



MOVE PEOPLE

Plan Smart: Don't Leave Your End of Year Campaigns to Chance

July 2009

Q&A

You can ask a question at any time using the **Q&A chat box at the top of your screen.**

All questions will be answered at the end of the presentation.

Presenters



Rachael Ahrens,
Interactive Consultant,
Convio



Abby Sandlin,
Senior Consultant,
Charity Dynamics

Agenda

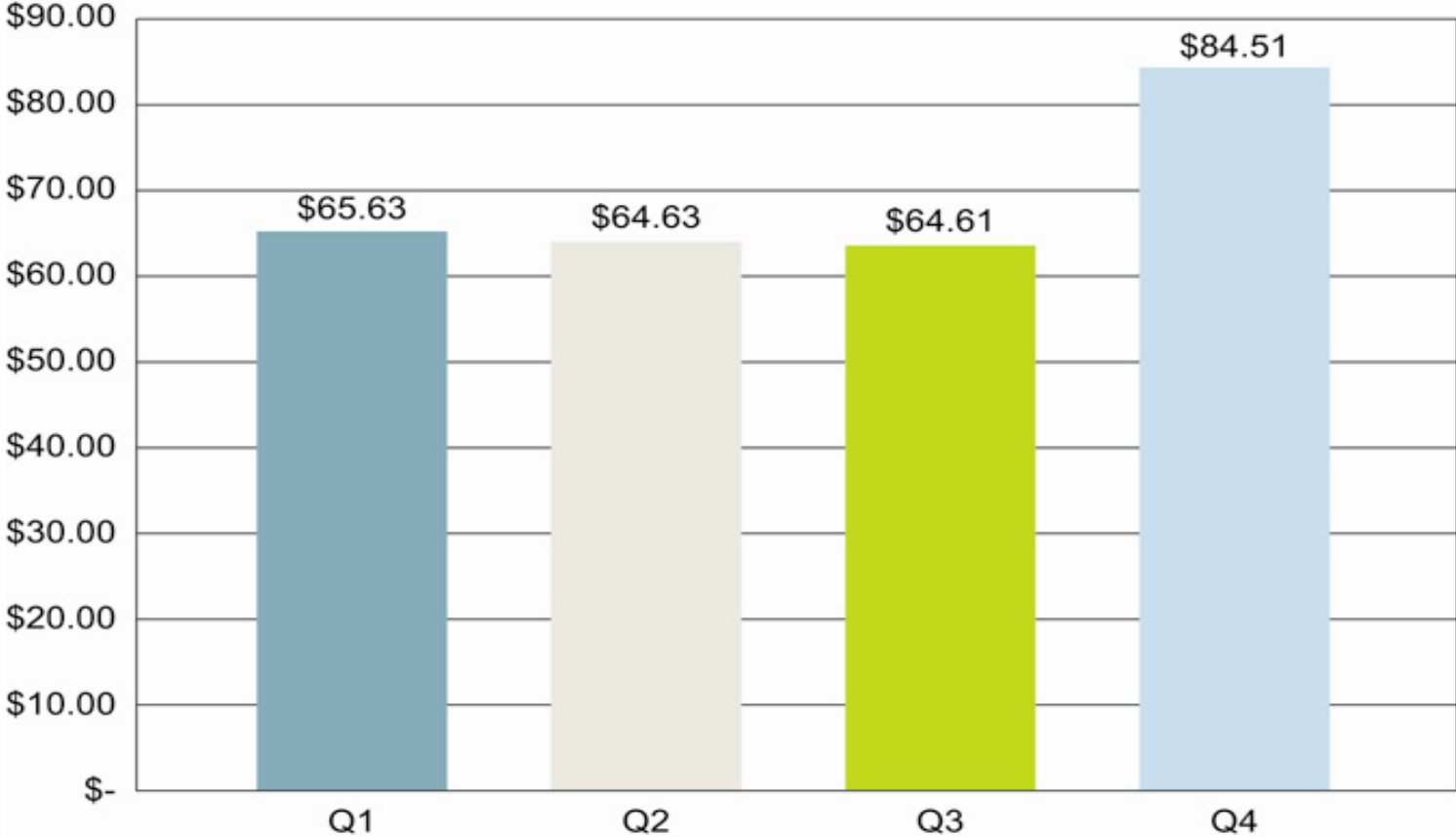
- Examine why end-of-year campaigns are so important
- Review types of successful emails
- Discover 6 steps you can take towards your year-end campaign
- Review Checklist
- Q&A

Why are end-of-year campaigns so important?

