **casual conversation**.
- 🎉 **Reactions** → Show us how you feel. We love seeing your engagement!
- 📊 **Polls** → We'll launch a few during the session — jump in when they appear.
- 🔄 **Replay** → You'll get the **recording** + **PDF guide** after the webinar.

The 3-Step Plan

By the end of today's session, you'll have a plan to **Retain, Re-engage and Reignite donors** as you close out the year.



Recap

We built **incredible momentum** on GivingTuesday.
Now **let's keep it rolling!**



GivingTuesday is all about activation built through impact and transformation. 🌟



The energy is social and filled with urgency, community, timeliness and movement. 🏃♂️➡️

Importance of December giving

30%

of annual giving happens
in December.

10–12%

happens in the *last three*
days of the year.

Why?

Donor psychology is
different in December.

End-of-year challenge



GivingTuesday builds momentum *but* momentum fades fast.

Donor fatigue and holiday busy-ness.



How do we turn a one-day burst of generosity into long-term mission power?

Turn that spark into understanding and continued action.

End-of-year mission

Retain, re-engage and reignite the spark to give.

1. Retain

Keep the spark alive
through stewardship

2. Re-engage

Rekindle connection
with lapsed donors

3. Reignite

Inspire values-based
action before year end

Why retaining & re-engaging matter

Keeping a donor is **5X** more cost-effective than acquiring a new one.

Even **small retention increase** (as little as +10%) can yield a **200%+** lift in lifetime value.



Step 1: Retain

Focus on keeping the connection

Start by organizing your donors

Current donors: Donors who made a gift during the current calendar year

LYBUNT: Donors who gave **Last Year But Unfortunately Not This** year (~8-18 months ago)

SYBUNT: Donors who gave **Some Year (within ~19-36 months usually) But Unfortunately Not This** year

Lapsed: Donors who gave more than ~three years ago and haven't given since

Non-donors: Supporters who engage with your organization but haven't given yet

Recurring donors: Donors who give on a regular schedule (monthly, quarterly, annually etc.)

Mid-level: Donors who give more than the average and show high potential for growth

Major donors: Donors who contribute the largest gifts to your organization

You can segment donors any way you want and track these groups in a spreadsheet or CRM, depending on your organization's setup.

Keep your active donors engaged

What active donors need right now: Stewardship 🤝

This includes:

- Reinforcement of impact (“Here’s what your gift made possible”)
- Updates and insight (“Here’s why the work continues”)
- Appreciation and values alignment (“You’re part of this because you believe in ____ and so do we”)
- A bridge to year-end (“Here’s the next step in the impact you’re part of”)

Why this matters

Retention rate shows how many donors return year after year — one of the strongest indicators of fundraising health.

$$\text{Donor retention rate} = \frac{\text{Returning \# donors (last year} \rightarrow \text{this year)}}{\text{Total \# donors last year}} \times 100$$

Example calculation: Of 800 donors that gave last year, 320 gave this year.

$$\text{Donor retention rate} = \frac{320}{800} \times 100 = 40\%$$

💡 *Most nonprofits retain about 40–45% of donors annually.*

Donor perspective

Donors give again when they:

- Feel great about their last gift *and*
- See themselves as part of your ongoing mission.



From activation to reflection

As donors shift from the excitement of GivingTuesday to the deeper reflection of year end, your messaging needs to shift with them.

GivingTuesday 🎁	End-of-Year 🌟
Activation energy – fast, social, community-driven	Reflection energy – slower, meaningful, inward-looking
Focus: <i>Impact + transformation</i> ("You made this possible!")	Focus: <i>Understanding + deep need</i> ("Here's why this work must continue.")
Goal: Spark generosity	Goal: Deepen commitment
Emotion: Excitement, momentum	Emotion: Purpose, belief, solidarity

Deepening + Retention

The story isn't over on GivingTuesday.
This is where strategy kicks in.

Connection

Showing personal
gratitude (thank-yous
that feel human)

Trust

Sharing impact updates
tied directly to
GivingTuesday gifts

Loyalty

Welcoming into
something meaningful
and ongoing

From empathy to connection

(and why it matters)

- Empathy can only take donors so far — it relies on familiarity.
- Donor journey: Empathy → understanding → connection
- Donors stay because they believe in the change, not just the story.
- We don't replace empathy — we deepen it into connection.

Empathy says:

“I care because I can imagine myself in your shoes.”

Connection says:

“I care because your dignity and future matter.”

