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## Finishing The Year Strong After GivingTuesday

The weeks between GivingTuesday and December 31 can generate up to one-third of a nonprofit's total annual donations. Supporters are feeling generous, budgets are closing, and donors are thinking about tax-deductible gifts. To make the most of this time, your team needs to understand what drives year-end giving and how to maximize generosity.

### What Drives Year-End Giving

**Donor motivation is highest in December.** Many people make their largest charitable gifts during the last few weeks of the year.

**The last three days of December often bring the biggest surge.** Remind donors that their gift must be made by **11:59 p.m. on December 31** to qualify for this year's tax deduction.

Plan a steady communication schedule. For example: mid-December reminders, final-week updates, and a last-day "midnight countdown" email or social post.

### Messaging Tips For The End Of The Year

#### Highlight the Tax Benefits

Even though taxes are not the only motivation for giving, they are a helpful reminder.

- Let donors know that **gifts to 501(c)(3) organizations are tax-deductible** when made before year-end.
- Share easy instructions on how to request a donation receipt.
- Keep your acknowledgement letters prompt and professional, so donors have what they need for tax filing.

## Show the Impact of Giving

People give more confidently when they can see real results.

- Share quick stories and images that show what this year's donations accomplished.
- Use clear, concrete examples (" \$50 provides two weeks of meals," "\$100 funds classroom supplies for one student").
- Pair every appeal with a simple statement of what the next donation will achieve.

## How To Reach Out To Donors

### Email Campaigns: Your Core Channel

Email remains the most reliable and measurable tool for donor outreach.

Use a short, well-planned sequence that builds urgency and gratitude without overwhelming inboxes:

- **Early December (Post GivingTuesday):** Announce your year-end campaign and recap the impact of the year so far.
- **Mid-December:** Share donor stories or impact highlights that inspire giving.
- **Final Week:** Send friendly reminders that gifts are tax-deductible through December 31.
- **Final Day:** Send a short, clear "Last Chance" message with a direct donation link.

Keep emails warm and human. Include real photos (make sure you have obtained written permission via a release form), plain subject lines, and simple buttons like "Give Before Midnight."

### Social Media Storytelling

Use your social channels to share quick, heartfelt reminders throughout December.

- Post *impact snapshots* (again, make sure you have obtained written permission via a release form): one photo and one sentence about what donations accomplished this year.
- Use countdowns (“3 days left to make your 2025 tax-deductible gift”).
- Go live to thank donors in real time.
- Highlight supporters or volunteers who embody your mission.

Remember to include direct links to your donation page in every post and your profile bio.

## **Direct Mail for Loyal Donors**

For longtime supporters, a physical letter still feels meaningful.

Send a short letter that includes:

- A warm thank-you for past support
- A story or image that represents your mission
- A reminder that their gift can still make a difference before the end of the year

Include an easy-to-read URL or QR code that links directly to your donation page.

## **Board and Staff Amplification**

Encourage your board members, staff, and volunteers to share campaign updates on their personal social media accounts.

Provide them with short sample posts or messages to make it easy. When donors see genuine enthusiasm from your team, it reinforces trust and community.

## **Press or Community Features**

Submit a short year-end story or op-ed to your local paper, radio, or online community news outlets.

Focus on how your nonprofit met community needs this year and how year-end donations will help you continue that work. This builds visibility beyond your existing donor base.

## **Text Messaging (for Engaged Donors)**

If your organization uses text-to-give tools or has opted-in subscribers, send one or two short, respectful reminders in the final days of December.

Keep them brief, personal, and clear, such as:

“Hi Alex, thank you for supporting HopeWorks this year. You can still make your 2025 gift before midnight: [link].”

## **The Takeaway**

No matter which ideas you choose, remember that the weeks after GivingTuesday are filled with generosity and the chance to deepen your relationships with supporters. This is a moment when people are actively looking for ways to make a difference, and your organization has a meaningful story to share.

With a little creativity and consistent communication, you can turn the momentum of GivingTuesday into lasting support that carries your mission well into the new year.

👉 [Explore our full GivingTuesday Success Center](#) for more helpful resources and links.