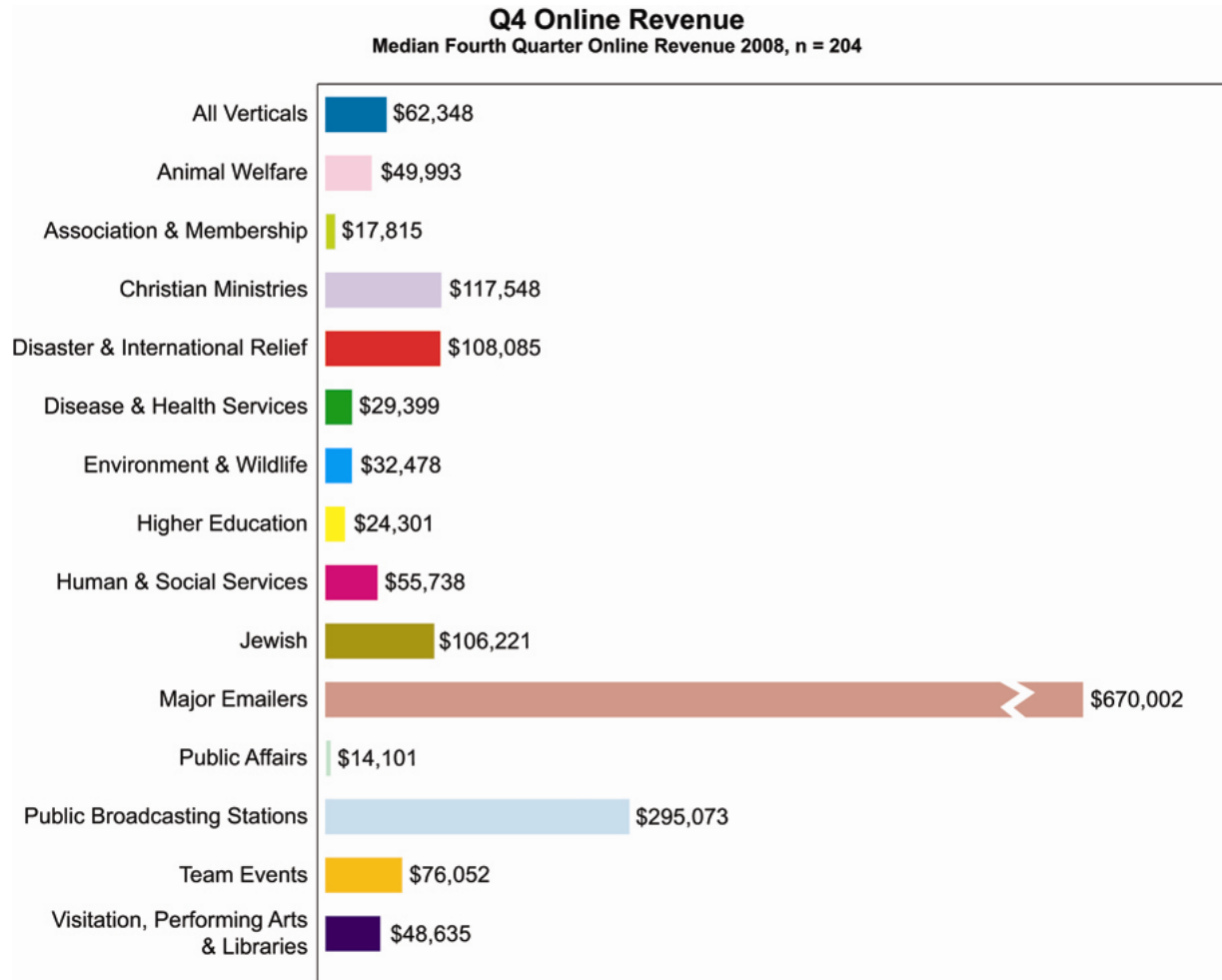
- The numbers speak for themselves
 - 89.5 million US consumers planned to give \$3 billion to nonprofit organizations in the holiday season of 2008. Despite changing economic conditions, you can expect the same this year too.
 - 35-42% of online giving happens in November and December each year.
 - The average online gift during the year is \$67.47.
 - The average online gift during the final quarter of the year (October – December) is \$84.51.

Why are end-of-year campaigns so important?


Average Gift by Quarter
2008 Average Gift Comparison, n=204



Why are end-of-year campaigns so important?



The ALS Association Year-end Campaign



**Fighting on Every Front
to Improve Living with ALS™**

Donate Now | Register for ALS Info | Contact Us
Tell a Friend | Email Preferences
Visit Our Website

The ALS Association Northern Ohio Chapter

Happy Holidays from The ALS Association Northern Ohio Chapter!

"Practice gratitude. Lend a hand. You can make a difference and give us all a reason for hope." ~ Julie, mother of two, wife, daughter, and living with ALS

Dear Darius,

I want to talk to you about my friend Julie who wrote those words and how you can give a reason for hope to all those facing Lou Gehrig's Disease.

Julie, mother of an 8 and 11 year old, received her ALS diagnosis four years ago. Despite the relentless progression of her ALS—Julie is now in a wheelchair full time and she has lost all ability to grasp with her hands—she hasn't let this devastating illness stop her. With the support and services of The ALS Association and supporters like you, Julie is able to face each day with her children and family with good spirits, gratitude and **hope**.

We can't let ALS stop Julie's hope. Please [make a donation today](#) to The ALS Association Northern Ohio Chapter to help us help people with ALS, like Julie, and their families cope with the realities of Lou Gehrig's Disease.


Donate

The [ALS Association Northern Ohio Chapter](#) is an invaluable lifeline for many of our neighbors and friends who often feel they have nowhere else to turn. Your [donation today](#) will help make sure we are always available for those in our community with ALS and their families.

The money we raise also supports close to 100 leading scientific investigations in the search for treatments and a cure for ALS—giving hope to Julie, even as her symptoms progress.


Please [make a generous gift this holiday season so that we can continue to offer hope to neighbors like Julie](#).

Warm wishes to you and your family,



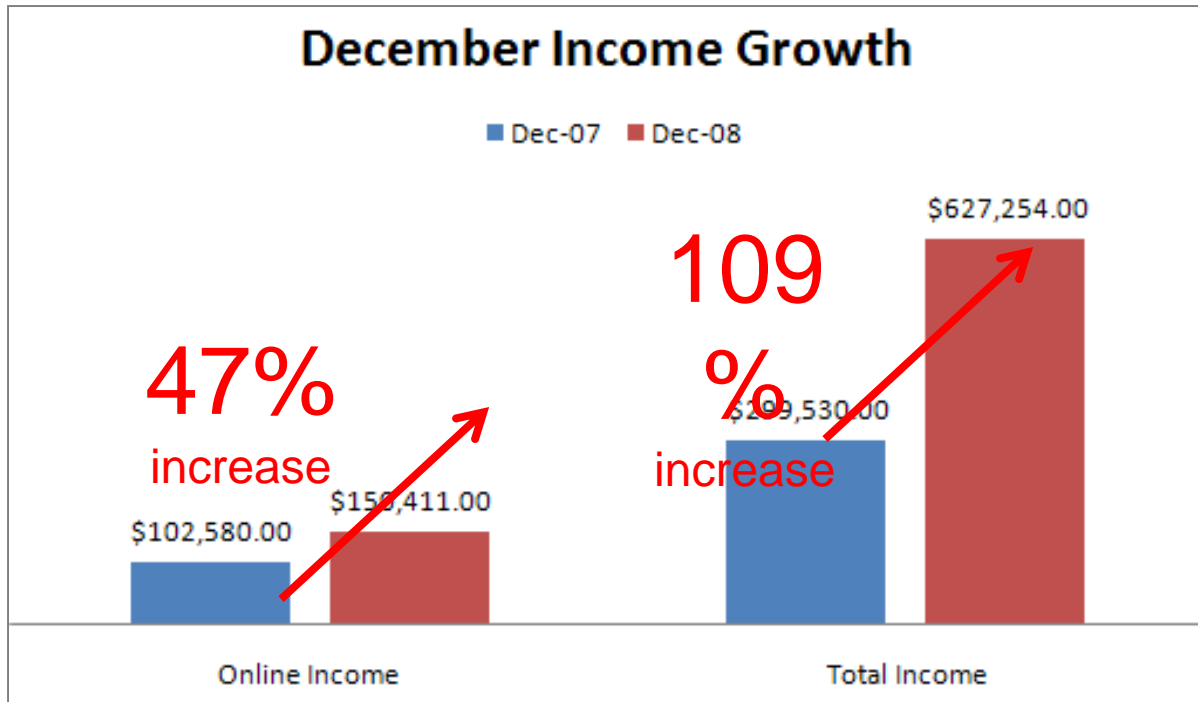
Brad Sussman
Executive Director
The ALS Association Northern Ohio Chapter