So what's the key?

Stewardship...

but the kind that moves donors from awareness to commitment.

➔ Effective stewardship...

- Clarifies impact
- Deepens trust
- Strengthens connection
- Guides donors toward meaningful year-end giving



Beyond email

These touchpoints work alongside your emails to build deeper connection:



Personal phone calls

- Quick check-in, thank them
- Ask questions (ask their why, preferences, learn more about them)
- Staff or board can do this



Handwritten notes

- Anniversary of first gift, birthday etc.
- Short, personal and heartfelt
- Perfect for mid-level & recurring donors



Board member outreach

- 3–5 calls or emails per board member
- Makes donors feel valued and increases board engagement



Social media updates

- Shoutout/repost supporters (individuals, companies, volunteers)
- Use stories + captions to reinforce your mission
- “You made this possible” messaging



Mini video updates

- 15–30 seconds on socials
- “Here’s what your GivingTuesday support is doing already...”
- Keep it simple!



Events

- Virtual coffee chats
- Casual donor meetups
- Small open houses or program tours
- Donor appreciation events/gatherings

EOY stewardship + touchpoints

One way to deepen connection is through intentional email touchpoints that guide donors from GivingTuesday to your year-end ask.

- **1-2 non-email touchpoints** - to connect
- **Thank-you email** - should have been sent already (after the gift/GT)
- **Impact mini-update** - short update about what's happening now
- **Why-it-matters email** - the deeper, meaning-building message
- **Values/vision email** - forward-looking message about what you're building into the new year
- **One powerful story** (optional) - short, emotional, donor-centered
- **Year-end appeal:** send out 3-4X, including 1-2 in early days of 2026



Free email guide with plug-and-play templates that further expand on donor touchpoints

Step 2: Re-engage 🤝

Rekindle connections, don't start over

Why donors fall away

Most donors don't stop giving because they don't care — they disconnect. ❤️🩹

Here's what typically causes that disconnection:

- Their financial situation changed.
- They moved, changed email addresses or their credit/debit cards expired.
- They are deceased.
- They forgot or got busy.
- They do not feel connected to the mission anymore.
- They didn't know their gift mattered.
- They felt the organization didn't need them.
- They didn't see an impact since their last gift.
- They weren't asked again.
- They weren't thanked well or appreciated. (According to BWF's research, 13% of donors don't give again for this reason.)

"One-third of all donors lapse because they aren't properly thanked!" - Roger Craver

"Ask Them. Thank Them. Ask Again" - Kim Klein

Why you're re-engaging

Let's start by focusing on the donor segments in the re-engage step.

