



# End of Year Giving Checklist

- ☐ Set goals

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- ☐ Build your strategy

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- ☐ Create a segmented list of your new and recurring donors

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- ☐ Share your story and mission on multiple platforms: emails, social media, ect

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- ☐ Determine your messaging and create a marketing plan

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- ☐ Include your donors- Ask questions and share your progress towards your goal

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- ☐ Finess your ask and segment accordingly

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