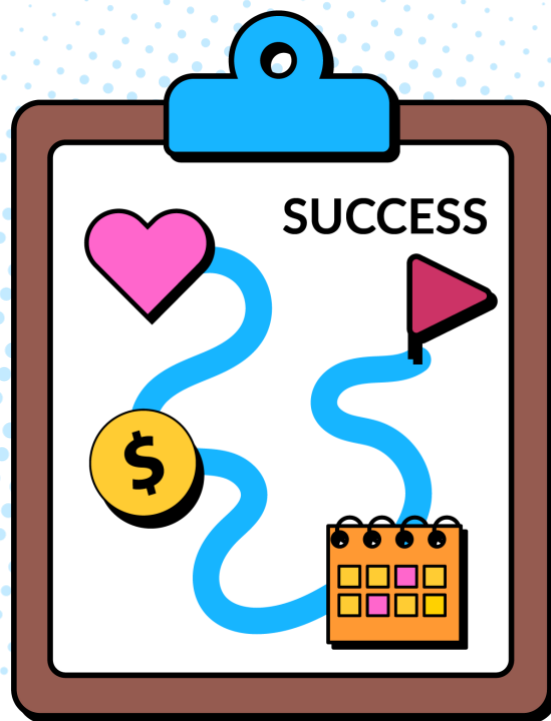




SEPTEMBER 2025

## Monthly action plan



# September 2025

## Smarter Year-End Campaigns

Spend Smarter, Stress Less, Raise More

## Introduction

The end of the year can feel like a runaway train — urgent deadlines, big expectations, and not nearly enough time. But it's also your best shot at raising serious money.

This Monthly Action Plan (MAP), is based on the workshop [How to Double Your Year-End Donations Without Spending More](#). It gives you a clear path to build a stronger, more focused year-end campaign — without spending more or working yourself into the ground.

You'll stop mailing everyone and start focusing your energy, budget, and time on the donors who matter most. No extra spending — just smarter choices with what you've already got. A little strategy now will make everything smoother (and saner) when December hits.

Here's how we'll do it:

- Week 1: Segment smarter — identify your top donors and prioritize them.
- Week 2: Create a better appeal, using proven examples and practical tools.
- Week 3: Add multichannel support (without the overwhelm).
- Week 4: Give your top donors VIP treatment to boost results.

Feeling behind? You're not. You've got a plan, and you're already one step ahead.

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## Who This Monthly Action Plan Is For

This MAP is for you if:

- You're under pressure to raise more at year-end without extra budget or staff.
- You feel stretched thin by unrealistic expectations from leadership or your board.
- You want to focus on the donors who really drive results, instead of mailing everyone.
- You're juggling multiple channels and need a clear, manageable plan.
- You're a skilled fundraiser who just needs the time and space to do things right.

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## Key Outcomes You'll Achieve

- A smarter donor segmentation plan that prioritizes your best supporters.
- A stronger appeal built on proven, high-performing examples.
- A simple multichannel strategy that adds impact without overwhelm.
- Practical steps to give top donors the VIP treatment they deserve.
- More confidence, less chaos — and a year-end campaign that delivers.

# Week 1: Get Your Targeting Right

## Focus Your Time and Budget Where It Counts

Fundraising success comes from your best donors – not from blanket mailing everyone. This week, you'll cut through the noise, sharpen your focus, and free up resources to make a bigger impact where it matters.

### Learn:

- Why mailing more people isn't the answer
- How to use the 80/20 principle to guide your segmentation
- How focusing on fewer donors leads to higher net income

### Modules:

- [How to Double Your Year-End Donations Without Spending More](#) – Focus on donor segmentation and the 80/20 rule.
- [Your Essential Guide to RFV](#) – Have questions about recency, frequency and value? This guide answers all your questions.
- [Understanding the Pareto Principle](#) – A 4-part video series that takes you on a deep dive into the Pareto Principle.