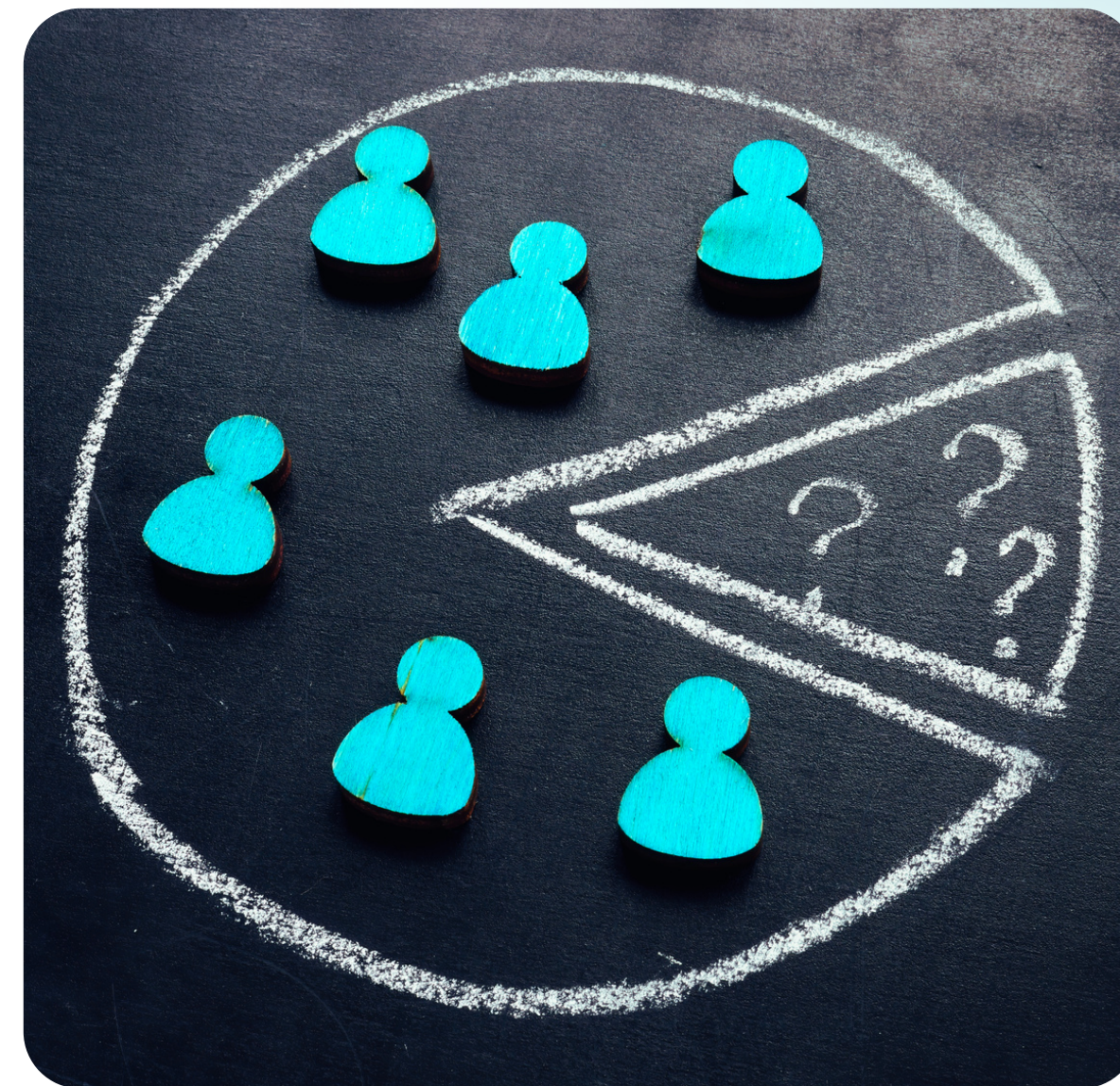
As a reminder:

LYBUNT: Gave last year, but (unfortunately), not this year

SYBUNT: Gave some year (~within the last two years) but unfortunately not this year

Lapsed: Last gave 3–5+ years ago

💡 Keep them on your email lists, but don't spend year-end budget here.



First priority: LYBUNT donors

Start with your warmest donors who fell away. 🔥

LYBUNT: Last Year But Unfortunately Not This

Why LYBUNT first?

- They recently believed in your mission.
- Their connection is still warm; they just need a reminder.
- Re-engaging them costs far less than acquiring new donors.
- They're the most likely group to give again before year end.

What these donors need:

- A reminder of why their support still matters
- Acknowledgment of the gap — without guilt
- A sense of what's progressed since their last gift

How to re-engage

What to say to LYBUNT donors 

Messaging approach

- “You made X possible last year. Here’s what’s happened since.”
- “Your support still matters — here’s why.”
- “We miss you! Join us for _____.”
- “Our work still matters because _____. Your past support made _____ possible. Right now is an important moment because _____.”

Tone

- Warm or exciting → familiar → inviting
- No guilt, no pressure
- Focus on impact, not the lapse

Best touchpoints

- A simple email sequence (with customization)
- A brief impact or organization update showing progress
- A personal note, voicemail or short message (mid-level LYBUNTs)
- “Come back to us” micro-event

Exclusive invite for LYBUNT/SYBUNT

A short, low-pressure gathering exclusively for donors who supported you in the past, but haven't yet this year

Think of it as:

- ✨ a reunion, not a fundraiser
- ✨ a warm invite, not an obligation
- ✨ a reconnection moment, not a sales pitch

If no one RSVPs, you lose NOTHING. The invite itself is the stewardship.

Formats

- 💻 a 20- to 30-min "Behind the Scenes" Zoom call
- 🏠 an intimate open house or walkthrough



Next priority: SYBUNT donors

Still worth re-engaging, but lightly 🙌🙌

SYBUNT: Gave within the last 2 years, but not last year or this year (reactivation drops sharply after 24 months)

Why they still matter (but differently)

- Some simply forgot, got busy or their timing changed.
- Recent SYBUNT donors (13–24 months) still have meaningful reactivation potential.
- Light-touch re-engagement is more cost-effective but do not cultivate heavily.
- Best ROI comes from brief, simple reconnection touches.
- Your goal is not loyalty; it's re-opening the door.

