



END OF YEAR

FUNDRAISING

TOOLKIT



WHO WE ARE

Charities Aid Foundation America (CAF America) works with philanthropists looking to support charitable organizations and projects around the world by providing the infrastructure necessary for high-quality, regulatory-compliant grantmaking and maintaining a worldwide network of fully vetted charity partners.

CAF Group Offices

Washington, DC | San Francisco | Miami | New York | Toronto
Vancouver | London

CAF International Network Partners

Argentina | Australia and New Zealand | Brazil | Eastern Europe
Ghana India | Indonesia | Japan | Kenya | Pakistan
South Africa | Türkiye

CAF America Subsidiaries

CAF Canada is a registered Canadian charity working to expand the culture of giving by making it easy, reliable, and effective for Canadians to give both internationally and domestically.

The **CAF American Donor Fund (CADF)** allows U.S./U.K. dual taxpayers to claim Gift Aid—which can increase the value of their gifts by up to 25%—and qualify for a tax deduction in the U.K. and in the US.

The **CAF International Network's** membership of trusted partners in cross-border giving delivers a unique bundle of essential services including charity validation, cross-border giving policy, and a global charity database for our valued donor community.



TOGETHER,

WE GIVE MORE.

philanthropy – [fi-lan-thruh-py]

where generosity meets action to impact local communities and global causes



INTRO

The final months of the year are a powerful time for generosity, **nearly a quarter of U.S. donors give exclusively in November and December**, making it an ideal moment to re-engage loyal supporters and welcome new ones. GivingTuesday, held this year on December 2, kicks off the season with a global wave of generosity; in 2024 alone, U.S. donors contributed \$3.6 billion on that day.

But GivingTuesday is just the beginning. Year-end appeals, holiday messaging, and practical motivators like tax season and bonuses all converge to inspire giving. Whether you're planning a one-day campaign or a longer-term appeal, CAF America is here to support your outreach and help unlock tax-effective donations from U.S. donors. This toolkit offers resources to guide your planning and amplify your impact.



Are you a CAF America Validated Organization?

If you have successfully completed CAF America's validation process and are eligible to receive grants, this can enhance your appeal to U.S. donors who may not realize they can receive a tax deduction by giving to CAF America and suggesting your organization as the grant recipient. To make the most of your approved validation and boost your outreach to donors, we have gathered some **Partnership Resources** for you including your CAF America Validation badge, CAF America logos, and templates for social media and email marketing.

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CAMPAIGN PLANNING

An effective fundraising campaign creates a connection with the audience and gains their support.

The stories and messages you share during your campaign have the power to inspire and create an opportunity for action. As you begin planning, use the guide below to help shape your ideas.

Begin with clearly outlining your goals for the campaign.

These goals will inform and align the strategies your team will use. Reflect on past campaigns and consider what worked and what did not. Using your own success as a resource will help you develop informed, effective, and “SMART” goals. SMART goals are:

- S** - Specific
- M** - Measurable
- A** - Achievable
- R** - Relevant
- T** - Time-bound

Choose a narrative for your campaign.

If you want people to care about your campaign, tell them a real story about your organization. A campaign narrative is the central story that connects your mission to your audience's values. Choosing the right one ensures your content – visuals, messaging, and calls to action – resonates emotionally and drives meaningful engagement.

Select your campaign format and channels.

Choose a fundraising model: events, online donations, matching gifts, and plan promotion across channels: social media, phone, direct mail, email, events, in-person meetings, and your website.

Set your timeline.

Create a detailed timeline early to assign tasks with deadlines, keep the team aligned, and engage donors before year end to build momentum.

Develop and gather content for your campaign.

Use this moment to craft content that reflects your campaign's core story, using visuals to show impact and build emotional connection. Every piece should inspire action, whether it's donating, sharing, or getting involved.

Start promoting your campaign.

Share the campaign content across your chosen channels to begin exposure before GivingTuesday, and promote again on the day to maximize participation.

Collect metrics on your campaign performance.

Track website traffic, social engagement, email open rates, and so forth during the campaign to identify what is working well and what needs improvement. These metrics help identify what's working and improve your strategy moving forward.

Follow up with your audience.

After the giving season, circle back to thank your audience for their contributions, and let them know about their impact and achievements. Continue to engage with your supporters to maintain their interest in your organization and initiatives for future campaigns.



