



**Urban League Affiliates
Simple Guide to Year-End Appeals**

TIP: Prior to any year-end giving campaign, be sure your **website** is up to date and directs all visitors to a donate page as one of the first things they see. Your donate page should share inspiring client stories and compelling images, share donor impact examples (gift amount = specific impact), and suggest specific gift amount options (not just a blank fill in).

Appeal Type	Audience	Segmentation	Tailoring	Timing	Ask Details	Content
"President's" Letter	Top 20% of all donors	By relationship (Board, Corporation, Foundation, Individual)	Personalize the first line based on relationship with ULMT or include handwritten note at the top; handwritten signature and outer envelope	October 1-15	Not an ask (do not include ask amount)	Year-End Accomplishments; Look ahead to the future; Express Appreciation for partnership
Annual Donor Appeal	All current donors	By Gift Level (\$<100, \$100-\$499, \$500-\$999, \$1,000-\$2,499, \$2,500-\$4,999, \$5,000+) and VIPs	Personalize VIPs, remove any major donors who were asked for major gift within last 3 months, and remove any major donors with a gift pending, and remove any major donors you have a major ask strategy prepared for	October 15-30	Ask amounts should be customized for each segmented gift level. Take special consideration of \$1,000+ donors to tailor asks	Inspire; Share client story; Share year-end accomplishments;
Prospect Appeal	All prospects (those who have never given)	By Capacity Level (if applicable)	Personalize VIPs, remove any VIP prospects with upcoming solicitations scheduled	October 15-30	Consider 2 segmentations (\$100 for VIP prospects and \$25 for other prospects)	
Phone-a-thon	All Donors (as volunteer capacity allows)	By pending gift, recent gift, and top donors and prospects	Assign appropriate volunteers to each segmented group (for example: Board members can be assigned to top prospects and donors).	November 1-22	Not an ask. Volunteers needed.	Thank recent donors; Provide year-end highlights to pending gifts and prospects; and thank VIPs for being champions and share impact of their partnership
Email Appeals Round 1	All donors and prospects with email addresses	By donor or prospect	Customize ask appeals for any major donors (all other e-mail blasts -- success stories, year-end highlights, etc. - can be sent as is)	November (1 email per week)	Asks should surround #GivingTuesday and the lead up should promote your mission, success, and gift impact	Week 1 = Client Success Story Week 2: Gift Impact (\$25 = X; \$50 = Y; \$100 = etc.) Week 3: Giving Tuesday Promotion and Ask Amount Week 4: Giving Tuesday Asks
Email Appeals Round 2	All donors and prospects with email addresses	By donor or prospect	Customize ask appeals for any major donors (all other e-mail blasts -- success stories, year-end highlights, etc. - can be sent as is)	December (1 email per week)	Asks should take place in the last 1-2 weeks of the year with the first two weeks focusing on the year's accomplishments, and goals for the next year	Week 1 = Giving Tuesday Update and Thank You Week 2 = Year-End Accomplishments/Highlights Week 3 = Look ahead to 2018 (50th Anniversary) Week 4 = Ask amount with Gift Impact
Social Media	All donors, prospects, and the public	N/A	By media outlet	2x per week	Link all posts to donate page of website. More direct asks leading up to #GivingTuesday and year-end.	Tailor message per outlet (images for Instagram, stories/highlights for Facebook, quick stats for Twitter). Mirror content from email blasts but break into smaller bits of information.