The ALS Association Northern Ohio Chapter
(216) 592-2572 - 2500 East 22nd Street - Suite 102 - Cleveland, OH 44115
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[Donate Now](#) | [Register for ALS Info](#) | [Contact Us](#)
[Tell A Friend](#) | [Email Preferences](#) | [Visit Our Website](#)

powered by 

- 1st time ever doing coordinated multi-phased year end online appeal
- Majority of income comes from special event season; year-end appeal offers additional window for donations
- Messaging and timing integrated with year-end offline direct mail appeals
- 3-part email series
 - December 23, 2008: Holiday support
 - December 29, 2008: Tax deductible opportunities
 - December 31, 2008: Last day for tax deductible donations!

Dramatic Income Increase



- Drove overall results across chapters online and off.
- Tee'd up strong January start
- Opportunities:
 - Start earlier in month to capture momentum earlier

Year-End Email Appeal Opportunities

- Standard holiday donations
 - Additional gifts from current donors
 - Annual gift opportunity for prior year and non-donors
- Accomplishments
 - Recap prior year accomplishments and secure support for upcoming years
- Holiday eCards with donation
 - Provide service to constituents in conjunction with giving opportunity
- Gift giving
 - Gift memberships
 - eCommerce
- Tax deductible
 - Secure last-minute year-end donations with tax deadlines

Accomplishments Example

- Recap prior year accomplishments.
- Set tone for challenges of coming year.
- Secure financial engagement to maintain momentum.



Dear Abby:

Looking back on 2007, we've fought at every turn to restore our rights to control our personal health information. We need your help to be ready to go when Congress returns in 2008.

It might seem that control over your private health records is gone for good. *But, thanks to you, the fight to regain control over our most intimate information is not over, we're just beginning!* With your ongoing support, Patient Privacy Rights has passionately reminded Congress, the health care industry and the media that privacy is a fundamental American right.

No one should ever have to choose between getting the health care they need and privacy. [Please continue your support by making a generous donation to Patient Privacy Rights today.](#) There are just **4 days** left for tax-deductible giving this year.

**DONATE
NOW**

Patient Privacy Rights is possibly the smallest consumer organization working for you at the national level in terms of staff and budget. But thanks to your help, Patient Privacy Rights was the most effective advocate for your right to health privacy in 2007. ***With your efforts we made a huge impact, making it clear that Americans' desire for privacy is not dead.***

- The bi-partisan membership of the Coalition for Patient Privacy that demanded Congress **protect, not give away** our most valuable information **doubled** in 2007.
- We sent thousands of letters to our Senators to stop legislation that would build electronic health records without privacy.
- We launched our online [Campaign for Prescription Privacy](#) and video that will go national in 2008.

There is much to do in 2008. We cannot slow down or take our eye off the ball. We **need your generous year-end support today.** Not only is your gift fully tax-deductible, but will also be matched dollar for dollar by an anonymous donor.

It's never been more critical to pay attention to who wants information about us and our loved ones. To protect our loved ones from massive discrimination by employers, insurers and banks based on health records **we must not rest.**


[Make a year-end donation to Patient Privacy Rights now.](#)

The nation looks to Patient Privacy Rights to uphold the highest standards for privacy. ***We pledge to never compromise and to fight for your privacy at every opportunity.*** [Please join us in this fight by making a year-end donation today.](#)


As always, thank you for all that you do. We have great hope for our future together!

eCommerce

- Provide tangible benefit for holiday giving
- Tangible and intangible opportunities
- Provides opportunity for add-on gifts from current donors
- Last-minute gift giving



HOME
ABOUT US
TUMOR INFO
DONATE
CARE & SUPPORT
EVENTS




Brain Tumor Awareness Wristbands

The upcoming Holiday season provides a perfect opportunity to help raise awareness of brain tumors. Consider using grey* wristbands as stocking stuffers, wrap around your gift bows, make an awareness wreath for your office door, or use them as ornaments on a tiny awareness tree and then gift the tree in a Holiday raffle. Or, be original and send us a picture of your awareness wristband idea!

* grey represents the grey matter of the brain

Wristbands are debossed with "Sharing Hope" and "www.abta.org". They are available in sets of 5. Each set is \$10.00 (postage is included). They can be ordered online through our secure web site at: <http://hope.abta.org/store>.

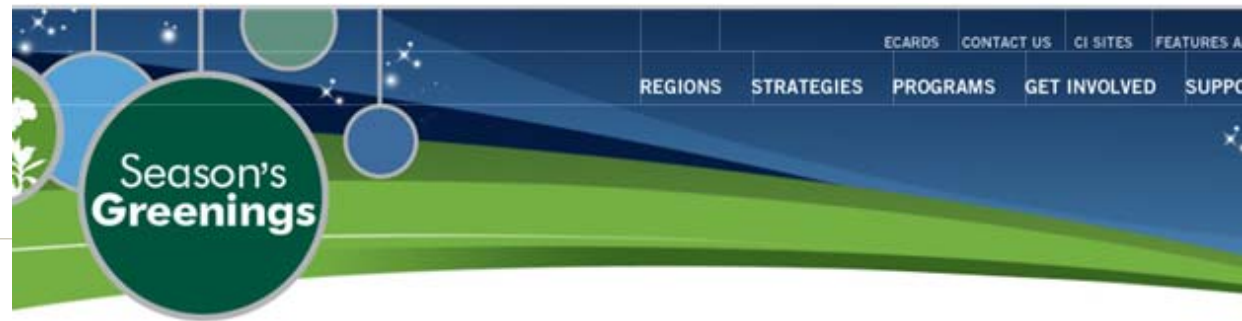
Questions? Prefer not to place your order online? Call us at 800-886-2282.