What these donors need

- A gentle reminder that your work is ongoing
- A “here's what's changed since your last gift” update
- A chance to reopen the relationship without pressure

How to re-engage

What to say to SYBUNT donors 

Messaging approach

- “You supported this mission in 2023. Here’s why your impact still matters.”
- “We’d love to share what’s new and invite you back in.”
- Acknowledge the time gap gently (“It’s been a bit since we connected...”)

Tone

- Curious → understanding → inviting
- No guilt or urgency
- Empathetic to financial and life changes

Best touchpoints

- A short 2–3 question survey (“What would help you feel more connected?”)
- A personal follow-up email based on their answers, especially mid-level or former loyal donors
- A helpful update that restores clarity

Understanding lapsed donors

Why lapsed donors are your third priority.

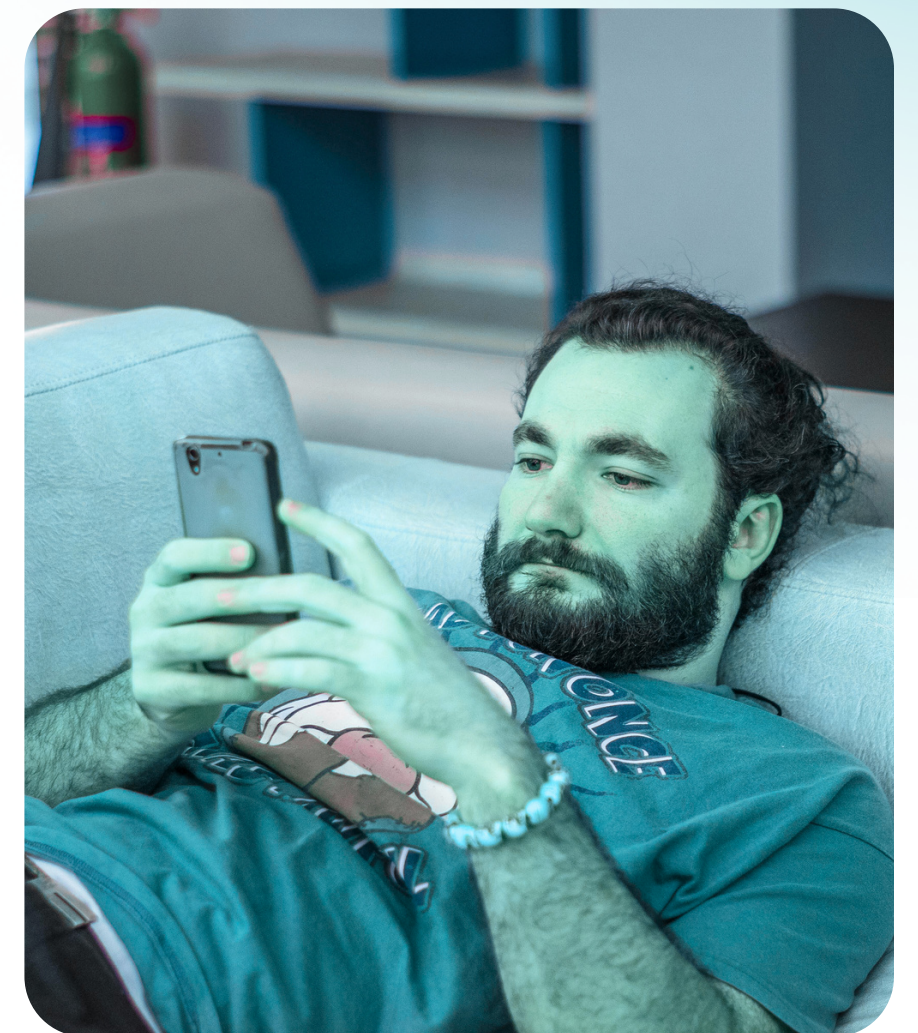
Lapsed = no gift in 3 years.