### Extra Reading:

- [Your RFV Essentials](#)

### Try This:

- Segment your mailing list by RFV
- Identify your top segments — these are your VIPs
- Decide who NOT to mail this year

## Week 2: Build a Better Appeal

### Make Your Best Donors an Offer They Can't Refuse

A stronger, more personal pack to a few donors will always beat a generic one to everyone. This week, you'll learn how to craft appeals that connect emotionally and inspire generous giving.

#### Learn:

- Why "The Big Pack" works best with your top donors
- The elements of a high-performing appeal
- Why longer, more emotional letters often raise more

#### Module:

- [How to Double Your Year-End Donations Without Spending More](#) – Focus on all the content on BIG packs.

#### Tools:

- [Big Fundraising Appeal Swipe File](#) – Full of real examples that you can take inspiration from!
- [What Makes a Great Direct Mail Pack?](#) – The checklist that will give you clarity.
- [Offer Report Card](#) – Score your offer to make sure.

#### Extra Reading:

- [The Sure-Fire Way to Raise More Money from Your Best Donors](#)

#### Try This:

- Decide which segments get the "big," "standard," or no pack
- Pick one swipe file example that inspires you — and borrow
- Use the checklist to improve your draft
- Add a lift note, map, story, or personalized touch to make it special

## Week 3: Multichannel Without Meltdown

### Boost Your Appeal Without Burning Out

Don't create new campaigns from scratch — amplify the one you've got. This week, you'll learn to add emails, calls, and social posts that echo your appeal without adding chaos.

#### Learn:

- Why repetition (not reinvention) works best across channels
- How even 2–3 extra touchpoints can lift results
- The minimum multichannel moves that make a big difference

#### Module:

- [How to Double Your Year-End Donations Without Spending More](#) – Section on multichannel strategy.
- [Good, Better, Best: Transform Your Best Appeal into a High-Powered Integrated Campaign](#) – Dive even deeper into how to run an integrated campaign.

#### Tools:

- [Easy Peasy Email Campaign Blueprint](#) – A ready-to-use email sequence that takes care of the “what” and “when,” so you can focus on the game-changing work that drives BIG donations.
- [Your Calendar For Successful Year-End Fundraising](#) – A clear, month-by-month guide to planning your appeal from now through December 31st.
- [Campaign Content Planner](#) – Use this to map out your integrated campaign.

#### Try This:

- Schedule two emails: one before, one after your appeal lands
- Call your top donors before the pack arrives
- Share your donor story or offer on Facebook
- Keep the message consistent across every channel

# Week 4: VIP Treatment for Top Donors

## Small Gestures, Big Results

Your top donors deserve (and respond to) a little extra love. This week, you'll learn simple ways to give them a personal experience that strengthens loyalty and increases gifts.

### Learn:

- Why top donors need a different approach
- How personal touches deepen relationships
- Why small, thoughtful actions can mean more than expensive gestures

### Module:

- [How to Double Your Year-End Donations Without Spending More](#) – Section on VIP treatment.
- [Awesome Donor Webinars](#) – Take a deep dive on how to run a donor webinar that will connect with your High Value donors.
- [How to Write Your Best Ever Donation Thank-You Letter...Every Time!](#) – Every appeal needs a cracking thank you letter!

### Tools:

- [Donor Webinar Production Notes and Checklist](#)
- [Thank you Letter Template](#)
- [Thank You Letter Swipe File](#)

### Try This:

- Pick 10–20 donors for special attention
- Schedule a deadline reminder call to loyal givers
- Add a handwritten note to a few packs
- Thank quickly, thank often, thank personally

## Quick Reference: Your Complete Table of Time Saving Tools

Modules	<a href="#">How to Double Your Year-End Donations Without Spending More</a>
	<a href="#">Your Essential Guide to RFV</a>
	<a href="#">Understanding the Pareto Principle</a>
	<a href="#">Good, Better, Best: Transform Your Best Appeal into a High-Powered Integrated Campaign</a>
	<a href="#">Awesome Donor Webinars</a>
	<a href="#">How to Write Your Best Ever Donation Thank-You Letter...Every Time!</a>
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