

Year-End Best Practices: How To Stand Out During This Busy Fundraising Season

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Standing out in email



Standing out on your website



Standing out with digital ads



How to stand out in email:

- Send an email as a real person
- Sending a plain text email
- Giving rather than asking



Send an email as a real person

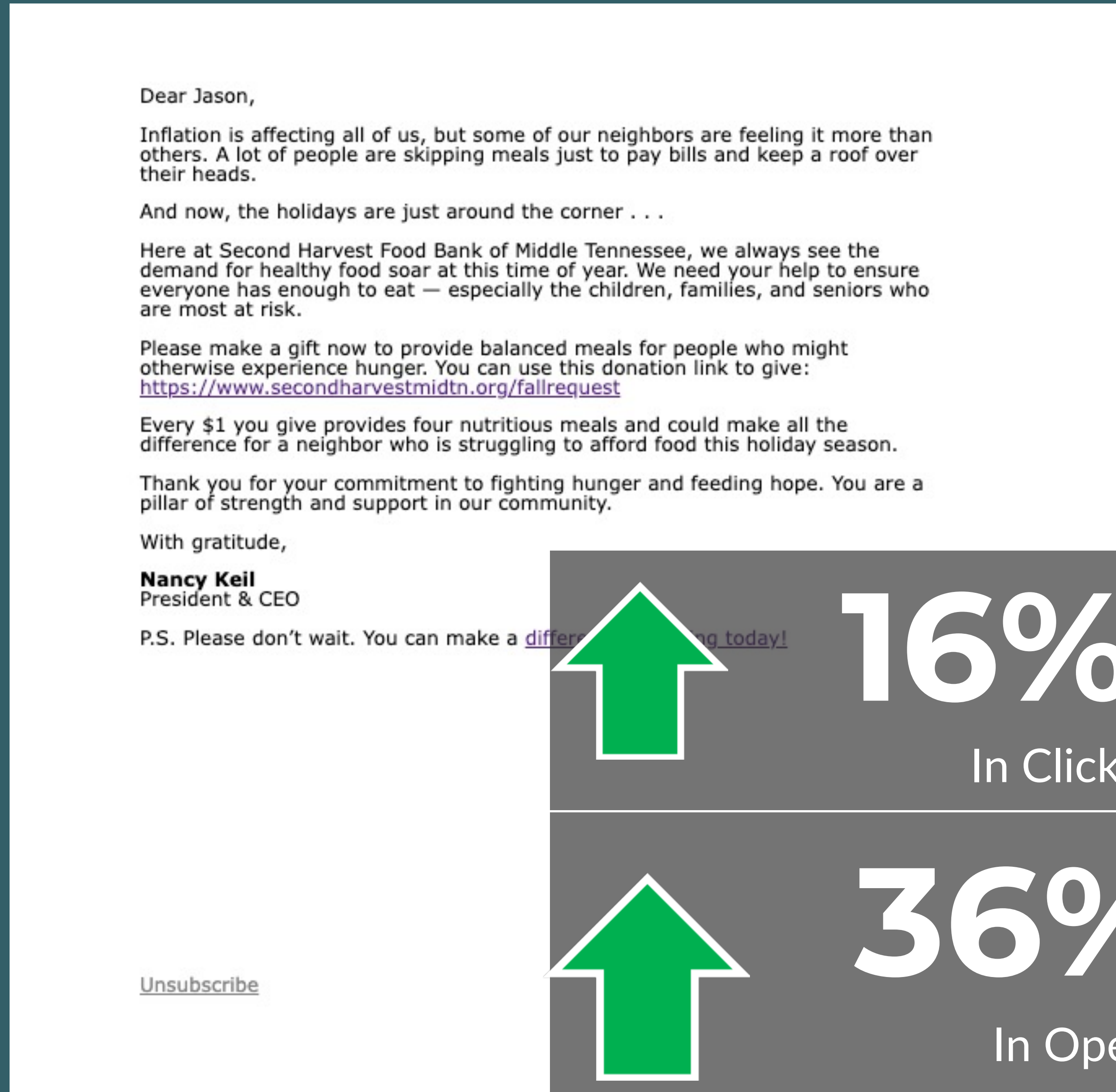
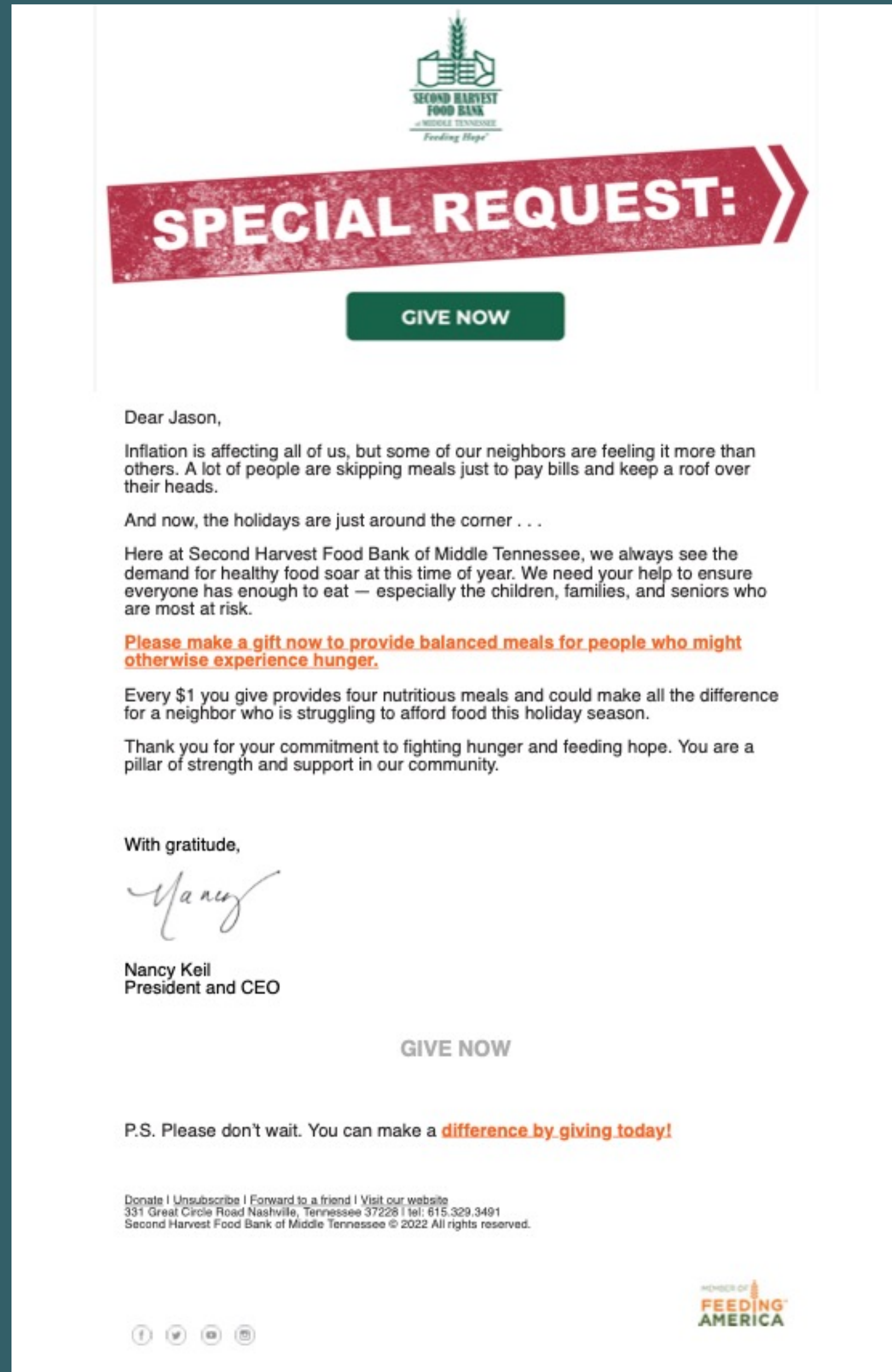
- Did you know that in 2019, just **13.8% of all year-end emails** were sent from a *real person*?
- That means that 86% of nonprofit emails were being sent as the organization or some other non-human sender.