Plan smarter, not harder

AI can assist in developing more effective campaign strategies. From helping you create a timeline to setting a budget that adheres to your organization's needs, AI tools can get you started when you may feel stuck.





EFFECTIVE STORYTELLING

Stories turn facts into felt impact and motivate people to give.

Our 2024 survey found nearly 44% of U.S. donors give to causes they've personally experienced or care deeply about, so personal narratives are essential. Effective storytelling turns outcomes into emotion, making supporters feel invested.

Choose narratives that match your audience and spotlight transformation: show the problem, explain your response, and end with a clear, urgent ask. Include donor perspective stories so supporters can picture their role in the change.

Use visuals – photos and short videos – to put faces to your work and strengthen each story's credibility and emotional pull.

DATA MANAGEMENT

Collecting data about your donors will help align their goals with your needs.

Gather donor records, contact details, engagement metrics, and campaign results so you can set goals, assign tasks, and track donor behavior and engagement patterns.

Review past donor activity and outreach efforts to spot what worked, what didn't, and where new opportunities may lie. Segmenting donor data helps surface patterns that can guide future engagement. Keep your data actionable and organized with consistent fields for names, contact information, zip codes, giving history, and contact preferences so you can reach donors across channels, update undeliverable addresses, and personalize outreach throughout the campaign season.



Let your data tell the story

Your donor records reveal when and why people give. Analyzing past campaigns helps you predict responses, tailor appeals, and focus efforts where they'll have the greatest impact. Data doesn't replace intuition, it sharpens it.





EMAIL MARKETING

Reaching out to donors, volunteers, and community members through email is often the most efficient way to get your organization's message out.

Whether through a newsletter or individual emails, your organization will be able to clearly communicate your mission and programs, share the CAF America donation link, and invite supporters to get involved.

As you plan your organization's outreach, reach out to supporters from email addresses they are familiar with or are already in their contact book. If you email supporters from a new email address, or one that is not connected to your organization, the email might be flagged as spam or untrustworthy. If you are sending a newsletter, only reach out to contacts who have given you their express permission to be emailed by you. Each country has their own laws and regulations on who can be added to your list for [email marketing](#), but as a general rule, do not put new contacts on your email marketing lists unless they have asked to be included.



Maximizing email marketing

AI can help you quickly draft email copy by generating engaging subject lines, introductions, body text, and calls to action based on your objectives. As you create your strategy for email marketing, you can also use AI to help you analyze donor data to craft personalized emails, predict the best times to send emails, and forecast donor behavior. AI is most effective when used for idea creation and direction that is then reviewed and revised by your team for the finished content.

SOCIAL MEDIA MARKETING

Social media is one of the most impactful ways to share your organization's work and attract donors.

If your accounts are inactive or you don't have any at all, GivingTuesday is an ideal moment to launch or reactivate them.

Use strong visuals to drive engagement. Canva for Nonprofits offers qualifying organizations free access to premium templates, images, and tools. You can build a brand kit in there so your campaign looks cohesive across posts. CAF America is active on Instagram, LinkedIn, and Facebook and uses these channels daily to highlight initiatives and partner stories.

Quick tips

- Ask followers to share why they support you and reshare their replies.
- Use the hashtag #GivingTuesday to reach a broader audience.
- Encourage donors, staff, and partners to follow your accounts.
- Include a photo, graphic, or designed tile with every post to boost interaction and storytelling.
- ***Tag CAF America on GivingTuesday and we will repost eligible posts to help amplify your reach.***



Level up your social media presence

AI can help nonprofits create engaging, consistent social media content with less effort. Tools like ChatGPT or Jasper can generate post ideas and captions tailored to your audience, while Canva's Magic Studio and Adobe Express make it easy to design visuals and adapt them for multiple

platforms. Scheduling tools such as Buffer or Hootsuite use AI to optimize posting times and track engagement, helping you focus on what resonates most. Together, these tools empower your team to share your mission more creatively and effectively.



TEMPLATES

Here are a few email and social media templates to help you get started with your messaging.