You received this communication because you previously subscribed or because it was sent to you by a friend. If you find it to be of value, please forward it to others who may be interested.

eCommerce

- Intangible gift
- Engages new audiences in mission



SPREAD SEASON'S GREENINGS!


When you give your friends and family alternative gifts through Conservation International this holiday season, you help to curb climate change, stop the deforestation of habitats worldwide, save species from extinction ... and you show them you really care - enough to protect our planet for future generations. These gifts represent just a small part of the important work that CI does around the world every day. Your contribution will be used where it's needed most to preserve our living heritage.

Enter the quantity of each gift you'd like to give and click "Checkout." You'll have the option to send e-cards to your gift recipients on the next page.

<p>Save a Lemur</p>  <p>click to learn more</p> <p>\$20</p> <p>Quantity: <input type="text"/></p>	<p>Preserve the Bastard Quiver Tree</p>  <p>click to learn more</p> <p>\$35</p> <p>Quantity: <input type="text"/></p>	<p>Support the Sea Turtle Flagship Program</p>  <p>click to learn more</p> <p>\$35</p> <p>Quantity: <input type="text"/></p>	<p>Protect a Tiger</p>  <p>click to learn more</p> <p>\$35</p> <p>Quantity: <input type="text"/></p>	<p>Help an Eagle Soar</p>  <p>click to learn more</p> <p>\$50</p> <p>Quantity: <input type="text"/></p>
<p>Protect Madagascar from Climate Change</p>  <p>click to learn more</p> <p>\$50</p> <p>Quantity: <input type="text"/></p>	<p>Keep Freshwater Flowing</p>  <p>click to learn more</p> <p>\$100</p> <p>Quantity: <input type="text"/></p>	<p>Put a Walking Shark in the Water</p>  <p>click to learn more</p> <p>\$100</p> <p>Quantity: <input type="text"/></p>	<p>Preserve a Whale Birthing Ground</p>  <p>click to learn more</p> <p>\$250</p> <p>Quantity: <input type="text"/></p>	<p>Save a Gentle Giant</p>  <p>click to learn more</p> <p>\$500</p> <p>Quantity: <input type="text"/></p>

Gift memberships

- Add on giving opportunity
- Build membership file
- Providing a service – easy shopping
- Last minute giving message opportunity




CONSERVATION INTERNATIONAL


Give the Gift of Conservation

Click here to give a gift membership!

Memberships to CI make great gifts for the conservationists in your life.



+



Conservation International is looking to make 2007 the year for engaging the public in actions to protect our Earth. And we're looking to you, as a member of CI, for help in making it happen.

For a limited time only - until December 31 - **CI is offering discounted gift memberships for just \$20.** To take advantage of this limited-time offer, and to help us engage as many people as possible in conservation, click here:

getinvolved.conservation.org/giftmembership

Your gift recipient will receive a special-edition, members-only screen saver featuring stunning CI photography from Earth's biodiversity hotspots.

Also in time for this holiday season, **CI is offering its full gift membership starting at \$35**, which includes a subscription to CI's *Conservation Frontlines* magazine, as well as our special-edition screen saver. To give someone a full gift membership to CI for \$35, click here:


getinvolved.conservation.org/giftmembership

Additionally, a **premium \$50 gift membership is available**, including CI's 2007 wall calendar featuring even more brilliant photos from biodiversity hotspots, a subscription to *Conservation Frontlines*, and our special-edition screen saver. For a premium \$50 gift membership to CI, click here:

getinvolved.conservation.org/giftmembership

That's not all! [Click here](#) for even more CI gift membership levels and benefits, and give your friends and family the gift of conservation this year.

▶ FORWARD TO A FRIEND



Holiday Honorary eCard

THE MARROW FOUNDATION®

In Support of the National Marrow Donor Program

- Opportunity for incremental gift from current donors

Dear Jonathan,

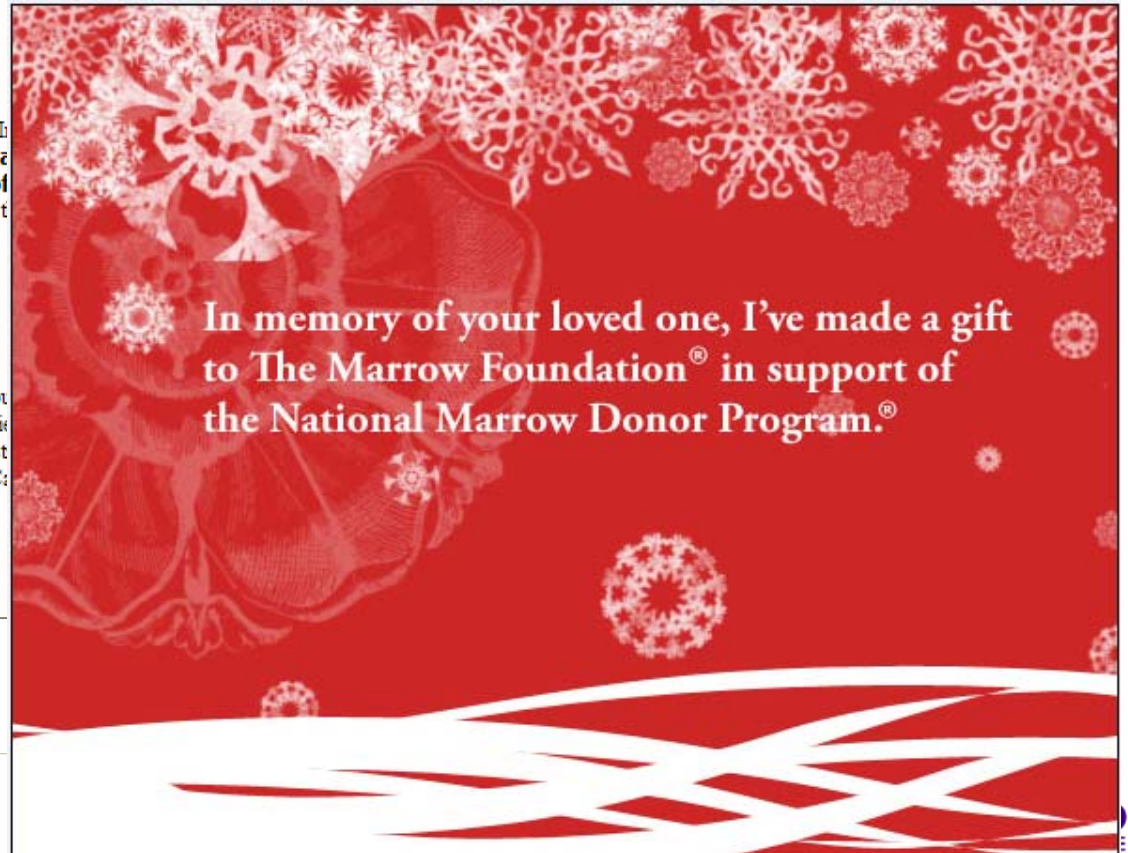
Happy Holidays from The Marrow Foundation!

