

# Direct-Response Email Campaign

November and December are the most popular months for year-end requests. Start with the end date of your holiday fundraising campaign and work backward to nail down the content and frequency of your email solicitation efforts. Launch a 6-week campaign that starts mid-November and ends on December 31. Send out one email each week to keep the campaign top-of-mind and drive readers to the website or other mediums to take action.

## \* **December 29, Week 6**

Nearly 15% of ALL donations happen in the last 3 days of the year. Count down the remaining days to create a sense of urgency. Send a last-minute reminder (e.g. "A few days left to make a tax-deductible gift!") to stir people's hearts.

## \* **December 22, Week 5**

Urge donors to cross the finish line and reach the goal (e.g. "Less than 2 weeks remaining to lock in your year-end donation!").

## \* **December 15, Week 4**

Revisit and reinforce the vision and key stories of the campaign to motivate a direct response.

## \* **December 8, Week 3**

Update supporters on campaign progress. Offer incentives to energize giving. Promote eCard options as holiday gifts (e.g. "Make a gift in the name of a friend or family member and send an eCard for Christmas:").

## \* **December 1, Week 2**

Tell the story of how the fundraising campaign will impact real people inside and outside your church.

## \* **November 24, Week 1**

Cast a vision for next year, introduce a year-end holiday fundraising campaign, and share stories across all platforms and communication channels.

Energize supporters and reach new donors with a powerful, online fundraising experience. Share your message with creative stories and a clear CTA that will trigger a direct response and maximize ministry results.