SOCIAL MEDIA TEMPLATES

General End-of-Year Appeals

- *As the year ends, your support means everything. Help us reach our goals and make an even bigger impact in 2026! [Insert link]*
- *The holiday season is a time for giving – and your generosity powers our work all year long. Please consider making a gift before December 31 to help us reach our year-end goal. Together, we can do so much good! [Insert link]*

Before GivingTuesday

- *#GivingTuesday is coming up on December 2. Stay tuned for updates from our team on how you can support [Insert organization name] and our impact on [insert organization work].*
- *Sign up for our email newsletter so you can receive updates on how you can support [Insert organization's work] on #GivingTuesday. [Insert newsletter sign-up link]*

On GivingTuesday

- *Today is #GivingTuesday! Support our commitment to [Insert organization's work] by making a contribution to [Insert organization's goal]. Every gift counts! Donate now: [link]*
- *It's #GivingTuesday! Your generosity enables us to [Insert impact statement]. Join us in making change today!*

After GivingTuesday

- *Thanks to our incredible community, we surpassed our #GivingTuesday goal. Here's what your support means for [Insert organization's goal].*
- *Missed GivingTuesday? No problem! You can still help us achieve our goals and create lasting change in [Insert cause area]. Stay involved, spread the word, and if you can, consider making a gift: [Insert link] #GivingSeason*

EMAIL TEMPLATES

Before GivingTuesday

Subject: Join Us for GivingTuesday on December 2!

Dear [Insert name],

GivingTuesday is just around the corner! This global day of giving is a special opportunity to stand with [Insert organization name] as we work to [Insert organization's mission].

Mark your calendar for December 2 and keep an eye on your inbox for exciting updates on how you can get involved. Together, we can create lasting change.

Thank you for your support!

*Best,
[Insert organization name]*

On GivingTuesday

Subject: Support [Insert organization name] on GivingTuesday

Dear [Insert name],

Today is GivingTuesday – a day to celebrate generosity and make a difference. We have set a bold goal to raise [Insert amount] to help [Insert organization goal]. Your gift today will help us [Insert specific outcome].

A \$25 donation can [Insert impact detail]

A \$50 donation can [Insert impact detail]

A \$100 donation can [Insert impact detail]

*Please join us in making this day meaningful. Donate now:
[Insert link]*

*Thank you for your ongoing support!
[Insert organization name]*



General End-of-Year Appeals

Subject: Your Generosity Made it Happen

Dear [Insert name],

As 2025 draws to a close, we want to express our deepest gratitude for your incredible support. Because of your generosity, we were able to [Insert key achievements]. Your partnership has transformed lives and communities.

There's still time to make a gift that helps us continue this important work into 2026. Together, we can build a stronger future.

Thank you for being a vital part of our mission.

*With appreciation,
[Insert organization name]*



LET'S GET STARTED

You now have the key tools to plan, launch, and grow a successful end-of-year campaign. As you move forward, focus on three core actions:

- Set clear, achievable goals
- Tell one powerful story that connects emotionally with donors
- Promote consistently across your chosen channels

ADDITIONAL SOURCES

We recommend the following additional resources to consider as you plan your GivingTuesday campaign:

[The GivingTuesday Workbook](#)

A planning guide from GivingTuesday.org

[GivingTuesday 2025: The Ultimate Guide for Nonprofits](#)

An overview of the impact of GivingTuesday and strategies for success from Bloomerang

[The Power of Storytelling - A Nonprofit Essential: 3 Steps for Success](#)

An article from OneCause about effective storytelling

[33 AI and Marketing Fundraising Tools for Nonprofits](#)

A thorough list of AI resources for nonprofits collected by Nonprofit Tech for Good

Take advantage of AI to simplify your work and free up more time for personal engagement with supporters. Start early, build momentum before GivingTuesday, and keep the conversation going through the end of the year. When the giving season concludes, share the impact your donors helped make. By applying these strategies, your organization can inspire generosity, deepen relationships, and create lasting global impact this GivingTuesday and beyond.

Interested in becoming eligible with CAF America?

[Becoming validated through CAF America](#) builds donor confidence by ensuring U.S. supporters their gifts are tax-deductible and securely directed to a trusted organization, making it easier for them to give and for you to receive support

If your charity is interested in becoming eligible to receive grants from U.S. donors and CAF America, please email us at info@cafamerica.org to begin this process. this year and continuing our shared global impact!



If you have any questions, please contact the CAF America office at (202) 793-2232 or info@cafamerica.org.



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