Thanks to you, we have a lot to be thankful for as 2008 comes to a close. In challenging times, **your support has helped our programs and we continue to provide hope to more patients in need of transplant.** Together, we are committed to saving lives and furthering the National Marrow Donor Program (NMDP).



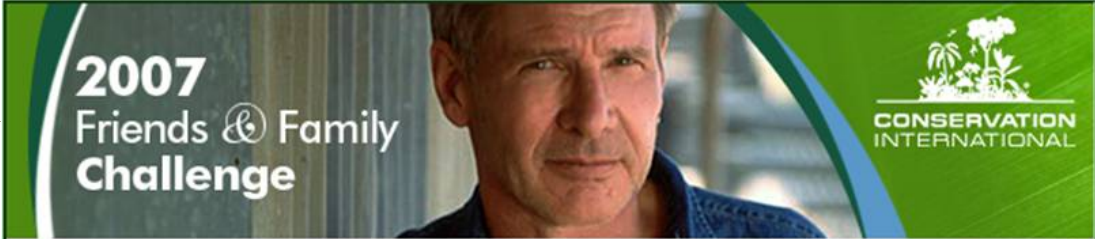
We hope you will renew your support and help continue providing patients in need with hope. By adding to the national Register of Organ Donors, you can select a holiday e-Card.

**Make an honor or memorial gift and choose from one of our four eCard designs to send as notification*



Special Giving Program

- Matching gift/challenge program provides built in goals with deadline.
- Tap into year-end deadline momentum



2007 Friends & Family Challenge

CONSERVATION INTERNATIONAL

Dear Rachael,

Thank you for your 2007 support. What a watershed year for global conservation!

Everywhere you looked, people took action on the triple threats of climate change, forest destruction, and species extinction. We haven't experienced this level of interest in global conservation in years.

As an Emerald Circle partner, your financial support helped us spread the message of global conservation to a whole new generation of conservationists. Thank you for your support.

To build on the recent successes, we're inviting your immediate participation in an exciting opportunity to **make your year end gift to Conservation International go twice as far.**

As CI board members, we have created a special fund called The Friends and Family Challenge. We established the Challenge to encourage all CI members to make their tax deductible, year end gift to CI by December 31st. Through the Challenge, we will make a dollar for dollar match of every gift made to CI up to the Challenge limit of \$5 million.

Will you consider making a gift to CI before December 31st? Through the Friends and Family Challenge, your gift will have double the impact.

DOUBLE Your Gift for Conservation

Monday

31

December 31st is the deadline to have your year-end gift DOUBLED through the Friends and Family Challenge.

[Click here to make your gift.](#)

What can you do?

Best practice tips you can start today

6 Steps to Take

- Plan
- Cultivate
- Lock down
- Kick-off
- Ask
- Analyze

Plan

- August
 - Identify year-end campaign messages and schedule – look at both online and offline
 - Find out dates of direct mail drops
 - Lay out dates of events, etc.
 - Revisit what giving programs you already have
 - Matching
 - Year-end campaigns redesign
 - Direct mail
 - Identify and book components – where will promotions take place
 - Facebook or other social networking
 - Homepage
 - Email/E-newsletters
 - Events

Cultivate

- September
 - List building opportunities—build housefile committed to mission early enough to gain loyalty in time for year-end programs
 - Stewardship campaigns to remind constituents of value and connection to mission— use annual report or quarterly reports, message from the board
 - Engagement—Surveys and petitions gather constituent attention and capture commitment prior to heavy donation series.

Cultivation Email

- Report on successes
- Thank constituents for their role in realizing successes



Dear Loyal Conservancy Supporter,

Your support of The Nature Conservancy has made a difference in our natural world and we invite you to [view what you helped make possible](#).

In [The Nature Conservancy's 2008 Annual Report](#), you can read how your support is helping our practical, effective brand of conservation work on an unprecedented scale — protecting a remarkable 2.7 million acres around the world in fiscal year 2008.

Our collaborative approach to conservation allows us to ensure [meaningful and lasting results for the long-term](#) through our projects in all 50 states and more than 30 countries around the world.

[View our audio slideshow](#) to explore some of the places where your support is helping the Conservancy to achieve critical conservation successes, including:

- The Garcia River Forest near Mendocino, California became one of the first forests to be certified as a source of carbon credits by the most rigorous set of standards worldwide, taking lessons from Conservancy successes in Bolivia, China and Belize.
- Conservancy successes in the islands of Micronesia have inspired a coalition of Caribbean islands to protect at least 20 percent of their marine and coastal habitats by 2020.
- The Conservancy successfully replicated the methods established by the Quito Water Fund, which taps contributions from water users to perpetually fund conservation of the watershed in São Paulo, Brazil, Bogotá, Colombia and three more cities in Ecuador.

Science guides our work, but your contributions have made our critical programs possible. We are proud of the successes that your support has helped us to accomplish and we hope you take pride in [the tangible results of your commitment to nature](#).



Cultivate

- Engage constituents in fall with programs that will carry through into year-end appeal messaging.
- Create “stickiness” through year-end.



Dear Abby:

Celebrate the places that matter to YOU and be entered to win a digital camera!

