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NONPROFITS GUIDE

END OF YEAR FUNDRAISING

Text fundraising strategies to help your nonprofit raise more on Giving Tuesday and beyond.

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TABLE OF CONTENTS

People give to causes and campaigns that they care about.

With a partner like Tatango, you can increase constituents and raise donations to further your cause.

ENGAGE CONSTITUENTS

Tips to Help Your Organization Succeed

3 TIPS FOR DONATION SUCCESS

Year end giving is a busy time for many nonprofits. Tatango makes it easy to raise consistent donations during Giving Tuesday and beyond.

When sending texts for fundraising, be sure to use these 3 tips to engage supporters and raise more.

Telling a story connects your supporters to your cause, engaging their emotions and humanizing your mission.

Personalizing messages increases engagement. Sending a message with a first name or segmented by location, interest and more can help personalize your SMS or MMS messages.

Using clear calls to ation increases engagement, urgency and provides obvious next steps for your audience.

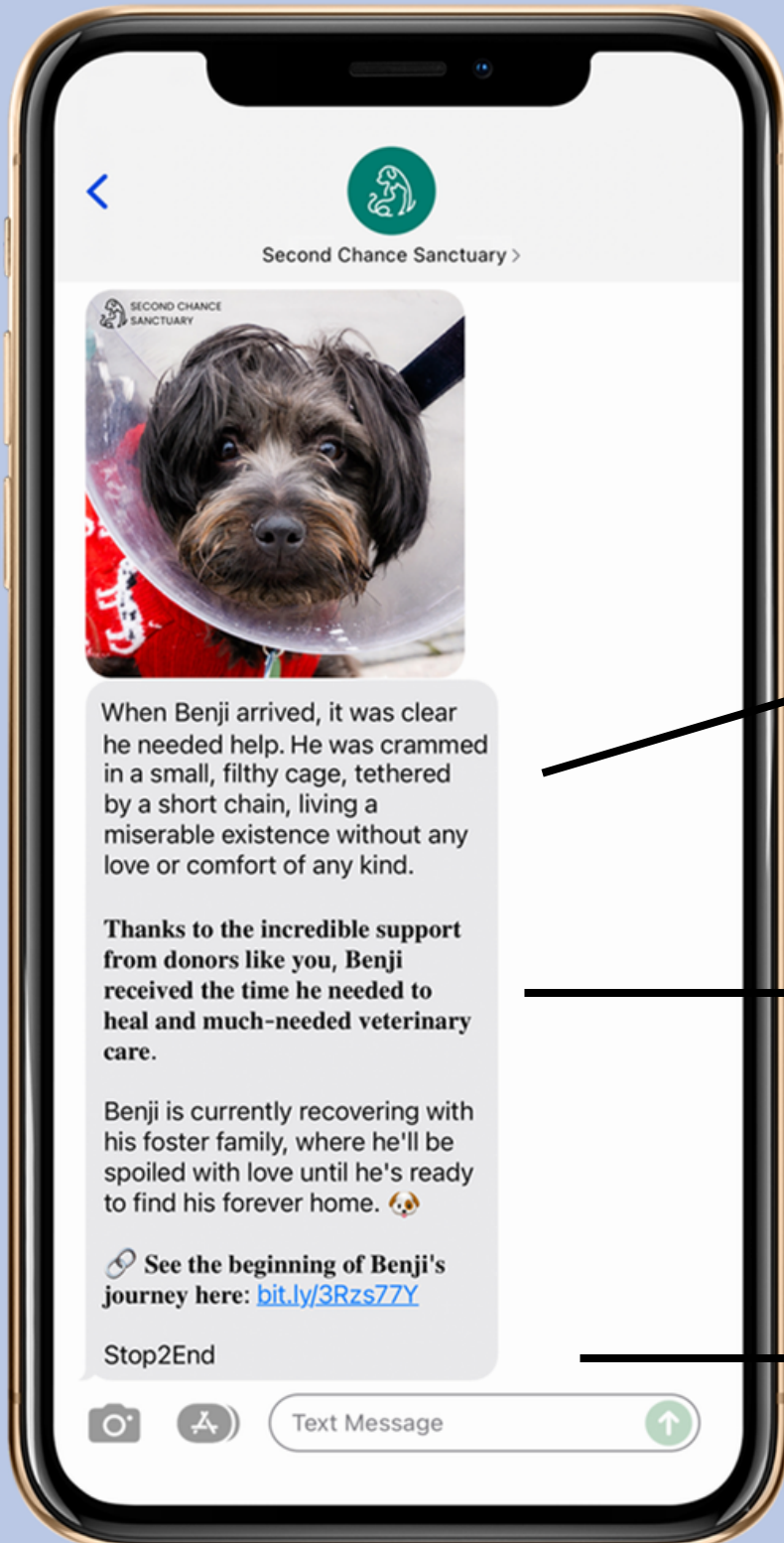**USE THESE TIPS TO ENGAGE SUPPORTERS & RAISE MORE**