Why lapsed are last

- Connection has cooled significantly
- Lower likelihood of reactivation compared to LYBUNT/SYBUNT
- Still worth keeping on email but not a paid or high-effort focus
- Can respond well to broad storytelling + mission updates

What these donors need

- A no-pressure reintroduction
- A strong, emotional story or impact highlight
- A “we’d love to have you back if you’re ready” tone



How to re-engage (with care)

What to say to lapsed donors

Messaging approach

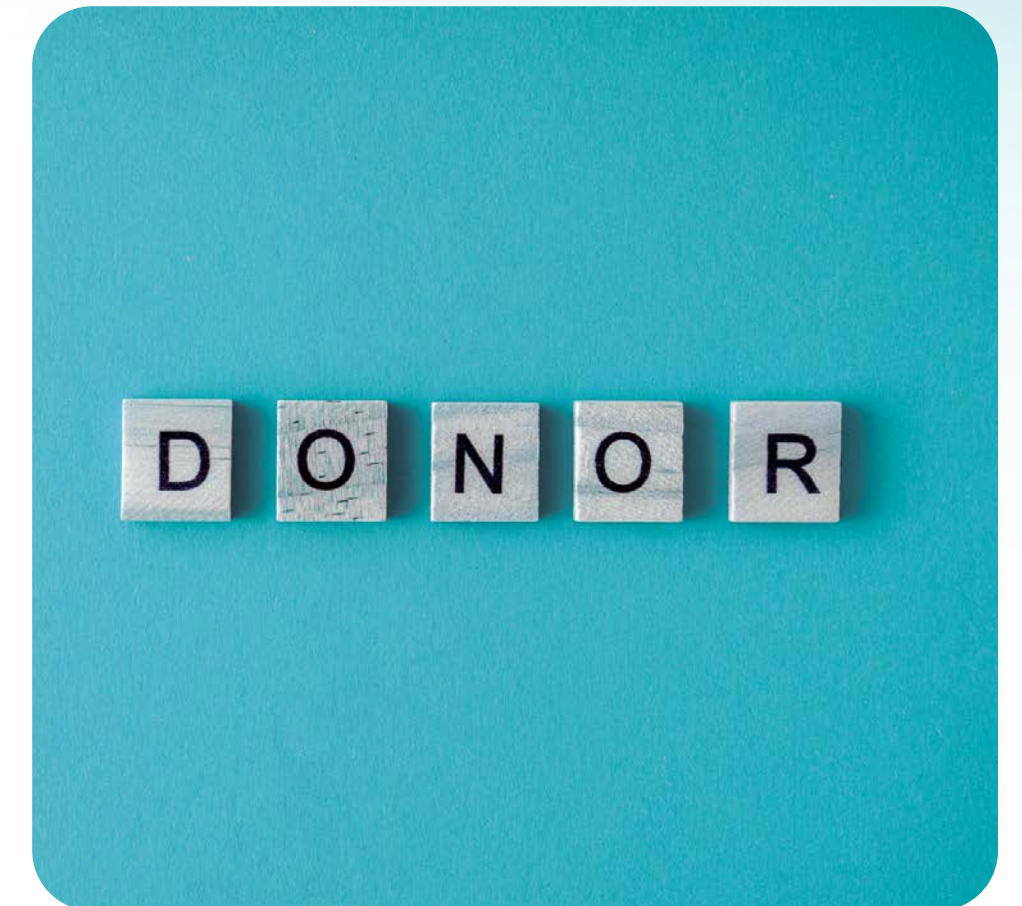
- “Here is what we’ve been up to...”
- “Our 20th anniversary is coming up”
- “If you’d like to reconnect, here’s an easy way to jump back in.”

Tone

- Soft → respectful → optional
- No mention of years or past gift
- No pressure whatsoever

Best touchpoints

- General email newsletter
- Emotional storytelling
- A year-end invite framed as an opportunity, not an ask



Bringing it all back together

Re-engagement isn't restarting, it's rebuilding connection. ❤️🩹

What this phase accomplishes

- Warms up donors who already know and believe in your mission
- Meets each segment exactly where it is (LYBUNT → SYBUNT → lapsed)
- Removes barriers before your year-end ask
- Reopens the relationship through clarity, impact and emotion

The goal: Help donors feel connected again so they're ready for what's next.



Step 3: Reignite

Turn year-end momentum into mission impact

Why this step matters

⚡ The end of the year is the highest-urgency moment for giving.

❤️ Donors are primed: gratitude + impact from earlier phases builds readiness.

🏃♂️➡️ A strategic “re-ignite” approach turns warm attention into meaningful action.

💰 People give when asked and 7 out of 10 people plan to give so...you must ask!



The reignite messaging formula

Remind: What a donor's support has already made possible this year.

