

Sample School 90 Day Year End Giving Calendar

Objectives

- Steward current donors well – share outcomes as a result of their support – make the giving experience exceptional!
- Expand the footprint by welcoming new donors, unleash generosity
- Communicate with clarity and invite new prayer partners, volunteers and donors into the (School) community

Year End Giving Communication

1. 3 things we are celebrating
2. 3 areas where we need your help
3. 3 things we are praying over

	OCT	NOV	DEC
Focus	STEWARDSHIP and IMPACT	GRATITUDE, CASTING VISION and ASKING	GRATITUDE, IMPACT, ASKING for YEG!!
Event	Donor Visits	Vision Event – First or second week of November	December Asks – Direct Mail, Email Asks
Communication and Stewardship	Steward your people well! Stories of Impact Trust and Credibility – assure your people that you are a good steward of funds!	Thanksgiving Appeal – “As we look back with gratitude on 2026” Engage with lapsed, new, and high-capacity givers during this season!	Year End Outcomes and Appeal – “As we close out this year, we are celebrating” “As you give thought to your year end giving, ...”
Asks	Focus on stewardship and connecting with donors – new, lapsed and high capacity givers! You’re in Giving Season – the whole world is asking for Philanthropic gifts! Assure your people that they can impact the world by giving through your school.	NOTE: *30% of giving made in December *10% in the last 72 hours of the year!	Giving Tuesday is Dec 1st – Email on Monday Nov 30 th ? Early December Year End Appeal (letter and email – entire database) Christmas Appeal (email) Last 72 Hours Appeal (email). “It’s not too late”