Sending a plain text email

Control

Treatment #1





Giving rather than asking

- A *personal video*, thanking supporters for the impact they've made this year.
- A *testimonial* from someone who was directly impacted by your organization's efforts.
- A heartfelt and *personal note* from an executive or leader in your organization
- a *free eBook* or *offer*.



How to stand out on your website:

- Stickybar/lightbox
- Homepage takeover
- Use a countdown clock or thermometer to create a sense of urgency




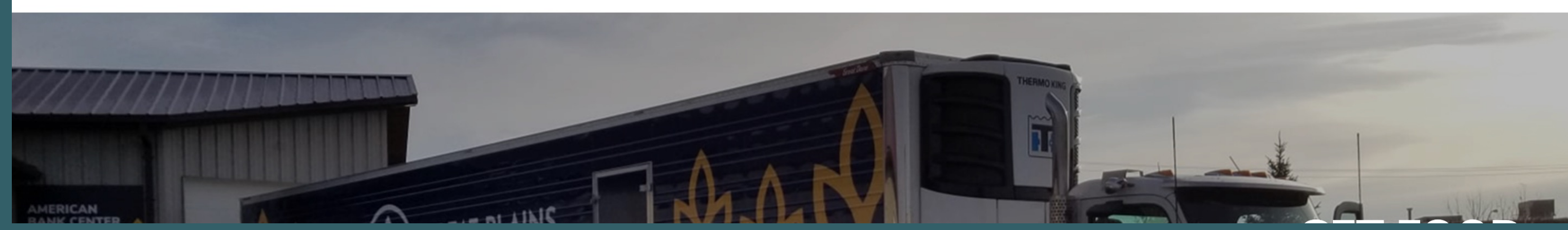
What is a Stickybar/lightbox?



[Donate Today To Help Feed Those In Need!](#) Join us by doubling your impact and helping us stock the shelves!

701-232-6219 1720 3rd Ave N, Fargo, ND 58102 1315 S. 20th St, Bismarck, ND 58504 Get Help Search...

 **GREAT PLAINS FOOD BANK** ABOUT US ▾ OUR WORK ▾ OUR IMPACT ▾ TAKE ACTION ▾ ENDING HUNGER 2.0 ▾ VOLUNTEER DONATE



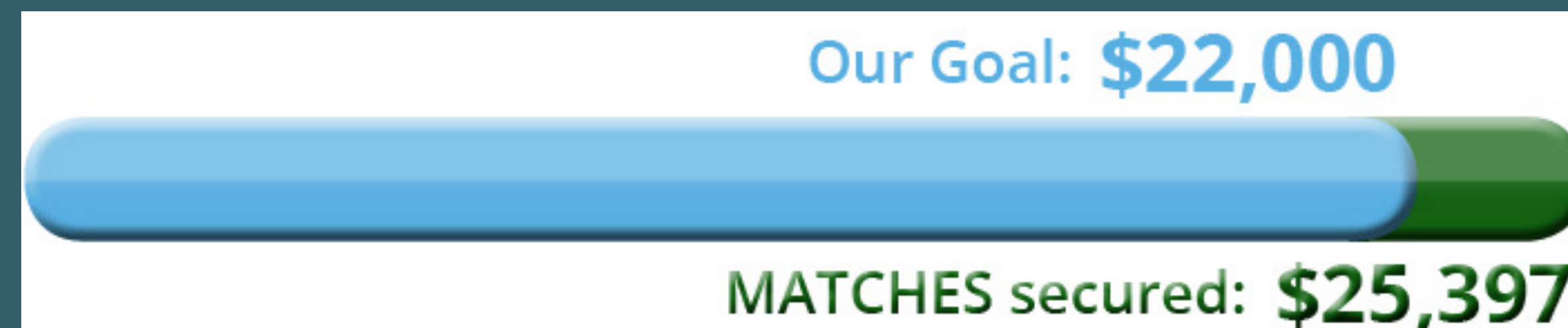


Homepage takeover

- Redirecting the homepage of your website and showing the campaign specific donation page
- When and how long to run a homepage takeover



Use a countdown clock or thermometer to create a sense of urgency.





How to stand out using digital ads:

- When do I start running Ads?
- How much do I spend?
- Who do I target?
 - Differences between Display, FB, Grant

Questions?

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