

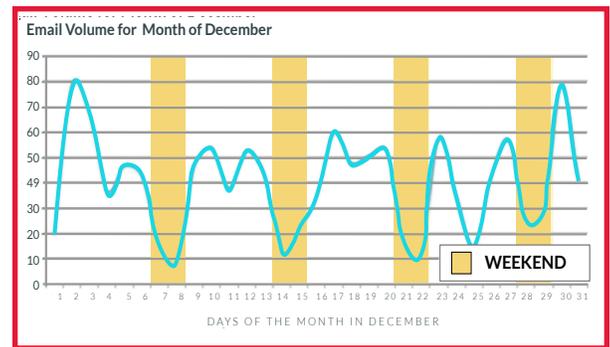
# 5 TIPS TO IMPROVE YOUR YEAR-END CAMPAIGN

As the end of the year approaches, the pressure is on to finish strong before time runs out. We've asked online fundraising expert Brad Davies from the online fundraising optimization think-tank NextAfter to give his top 5 tips to improving your year-end campaign based on research in analyzing 17,523 emails from the top 151 nonprofits.

## Send emails on days when most charities are not

Your donor's inboxes are normally crowded. In December, their inboxes start looking like a Black Friday sale at Walmart. Since you can't control the amount of email they receive, what you can control is when you send your emails. Best practices would tell you to send between Tuesday and Thursday. But if that's when everyone else is sending, isn't that actually the worst time to send? Below is a chart of the activity patterns based on NextAfter's study of 17,523 emails from 151 national nonprofits titled, "Cut Through the Clutter."

The study found that the volume of email dips drastically on the weekends. Some might say that engagement dips dramatically as well. However, based on the outcome of NextAfter's research, they have actually seen the opposite. You'll never know until you test for your organization, but emailing on the weekends could be a great strategy for avoiding the year end fundraising inbox clutter.

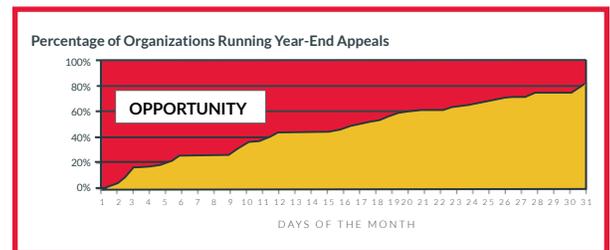


## Start in early December

Urgency increases conversion – it's a proven fact. Most nonprofits know this because they see their greatest fundraising results come in the last few days of the month. So if the end is already decided, when should you start your year end campaign?

Again, NextAfter's research found that most nonprofits don't start fundraising until halfway through the month. In fact, exactly half of the organizations surveyed started their campaigns exactly halfway through the month.

So what does that mean? It means that fewer organizations start fundraising early in the month, which could be an opportunity for you. It's important to remember that if you aren't communicating with your donors, someone else is. So send your appeals when the least amount of organizations do – early in the month.



## ♥ About iDonate

iDonate® is the leading digital donor engagement solution to empower enterprise-level nonprofit organizations with cutting-edge SaaS technology, superior giving experiences, omnichannel fundraising, and growth services.