The National Trust for Historic Preservation and Fireman's Fund Insurance are proud to announce the start of the **Summer 2009 Places that Matter Photo Contest**. Submit photos of your favorite places — whether they're national monuments or right in your own backyard — and be eligible to win one of three digital cameras.

Entering our contest is easy!

1. [Download our *This Place Matters* sign](#) — or make one of your own!
2. Take your photo in front of a place that matters to you.
3. [Add it to our pool](#) of places that matter across the country!

You may enter as many digital photos as you wish between now and **Tuesday, September 15, 2009**. Ten photos will be selected as finalists, after which a **public online vote** will determine the final winners.

The photo with the most votes will win the grand prize of a Panasonic Lumix ZS3 digital camera! Each of two runners-up will receive a Panasonic Lumix ZS1 digital camera, and all three winners will also receive a Sandisk Extreme III 8GB SD memory card.

To enter one (or more!) images, visit our [This Place Matters website](#) and use our free photo upload tool.

Too often, places that matter to us can be lost in a heartbeat — sometimes even before we realize they will be missed. The best way to save a place that matters is to call attention to it and value it before it is endangered.

Thank you for all you do to showcase the places that matter — inspiring others to protect, enhance and enjoy the places that matter to us all. And good luck!

Pre-Holiday Engagement

- Initial holiday engagement campaign in November
- Sign a card to troops—tee's up holiday campaign to support the troops

Having difficulty seeing the images in this message? [View it online.](#)



The Official Site of
VETERANS of FOREIGN WARS
of the **UNITED STATES**



CELEBRATING THE SEASON!

Send Christmas cheer to our wounded troops!

Sarah,

For most of us, the holidays are a time for thankful and cheerful gatherings. But for America's wounded troops, holidays may be spent away from loved ones, recuperating from injuries sustained while protecting our freedom.



Help make Christmas brighter for our injured heroes. VFW will be delivering a giant Christmas card to wounded troops recovering at the Madigan Army Medical Center in Fort Lewis, Wash., and we want your signature to be included.

SIGN THE CARD

We are collecting names through December 5th to include on this amazing display of thanks and appreciation to our troops. So don't delay... [add your name to the Christmas card today.](#)

Help us get 25,000 names on the VFW Christmas card!

Every signature means so much to wounded troops.

SIGN TODAY!

TELL A FRIEND

DONATE

[Learn how the VFW supports wounded troops all year long.](#)



(2007 VFW Christmas Card presented at the James A. Haley Veterans Hospital in Tampa, FL)

Lock Down

- October
 - Production/editorial schedule finalized
 - Copy and design elements finalized
 - Confirm giving program availability (matching gifts, special gift membership benefits)
 - Prepare all pieces for fulfillment – mail house, testing,
 - Discuss internal calendar who will be out and when

Kick-Off

- November
 - Schedule and timing
 - Thanksgiving feel good “thank you” message
 - Be prepared to starting asking after Thanksgiving
 - Black Friday e-commerce opportunity
 - Launch
 - Week preceding Thanksgiving, post preliminary site promotions, Google ads, activate donation forms.
 - Day after Thanksgiving: complete activation of holiday initiatives
 - Monday after Thanksgiving: drop first email in series.

Thanksgiving Cultivation Email

- Shows wrap-up of year.
- Features compelling story for emotional resonance.
- Sets the stage for December giving campaign.



Dear Donna,

There are two simple words we'd like to say to you -- thank you.

Because of your support, we've provided help, hope and answers to 1.2 million children and adults living with disabilities, and to the families who love them across the United States, Puerto Rico and Australia.

Their stories tell the story of Easter Seals -- and how your support is changing lives, every day.

You can be confident that we are putting your dollars to work effectively.

More than 90 percent of Easter Seals' revenue supports services in the area where funds are raised. We also exceed all of the Standards for Charity Accountability set by the BBB Wise Giving Alliance.

Our heartfelt thanks go to you, our family and friends, who support Easter Seals' work and who give your time, talent and resources to improve the lives of others in the true spirit of philanthropy. We are passionate about helping more people, and we can't do it without you.

Our best wishes for a happy and healthy Thanksgiving.



Easter Seals early childhood intervention specialist provides therapy to a young child with Down syndrome.

Thanksgiving Cultivation Email

- Recaps year's accomplishments.



Dear Loyal Conservancy Supporter,

Thanksgiving is almost here — and as I reflect back on my first five months as president and chief executive officer of The Nature Conservancy, I'm still heartened by my son's words: He told me he was proud of me for taking this job.

Like him, I'm proud, too — proud to work at an organization that has earned the commitment of passionate supporters like you.

Thank you on behalf of myself and all of The Nature Conservancy's staff, volunteers and partners across the globe.

Along with [our innovative science](#), you are at the heart of The Nature Conservancy's mission. Your support of our work in the United States and around the world is critical to our success now and for future generations.

And because of your commitment to conservation, this year we've been able to work on an even larger scale and advance conservation to new frontiers. I hope you take pride as you [read a sampling of our 2008 conservation successes](#).

Our institutional efficiency will help us weather the downturn during these difficult economic times. But one thing is certain: The need for conservation will not diminish.

In fact, the need will only increase — as some seek to sacrifice our natural heritage for immediate return. We know you understand that our mission cannot be put on hold.

As we celebrate Thanksgiving, we'll be thinking of you and hoping you know we're grateful to have you standing with us on behalf of our natural world. Your continued support during these uncertain times is as important as ever.



Fun Holiday Wishes



RIF
Reading Is Fundamental

Discover the joy.

From all of us at Reading Is Fundamental,
our warmest wishes for a wonderful holiday season
and new year filled with the joys of reading.

[Click to Discover the Joy!](#)




Photos are representative.

Lisa and Jimmy (RIF Kid)
San Antonio, Texas

My favorite children's book:
Chicka Chicka Boom Boom

Why this book gives me joy:
This is our favorite RIF book. The whole class
likes it and we even made up a Chicka dance.



Photos are representative.

Philip (RIF Kid)
Phoenix, Arizona

My favorite children's book:
Captain Underpants

Why this book gives me joy:
He is super silly and super cool, just like me.