💡 Example: ***Together with 250 donors, we've opened five new literacy libraries this year, giving 200 families safe spaces to read, write, and learn.***

Reconnect: Tie the impact to shared values and mission (why it matters).

💡 Example: ***Being able to read and write changes everything. It opens doors to confidence, opportunity and a brighter future.***

Reinvite: Provide a clear way to help finish the year strong + gratitude/appreciation.

💡 Example: ***Before January 1st, help us open one more library on Maui and bring the gift of literacy to even more families. Thank you for your continued support in helping us build a stronger community across the Hawaiian Islands.***

Example

Remind: With your help, 312 families were able to stay safely housed, families who were on the verge of eviction, sleeping in cars or facing impossible choices.

Lauren and her two boys came to us after receiving a final eviction notice. She had lost hours at work, fell behind on rent and had nowhere to go. Within 48 hours, your support helped us cover her back rent, connect her with legal aid and keep her family in their home.

Stories like Lauren's are why we're reaching out today.

Reconnect: As we plan for 2026, we're seeing a 40% increase in emergency requests for help and we want to make sure no family ends up on the street because they didn't receive support fast enough.

Reconnect: Before December 31, will you make a year-end gift to help one more family stay warm and housed?

Join 200 other donors giving again today, and ensure we can respond quickly and with care, right when families need help most.

[Make your year-end gift] (CTA BUTTON)

Thank you for believing in a community where every family has a safe place to call home.

Warm regards,
Jordan Gonzalez
Executive Director

The formula in action

Your year-end message formula carries across every touchpoint and channel, not just the final appeal. Start now.

- **Emails**  : Thank-you and/or impact reminder, mission moments, values-first stories
 - Reinforce what donors made possible this year or highlight what they care about most
- **Human Touchpoints**  : Stewardship at its best
 - If you're not doing this, select a small segment of your active donors (usually on the higher end of giving) and try adding some.
- **Appeal + donate page** 
 - Turn the message formula into a clear, warm reinvitation to act.
- **Social posts**  : Mix up the different types of content
 - Reels, stories and posts with short, compelling reminders and simple action prompts
- **Donation page CTAs** 
 - Turn your “reignite” language into real action — clear, confident and mission-aligned.

Best practices & reminders

Send 2–3 messages

- Subject is 4-7 words
- Logo and then copy with images in the middle
- Keep the reading level accessible
- CTAs are direct and bold: buttons > text links
- Reinforce shared identity (“people who believe in...”)
- Offer urgency tied to Dec 31 (or Jan 15) without guilt
- P.S. = Perfect Place for last CTA



Examples

- “Before Dec 31, help us reach 100 more families...”
- “Your support today ensures ____ happens next year...”

You're ready!

You're ready to end the year on a high note. 🎵

- Show your impact.
- Center your supporters.
- Invite them into the next chapter of your mission.

You have everything you need to finish the year strong and we're here to help you every step of the way.

Retain 🌟

Keep the spark alive
through stewardship

Re-engage 🤝

Rekindle connection
with lapsed donors

Reignite ⚡

Inspire values-based
action before year end

Keep growing with Give Lively Grow 🌱

Give Lively Grow is part of our member benefits, a no-cost capacity-building program designed to help Give Lively member nonprofits thrive year-round.

💡 What you'll get:

- 🎯 Tailored strategy sessions – one-on-one guidance from our experts
- 🗺️ A strategic roadmap – personalized action plan for your organization
- 🧰 Tools, templates and resources – ready-to-use assets for growth
- ⌚ Flexible scheduling – support that fits your calendar

Grow supports all Give Lively member nonprofits, but especially grassroots, volunteer-run and under-resourced nonprofits to build sustainable fundraising practices and expand their impact.

👉 **Already a Give Lively member? Join Grow today!**



give lively | **GROW**



Not a member yet?

Membership applicants can log in right away to begin building campaigns – no strings attached.

Apply Now



Next steps

Thank you for joining us! Here's what happens next:

 Receive your end-of-year fundraising handout

You'll get the full slide deck, recording and additional end-of-year resources right after this session.

 Attend a live or on-demand demo

See how Give Lively's free fundraising tools can power your GivingTuesday and year-end campaigns.

 Explore more resources

Access templates, timelines and examples in our GivingTuesday Resource Hub.

 Stay connected

Follow us on socials for tips, webinars and nonprofit success stories.



You've got this! ❤️

You're not starting from scratch. You're building on everything you've already made possible!

Finish the year strong and move your mission forward with confidence.