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How to crush your year-end giving.

What's actually driving donor generosity.

Presented by Colin Hunter,
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Every day feels harder without the
right strategy and path to follow.

More meals served.

More children rescued.

More lives changed.





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Many are bracing for a tough year-end.

But there is reason for optimism.

Four discussion themes

With action items you can use before your next campaign.

01 **Where donor confidence stands**

Why confidence — not macro conditions — drives giving.

02 **The quiet reason donors leave**

Spotting silent churn before it costs you a donor.

03 **Shifting donor loyalty**

What multi-org giving and shifting gift sizes means for your appeal.

04 **Stewardship actions for year-end**

Concrete fixes to make before November 1.

Start with a plan, not a guess.

1. **Use last year's data**
   Let previous year-end performance — not instinct — inform where you invest time and budget this quarter.

2. **Be realistic and optimistic**
   Set targets your team and channels can actually hit. An honest plan beats an ambitious one you can't execute.

3. **Plan to adapt**
   Don't wing your way across unfamiliar terrain. Build the plan, then build in the flexibility to adjust when conditions shift.

Donor confidence beats the economy.

90%

Feel confident in their ability to give

"Very" or "pretty" confident this year.

97%

Expect to give the same or more

Compared to what they gave in 2025.

36%

Expect to give significantly more

Not just holding steady — growing.

It's not a donor confidence crisis — it's an organizational execution question.

What "confidence" actually means to donors:

- Transparency
- Impact proof
- Communication

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Building confidence into your ask.

1

Impact reporting cadence

Regular updates, not a once-a-year recap.

2

Specificity in the ask

Name the outcome a gift funds, not just a total.

3

Proof points

Show what's working with data, stories, and before-and-afters.

95%

Would give again after seeing impact

61% definitely · 34% probably

Impact proof is one of the highest-leverage confidence builders available.

54%

Already expect to give more in 2027

Momentum to capitalize on now

Takeaway 2

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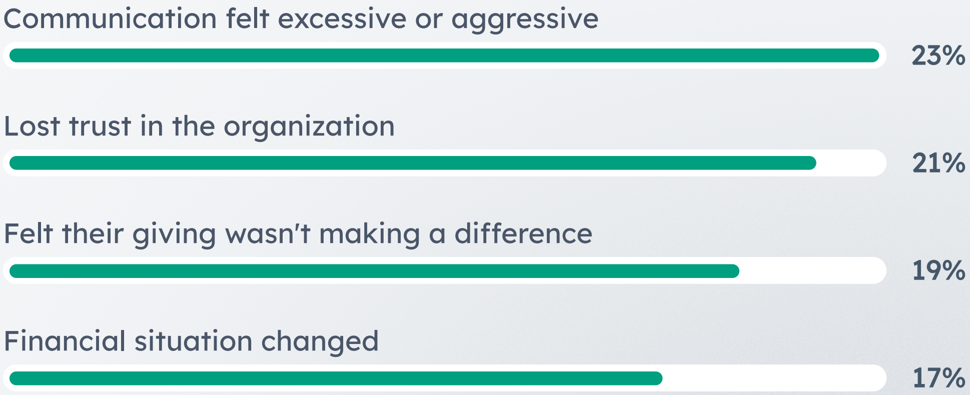
The 4 quiet reasons donors leave.

38%

of donors have stopped giving to a nonprofit they used to support.

Silent churn: donors don't complain, they just go silent and stop giving.



44% of donors already feel over-communicated to by the nonprofits they support.

Takeaway 3

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Shifting donor loyalty.

Donors are spreading gifts across organizations by default.

42%
Giving to more orgs than last year.
vs. just 9% concentrating into fewer

2–3
Nonprofits the median donor supports.
40% support 4 or more

35%
Leaning toward fewer, larger gifts.
vs. 26.6% spreading smaller gifts wider

7%
Left to fund a better-aligned org.
Loyalty is genuinely portable

What this means:

Loyalty is distributed by default now, not exclusive. A meaningful minority are actively consolidating their giving — ***the orgs that win that consolidation are the ones donors trust most, not just the ones they've supported longest.***

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Giving is up - but the mix is shifting.

Average gift size is diverging sharply by donor size, even as donation volume grows across the board.

↓17%

Avg. gift size under $500

YoY — inflation at the pump and grocery store is hitting small-dollar donors

↑30%

Avg. gift size, over $500

YoY - larger donors are stepping up per gift

What this means:

Total giving is up — but it's increasingly coming from donors who can give more. Donation volume actually grew for both segments, so it's not that smaller donors are disappearing, ***they're giving just as often, only in smaller amounts, while larger donors pick up the difference***.

