

# GIVING

DONATE

VOLUNTEER

## Annual and End-of-Year Giving

### TRAINER: Holly Lang, Dini Spheris



Holly joined Dini Spheris in 2006, and since that time has honed her consulting practice in major gifts fundraising, campaign strategy, leadership development and strategic planning. What fuels Holly's drive in this work is people: building meaningful relationships with clients and collaborating for exceptional results. For Holly, to excel at consulting is to have a trusted, collaborative relationship with client staff and volunteers, one that helps them grow.

Where others see problems or difficult and challenging circumstances, Holly sees the opportunity for change or innovation and is working on discovering the best solution.

One of her most memorable accomplishments involved helping a recently merged organization with a limited fundraising history. This organization needed to raise \$30 million in a dauntingly short timeline of only 12 months. No matter the situation, Holly motivates her clients every step of the way, encouraging them to "celebrate every success" during the journey.

Born and raised in Atlanta, Georgia, Holly moved to Houston, Texas, to attend Rice University. After graduating from Rice, Holly worked with her alma mater in the development office, focusing on young alumni and annual giving. She also brings significant experience to the areas of membership, retention programs, campaigns and development assessments.

Holly's heart for philanthropy is evidenced in her volunteerism with the University of Houston Nonprofit Leadership Alliance, teaching an eight-week fundraising course at the school. She also continues to support Rice University, acting as the leadership chair for her class reunion and an instructor at the Glasscock School of Continuing Studies Center for Philanthropy and Nonprofit Leadership.

### This Session Will Cover:

- Key information on annual fundraising and end-of-year giving campaigns
- Differences between annual and year-end giving
- How to fundraise during the "giving" time of year
- Why you can't save fundraising exclusively for the last three months of the year

### EVENT DETAILS

Thursday, October 5, 2023

8:00 a.m. – 5:00 p.m.

(Doors open 7:30 a.m., refreshments and networking opportunities available!)

Nonprofit Center Annex  
1000 College Blvd, Bldg 17,  
Pensacola, FL, 32504

Reserve Your Spot NOW!  
LIMITED SEATING

Register Online at

<https://npc.pensacolastate.edu/registration-october-2023/>

\$50 per registered attendee  
*NPC members receive 50% off*

Questions? Call 850-484-1568

# Training Agenda

## **Introduction and Welcome: PSC Nonprofit Center (8:00 - 8:20 AM)**

Overview of the day and introduction of today's trainers and objectives, pre-quiz distributed.

## **Training Segment 1: (8:20 AM - 10:00 AM)**

### **Setting the Stage for End-of-Year Giving**

- Understanding the significance of year-end giving
- Analyzing donor behavior and demographics
- Leveraging online platforms for effective campaigns

### **Why Start End-of-Year Campaigns Early**

- The importance of strategic planning
- Maximizing the impact of November and December giving
- Engaging donors through targeted communication

## **BREAK: 10:00 AM - 10:15 AM**

## **Training Segment 2: (10:15 AM - 12:00 PM)**

### **Establish Your Campaign Goals**

- Aligning campaign goals with annual donation targets
- Creating a timeline for donor engagement

### **Building Campaigns, Programs, and Events**

- Harnessing the power of #GivingTuesday
- Leveraging social media and peer-to-peer fundraising
- Hosting impactful one-time events

## **BREAK FOR LUNCH: 12:00 PM - 12:30 PM**

## **Training Segment 3: (12:30 PM - 2:30 PM)**

### **Engage with Donors**

- Utilizing email marketing to build excitement
- Enlisting ambassadors for social media engagement
- Engaging local media for a wider reach

### **Leveraging Technology to Support Your Efforts**

- Streamlining campaign management with nonprofit fundraising platforms
- Enhancing donor communication and engagement
- Increasing online and mobile donations

## **BREAK: 2:30 PM - 2:45 PM**

## **Training Segment 4: (2:45 PM - 4:30 PM)**

### **Creating an End-of-Year Giving Campaign Calendar**

- Planning campaigns for the summer, fall, and holiday seasons
- Creative strategies for each stage of the campaign

## **Wrap Up: 4:30 PM**

Post-quiz distributed and reminder of available resources and the next upcoming training.