Holiday wishes with
mission reminder

Ask

- November-December
 - Direct Mail/Email ask series
 - Extra latitude for increased email pace—tap into power of multiple messages.
 - Opportunity for a variety of messages:
 - Fun holiday approach
 - Card and gift emails
 - Tax deductible

Power of Multiple Asks

Campaign Approach and Follow Up



Message 1 12/13/05
1,907 Delivered
338 Opens
\$1,811 Gifts



Message 2 12/20/05
1,878 Delivered
315 Opens
\$1,951 Gifts



Message 3 12/29/05
1,838 Delivered
331 Opens
\$2,900 Gifts

\$6,912 Total, Almost 4X the initial amount

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- Series of emails vs stand-alone initiative
- Email messages #2 and #3 are significantly easier to produce than the 1st email message
- Opportunity to significantly increase giving
- Year end giving acquisition and appeal strongest candidates

* Results from an actual client program

Potential Year-end Message Schedule

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
11/22	11/23 Thanksgiving message	11/24	11/25	11/26	11/27 Black Friday eCommerce	11/28
11/29	11/30	12/1 Ask #1—traditional	12/2	12/3	12/4	12/5
12/6	12/7	12/8 Ask #2—gift membership	12/9	12/10	12/11	12/12
12/13	12/14	12/15 Ask #3—accomplishments	12/16	12/17	12/18	12/19
12/20	12/21	12/22 Ask #4—last-minute gift giving	12/23	12/24	12/25	12/26
12/27	12/28	12/29 Ask #5—tax deadline	12/30	12/31	01/01 Happy New Year!	

Traditional Ask

- Standard email ask



The Official Site of
VETERANS of FOREIGN WARS
of the **UNITED STATES**



THIS HAS BEEN A TOUGH YEAR FOR ALL AMERICANS...

Abby,

This has been a tough year for all Americans—but especially for our troops and veterans:

- Wounded heroes slipping into poverty as they wait for VA benefits
- Reservists returning home to find themselves jobless and hopeless
- Military families facing foreclosures in record numbers

This Christmas, thank our heroes for the gift of freedom with your donation to the VFW.

DONATE

The demand for our programs is higher than ever. The VFW is rapidly responding to the crisis and stretching every dollar to the limit. But we can barely keep up.

Your tax-deductible gift right now provides immediate help like:

- **Free phone time**, to keep heroes in Iraq and Afghanistan connected with loved ones
- **Emergency assistance for military families** who can't pay the rent, feed their children or cover other necessities
- **VA benefits assistance**, so our disabled veterans get the benefits they need to survive

I know the economy is having an impact on you—but *please* [we can't do it without you](#).

You will make a huge difference by remembering to support our veterans and troops.

Thank you for supporting our troops and remembering our veterans.

REMEMBER THE TAX BENEFITS...

Donate by December 31, 2008, to increase your tax deductions for the year. Thank you for all you do to help our heroes, especially at this time of year.

TELL A FRIEND

DONATE

Alternative Giving

- Last minute giving.
- Get creative with options
- Providing service – easy shopping but also non-traditional giving concepts (ecommerce, honorary, and gift memberships)



LAST MINUTE WAYS TO SAY HAPPY HOLIDAYS



Dear Friend of WWF,

Happy Holidays to you and yours! The beginning of winter is the perfect time to send warm wishes to let your family and friends know you are thinking of them. Share joyful greetings with all of your loved ones by sending [WWF's free holiday e-cards](#).

Need a last-minute gift? Choose from two:

- + [Adopt an animal](#) and your gift recipient will receive a **free online personalized adoption certificate** on any date you choose! You can schedule the e-mail delivery of this certificate for any day or holiday, including Christmas day. Your adoption kit will follow in the mail in 1 - 2 weeks.





They get emailed for the holidays



They receive in the mail later



- + [Pick a Gift Adoption Card](#) and let your loved one choose their favorite species to symbolically adopt. Simply make a donation and select one of four animal card designs--polar bear, panda, tiger or orangutan. Donate by 2 pm ET today, December 23, and select the FedEx Overnight Delivery. Your gift recipient will receive WWF's Gift Adoption Card the next day--and can visit the adoption center at anytime to choose their animal.




[Find a Gift Now!](#)

Choose any one of these popular festive e-cards:




[Send an E-card](#)

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Deadline

- Urgency
- Prepare for challenges for upcoming year



Thanks for Your Support

Dear Friend of WWF,


As we approach the end of 2008, we want to share with you some of our special accomplishments from this year.

- **Protecting core habitat for the endangered Siberian tiger** with the establishment of Russia's Anyuiskii National Park, which spans nearly 1 million acres.
- **Creating the first comprehensive map and database of the diversity of life in the world's freshwater ecosystems**, giving conservationists vital tools they need to understand patterns of biodiversity and the threats to it.
- **Strengthening the governance and sustainable livelihoods of nine impoverished Huilliche communities in Chile**, allowing local people to improve their quality of life while conserving their natural resource base.

These successes are just three from a long list of incredible 2008 milestones that WWF reached with your ongoing support.

Thanks to you, we've been able to reverse some of the degradation of our planet's natural environment and we've worked to build a future in which human needs are met in harmony with nature. Here are a few more examples of our successes this year:

Make your gift by Dec. 31 for the 2008 tax year!



HELP JUMPSTART 2009!
© Juan Pradines/WWF-Canlon

[Donate online](#) or call 1-800-CALL WWF (1-800-225-5993) before January 1

Donate Now

Tax Focused

- Last couple of days, organizations switch gears
- Online is the best way to remind
- Still can have some messaging around mission but goal is about the tax year

2009



It's Not Too Late!
Give Animals a Lifesaving Gift

PLEASE GIVE TODAY! THIS IS A LAST-MINUTE TAX BREAK THAT HELPS TO SAVE LIVES

Give a Gift!

Every single day, the ASPCA is there fighting for those who cannot speak for themselves. We are their voice! Because of generous supporters like you, we can continue to provide lifesaving programs, medical care and protection that abused, abandoned, lost and homeless pets desperately deserve.

[You can still help make a difference in the fight to end animal cruelty and get a last minute tax deduction.](#) Your gift today will help us continue our fight to put an end to all acts of cruelty and neglect. Animal lovers like you, who care passionately about protecting animals give us hope. Your commitment brings us one step closer each year to ending all forms of animal cruelty and finding permanent, loving homes for America's adoptable animals. [Please help the ASPCA continue to fight cruelty with this last minute year end gift today!](#)

Thank you for your support and happy holidays from the ASPCA!