TELL A STORY

PERSONALIZE YOUR MESSAGE

USE A CLEAR CALL TO ACTION

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TEXTS THAT RAISE MORE

Inspiring Messages To Further Your Cause

Second Chance Sanctuary >

SECOND CHANCE SANCTUARY

When Benji arrived, it was clear he needed help. He was crammed in a small, filthy cage, tethered by a short chain, living a miserable existence without any love or comfort of any kind.

Thanks to the incredible support from donors like you, Benji received the time he needed to heal and much-needed veterinary care.

Benji is currently recovering with his foster family, where he'll be spoiled with love until he's ready to find his forever home. 🐶

🔗 See the beginning of Benji's journey here: bit.ly/3Rzs77Y

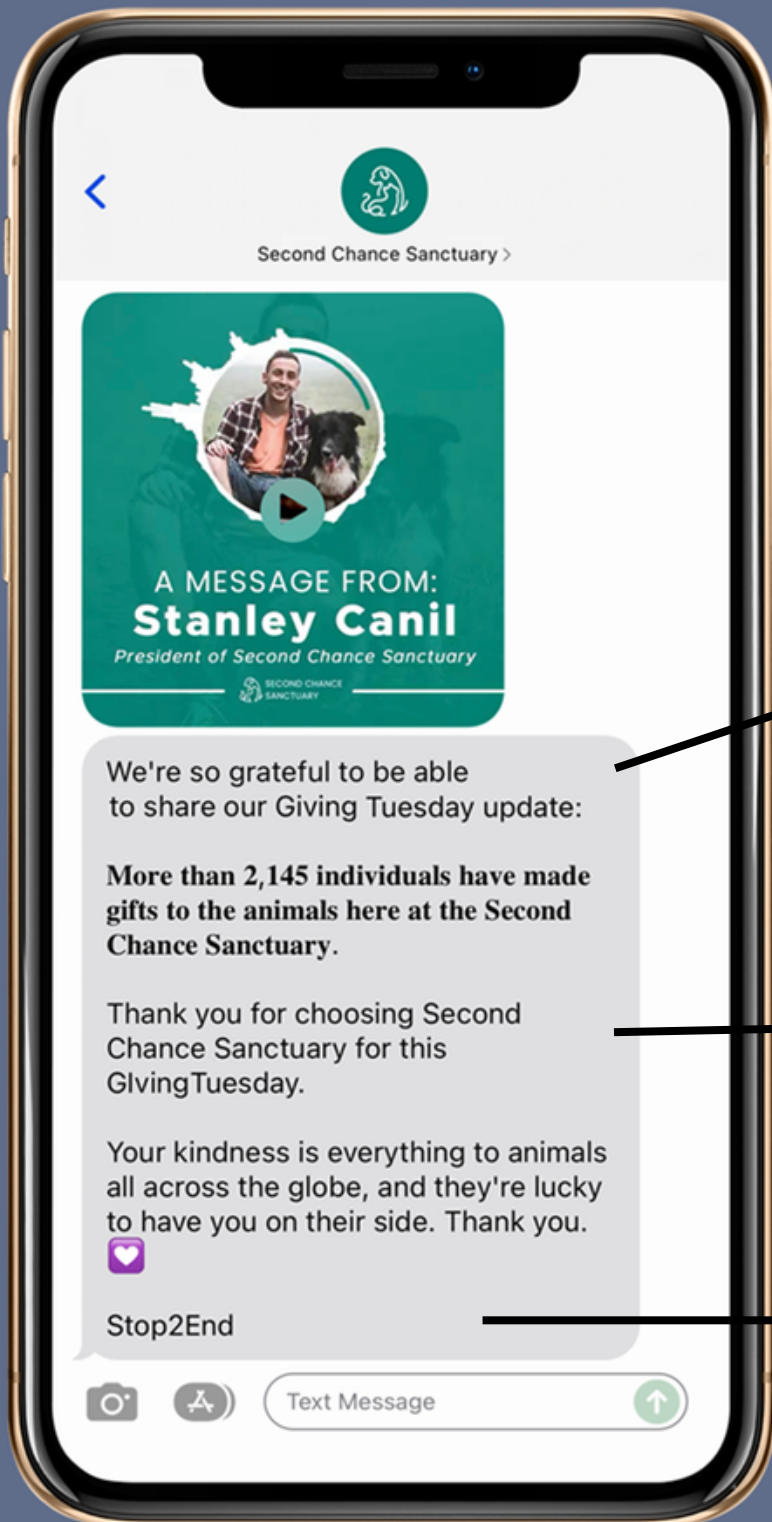Stop2End

Text Message

WHY THIS WORKS

Telling a story engages supporters emotionally.

Be transparent and tell donors exactly where and for what their donation is being used.

Don't forget to stay compliant!

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TEXTS THAT RAISE MORE

Inspiring Messages To Further Your Cause

Second Chance Sanctuary ›

A MESSAGE FROM:
Stanley Canil
President of Second Chance Sanctuary

SECOND CHANCE SANCTUARY

We're so grateful to be able to share our Giving Tuesday update:

More than 2,145 individuals have made gifts to the animals here at the Second Chance Sanctuary.

Thank you for choosing Second Chance Sanctuary for this GIvingTuesday.

Your kindness is everything to animals all across the globe, and they're lucky to have you on their side. Thank you. 💜

