



# 7 Smart Moves to Maximize Your Year-End Fundraising Impact



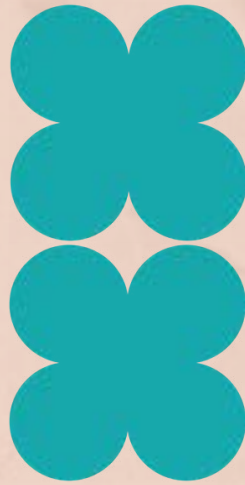
Your Quarter 4 Checklist for Stronger Giving,  
Greater Results, and Lasting Momentum

PREPARED BY:



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# INTRODUCTION



## **Make Q4 Count Let's Finish the Year Strong**

The final quarter of the year is the most generous giving season. But far too many leaders wait until December to get serious about fundraising, and miss opportunities to build momentum, engage donors, and exceed their goals.

At BIG, we believe you don't have to scramble.

With the right strategy, you can enter Q4 with clarity and confidence and finish the year strong.

Whether you're leading a nonprofit, directing a ministry, or championing a mission you care deeply about...  
this guide is for YOU.





# 7 Smart Moves to Maximize Year-End Fundraising



## 1. Clarify Your Goal

**Why it matters:** Don't guess what you're aiming for.

**Action Steps:**

- Review your year-to-date numbers
- Identify what's left to raise
- Confirm your goal with your board and key leaders

## 2. Segment Your Donors

**Why it matters:** One-size-fits-all asks don't work.

**Action Steps:**

- Group donors (top givers, recurring, lapsed, first-time)
- Tailor your messages to each segment
- Identify relationships that need a personal touch

## 3. Craft a Clear & Compelling Campaign

**Why it matters:** People give to vision, not just need.

**Action Steps:**

- Choose a campaign theme (e.g., "Fuel the Future" or "Finish Strong")
- Share real impact stories and stats
- Use visuals, video, and quotes to bring your mission to life

# 7 Smart Moves to Maximize Year-End Fundraising

## 4. Plan Your Calendar

**Why it matters:** Strategic timing creates more momentum.

**Action Steps:**

- Outline key donor communications (emails, social, mailers, texts)
- Plan for Giving Tuesday and your big year-end push
- Assign clear roles and deadlines for execution



## 5. Mobilize Your Board & Team

**Why it matters:** More voices = greater reach

**Action Steps:**

- Share the campaign plan and materials with your team
- Equip them to share with their networks
- Host a "Donor Call Night" or thank-you card session

## 6. Prioritize Donor Appreciation

**Why it matters:** Gratitude fuels generosity

**Action Steps:**

- Create a donor thank-you strategy for Q4
- Send personal notes, short videos, or small tokens of appreciation
- Celebrate milestones (e.g., "We hit 50% of our goal!")

## 7. Don't Go It Alone

**Why it matters:** Fundraising is a team sport

**Action Steps:**

- Use this guide as a planning tool with your staff
- Bring in a coach or partner (like BIG) to help refine your efforts
- Build a dream team to help carry the load and expand your impact



# Q4 Fundraising Checklist



Smart Move	Action	Done?
Clarify Your Goal	Review YTD numbers	<input type="checkbox"/>
	Identify what's left to raise	<input type="checkbox"/>
	Confirm alignment with board	<input type="checkbox"/>
Segment Your Donors	Group by giving behavior	<input type="checkbox"/>
	Tailor outreach accordingly	<input type="checkbox"/>
	Prioritize key relationships	<input type="checkbox"/>
Craft Your Campaign	Choose theme/message	<input type="checkbox"/>
	Use visuals + stories	<input type="checkbox"/>
	Share a clear "why now"	<input type="checkbox"/>
Plan Your Calendar	Schedule all touchpoints	<input type="checkbox"/>
	Assign ownership + deadlines	<input type="checkbox"/>
	Set Giving Tuesday plan	<input type="checkbox"/>
Mobilize Your Team	Share tools with board/staff	<input type="checkbox"/>
	Host a donor call party	<input type="checkbox"/>
	Celebrate as a team	<input type="checkbox"/>
Appreciate Donors	Send thank-yous	<input type="checkbox"/>
	Create surprise gratitude moments	<input type="checkbox"/>
	Highlight impact along the way	<input type="checkbox"/>
Don't Go It Alone	Ask for help	<input type="checkbox"/>
	Book a strategy call	<input type="checkbox"/>
	Build your support circle	<input type="checkbox"/>

# Ready to Maximize Your Year-End Results?

At Bultema Impact Group, we help organizations like yours reach their goals with strategic clarity, smart fundraising systems, and leadership development that sticks.

**You don't have to figure this out alone.  
Let's finish the year strong...together.**

Book a free 30-minute discovery call

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## Thank You.



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