



**7 TOUCHPOINTS IN 7 WEEKS:
HOW TO GUARANTEE YEAR-END GIFTS**



VANCE ROUSH

CEO AND FOUNDER: OVERFLOW

FUNDRAISING LEADER: VIVE FOR 9+ YEARS

ADARA, GOOGLE

01 — WHY WE'RE HERE TODAY

02 — THE RULE OF 7

03 — YEAR-END GIVING STARTS NOW

04 — ENGAGEMENT STRATEGIES

05 — QUESTIONS

WHY WE'RE HERE TODAY

DRIVE GENEROSITY THROUGH CREATIVE GIVING



IT TAKES **7** EXPOSURES BEFORE AN INDIVIDUAL
RETAINS INFORMATION.



YEAR-END GIVING STARTS NOW

THE SOONER YOU BEGIN TO ENGAGE DONORS THIS YEAR, THE BETTER.

Month

DEC

30% of giving happens in December.

Week

DEC 12

most generous week of the year

Day

LAST 3

12% of annual giving happens the last 3
days of December.

**"DONORS ARE 2.5X
MORE LIKELY TO PARTICIPATE IN
FUNDRAISING IF THEY ARE
CONSISTENTLY ENGAGED"**

Bloomerang



INSPIRED GENEROSITY.

“... DONORS KEEP GOING BACK TO THE CAUSES THAT EMOTIONALLY ENGAGE THEM.” - DANIELA YU AND AMY ADKINS, GALLUP

EFFECTIVELY ENGAGE DONORS TO BUILD RELATIONSHIPS THAT WILL LAST A LIFETIME.

DRIVE GENEROSITY THROUGH URGENCY.

**recommended stock submission deadline:
DECEMBER 10th**

1. Market closures and brokerage delays
2. 10x donations through non-cash donations
3. Partner in philanthropy with your donors

WRAP-UP

QUESTIONS?

opt-in to receive 7 creative engagement strategies for the next 7 weeks.

TEXT **“STRAT”** TO 1
(253) 316-8510





THANK YOU