Stop2End
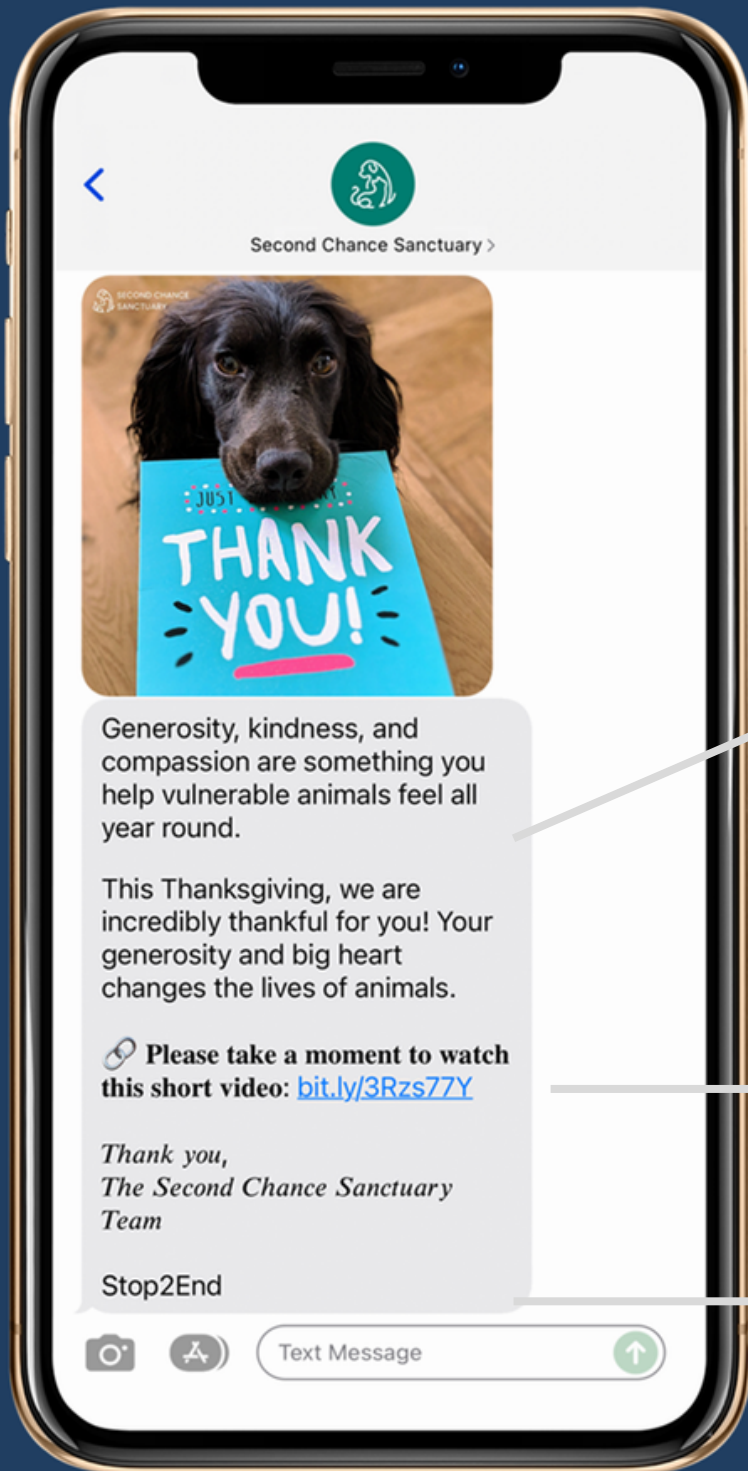
Text Message

WHY THIS WORKS

When sending messages surrounding a certain holiday, be sure to mention that special day.

Be sure to thank donors and supporters for their contribution of money, time, and other resources.

Don't forget to stay compliant!

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TEXTS THAT RAISE MORE

Inspiring Messages To Further Your Cause

Second Chance Sanctuary ›

Generosity, kindness, and compassion are something you help vulnerable animals feel all year round.

This Thanksgiving, we are incredibly thankful for you! Your generosity and big heart changes the lives of animals.

🔗 **Please take a moment to watch this short video:** bit.ly/3Rzs77Y

Thank you,
The Second Chance Sanctuary Team

Stop2End

Text Message

WHY THIS WORKS

Using emojis, images, video, GIFs and more in your messaging humanizes your messages and connects with supporters in the way they communicate.

Bold or italicized text highlights CTA's and other important information.

Don't forget to stay compliant!

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CONTENT CALENDAR

END OF YEAR FUNDRAISING

This text message content calendar can help your nonprofit raise more on Giving Tuesday and beyond.

OCTOBER

SUN	MON	TUES	WED	THUR	FRI	SAT