Tell A Friend!

ASPCA

Always remember to Make Pet Adoption Your First Option!

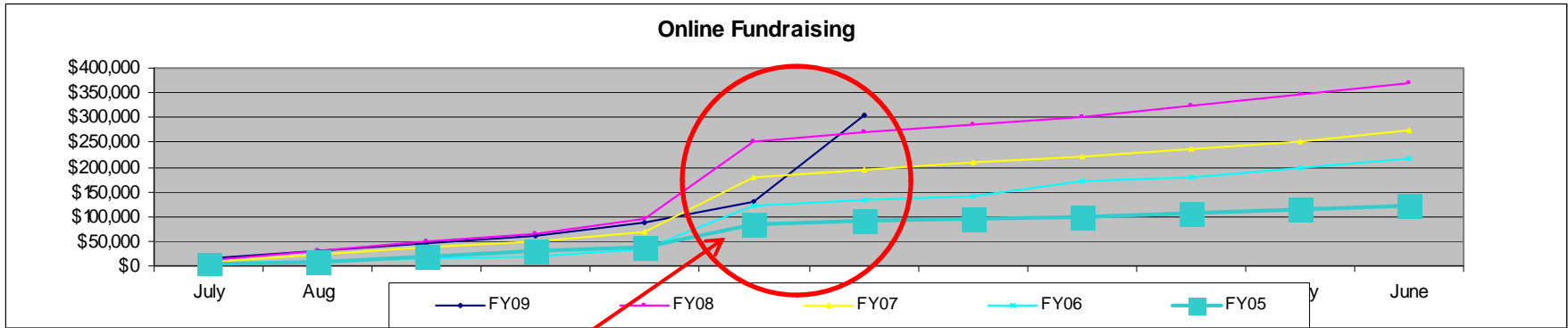
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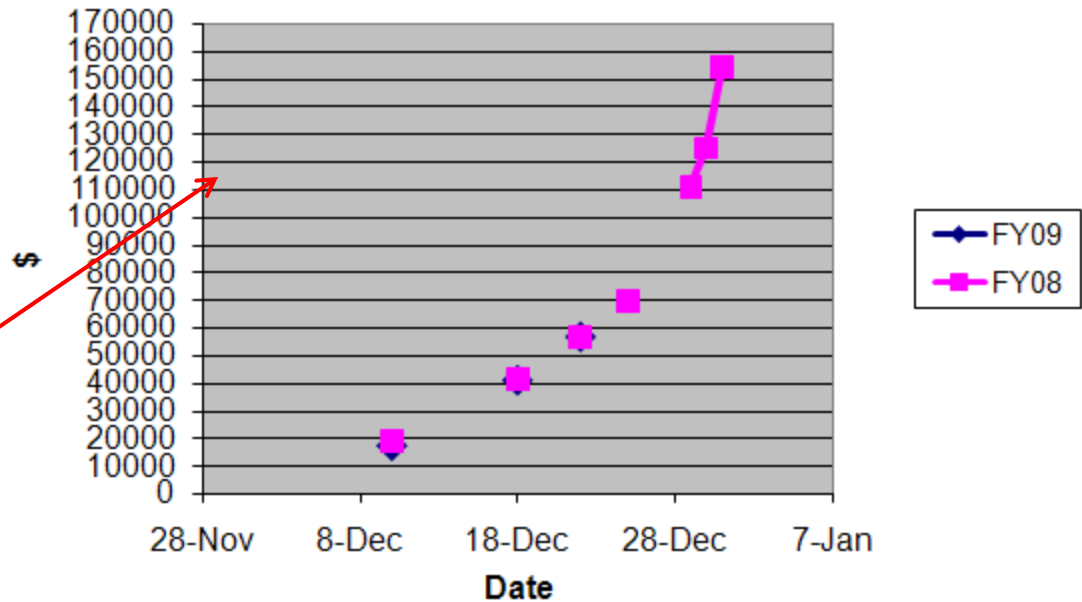
Analyze

- January
 - Communicate: Don't let radio silence steal your momentum!
 - Look forward to new year—resolutions, plans
 - Thank constituents for successes in prior year and the need to stay engaged for continued growth.
 - Communication with non-givers.
 - Welcome series to new donors and members
 - Learn: Analysis to improve results and predict growth
 - Email responsiveness
 - Giving trends

Hypothetical Analysis




December Giving FY08 vs FY09



December income sets stage for annual income growth.

- Shows need for multiple asks throughout December
- Impact of post-holiday asks

Checklist

Month	Task	Complete
August	<ul style="list-style-type: none"> •Identify year-end campaign messages and schedule – look at both online and offline •Revisit what giving programs you already have •Identify and book components – where will promotions take place •Start brainstorming and copy writing 	
September	<ul style="list-style-type: none"> •Start to build your email list •Teasers •Petitions •Pledges •Build emails, forms, and related pages 	
October	<ul style="list-style-type: none"> •Get all pieces lined up for fulfillment •Production/editorial schedule locked •Finalize, approve and proof copy, design elements and campaign details •Get direct mail to printers •Start discussing with board member a matching program 	
November	<ul style="list-style-type: none"> • Kick-off end-of-year campaign •Send direct mail, emails, stewardship pieces with donation ask 	
December	<ul style="list-style-type: none"> •Start tax deduction conversation - urgency after Dec 26th •Last chance to donate email on Dec 31st 	
January	<ul style="list-style-type: none"> •Send thank you emails •Sum up the year •Analyze results from the previous year: what worked and what didn't •Continue stewardship/cultivation campaign 	

Better prepared, Better Results

- Be Prepared
 - Year-end campaigns are culmination of engagement—not one-shot activities
- Ask, ask and ask again
 - Holidays are a busy time—repetition key to securing your spot in the holiday traffic
- Variety is the Spice of Life
 - Many giving opportunities and options to present constituents

Thank you!

Questions?

Email Convio at info@convio.com or
call us at **888-528-9501** ext 1.

Charity Dynamics:
info@charitydynamics.com or
call us at **512-241-0561**.