What this means for your appeal.

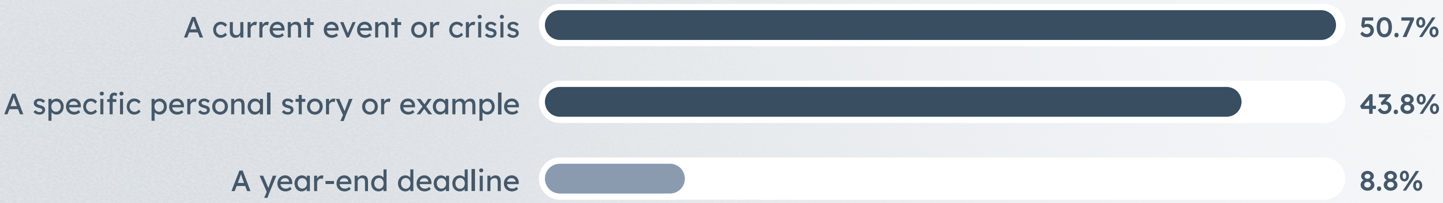
OLD PLAYBOOK

Broad urgency and generic "year-end deadline" messaging, sent to everyone the same way.

✓ NEW PLAYBOOK — WHAT'S WORKING NOW

Specific stories, personalized acknowledgment, and visible proof of impact over generic urgency.

What actually motivates a gift:



The December 31 deadline alone isn't the lever most orgs treat it as.

Stewardship changes before Nov 1.

1. Segment lapsed and at-risk donors — re-engage before the year-end blast.
2. Personalize acknowledgment — reference the donor's specific giving history.
3. Speed up thank-yous — make them feel genuine, not templated.
4. Close the loop on impact from the last gift before asking for the next one.
5. Audit your donation page for friction — fees, mobile, payment options.

44.6%
Thank-yous feel genuine.

62.7%
Value first-name / past-gift refs.

53.4%
Say a thank-you is very important.

72%
Of giving happens on mobile.

89% of donors have abandoned an online gift.
Unclear fees and lengthy forms are the biggest reasons why.

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What separates a record year-end.

1 Lead with trust

Donor confidence is already high (90%) — build the ask around proof and transparency, not deadline pressure. A year-end deadline is donors' least-cited motivator (8.8%).

2 Stop silent churn before it starts

Treat acknowledgment as core stewardship. Close the loop on the last gift before asking for the next — unacknowledged, impersonal outreach is the top driver of donors walking away.

3 Earn loyalty, don't assume it

With donors spreading gifts across 2–3+ nonprofits by default, differentiate with specific stories and visible impact — not generic, one-size-fits-all appeals.

4 Make giving simple

Short, dynamic forms with clear fees and flexible payment.

88.8% have abandoned a gift online; with 72% giving on mobile, a clean mobile checkout is a direct revenue lever.

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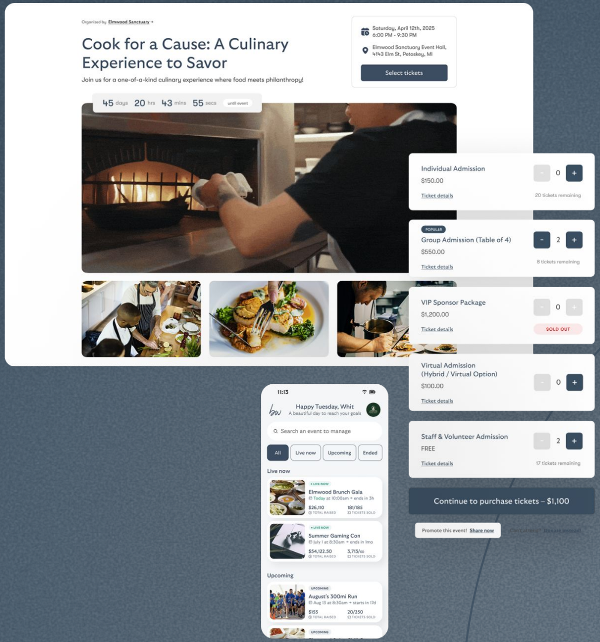
Q&A

Submit your questions into the chat.

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Plan with intention.
Communicate with strategy.
Listen to your donors.

Thank you

Today's takeaways:

1. **Lead with trust, not urgency**
2. **Stop silent churn before it starts**
3. **Earn loyalty instead of assuming it**
4. **Make giving simple**

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Free year-end
fundraising assessment

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