01 Int'l Coffee Day	02	03	04	05	06 World Cerebral Palsy Day	07
08	09	10 World Homeless Day	11 Int'l Day of the Girl	12 World Arthritis Day	13	14
15	16 World Food Day	17 Int'l Day for Eradification of Poverty	18	19	20	21
22	23	24	25	26	27	28
29	30	31 Halloween				
		NOTE				

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NOVEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT
NOTE			01 Send Giving Tuesday cultivation text	02	03	04
05	06	07 Send Giving Tuesday cultivation text	08	09	10	11 Veterans Day
12	13	14	15	16	17	18
19	20	21	22	23 Thanksgiving	24 Black Friday	25 Send Black Friday thank you text
26	27	28 Giving Tuesday	29 Send Giving Tuesday thank you text	30		NOTE

DECEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT
NOTE				01 World AIDS Day	02 Send End of Year cultivation text	03
04	05	06	07 Hanukkah Begins	08	09	10
11	12	13 Send End of Year cultivation text	14	15	16	17
18	19	20	21	22	23	24 Christmas Eve
25 Christmas Day	26 Kwanzaa Begins	27	28 Send End of Year cultivation text	29	30 Send End of Year giving text	31 Send End of Year giving text
	NOTE					

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FOLLOW ALONG!

WHAT'S NEXT?

Gear up for the giving season and check out even more of our text fundraising resources.

TATANGO.COM/RESOURCES

1.888.517.6345