

Year End Giving Plan *for* NonProfits

A Plan to Finish Well
So You Can Start Strong



Year End Giving Plan Strategy

Print

Impact Letter – Year in Review mailed to donor list

Between Nov 25 and Dec 5

Email

Email 1 – Year in Review	1st Week of December
Email 2 – Story 1: A Life Impacted	2nd Week of December
Email 3 – Story 2: A Volunteer / Impact	3rd Week of December
Email 4 – Recap and Endorsement / Testimonial	4th Week of December
Email 5 – Last Chance and Quotes about your impact	December 30
Email 6 – Thank Your for Helping	First Week of January

Social Media

Social 1a – Year in Review	Beginning of 1st Week of December
Social 1b – Year in Review v2	End of the 1st Week of December
Social 2a – Story 1: A Life Impacted	Beginning of 2nd Week of December
Social 2b – Story 1: A Life Impacted	End of the 2nd Week of December
Social 3a – Story 2: A Volunteer / Impact	Beginning of 3rd Week of December
Social 3a – Story 2: A Volunteer / Impact	End of the 3rd Week of December
Social 4a – Recap and Endorsement / Testimonial	Beginning of 4th Week of December
Social 4b – Recap and Endorsement / Testimonial	End of the 4th Week of December
Social 5a – Last Chance and Quotes about your impact	December 30
Social 5b – Last Chance and Quotes about your impact	December 31
Social 6 – Thank Your for Helping	First Week of January

Print Letter and Email 1: Template

Year in Review (same content used for print and email)

Post Schedule: Live the first week of December

Subject: What a year this has been...

Content:

With Thanksgiving behind us, we are looking back at [YEAR], and are incredibly grateful for you and all our supporters.

[BRIEFLY DESCRIBE THE PAST YEAR]

In the midst of it, we were able to accomplish some amazing things:

- [###] days of service
- [###] participants served
- [###] Ongoing Volunteers
- [###] Project Volunteers
- [###] Hours Volunteered this year
- [Goal you reached this year]
- [Goal you reached this year]
- [Goal you reached this year]

These numbers are important... because [WHY THE NUMBER MATTER TO YOU]

While we have the privilege of seeing [THE REASON YOU EXIST], we recognize it's only possible because of your help. Your continued support and partnership allow us to [HOW YOU ACCOMPLISH YOUR GOALS]. And for that, we are incredibly grateful and blessed.

As we approach the year-end, would you consider how you might help us expand our influence and impact more lives next year?

For your convenience, there are 2 ways to give:

- Online: [SHORT WEBSITE LINK]
- By Mail: Send a check to [ADDRESS]

Thank you for considering [ORGANIZATION NAME] as part of your year end giving. We remind you we are a 501c3 non-profit organization and all gifts are tax deductible as allowed by the IRS.

[APPROPRIATE GREETING],
[NAMES OR SIGNATURE]

Print Letter and Email 1: Example

Year in Review

Subject: impossible BUT God...

Content:

With Christmas approaching, we are looking back at 2021, and are incredibly grateful for you and all our faithful supporters.

The past couple of years have been quite the faith walk. Many days the only way to describe what was happening in our midst was that it was “impossible BUT God.”

Day after day, God has been faithful to guide and direct towards the future He has for Abundant Life Ranch. And we’ve been along for the ride.

In the midst of His guiding, we were able to join Him in accomplishing some amazing things this year:

- 176 days of service (exceeded the PreCovid 2019 service days)
- 500 participants served
- 20 Ongoing Volunteers / 47 Project Volunteers
- 3110 Volunteers hours this year
- Installation of the kitchenette in the Gathering Room
- Installation of landscaping around the Gathering Room and Offices
- Completion of the horse pasture fencing

These numbers are important... because they equate to changed lives. Lives that were impacted on days when it seemed “impossible BUT God,” showed up and met the needs of women, boys and girls.

While we have the privilege of seeing God rebuild relational health in our guests, we recognize it’s only possible because of your help. Your continued support and partnership allow us to use horses to change lives. And for that, we are incredibly grateful and blessed.

As we approach the year-end, would you prayerfully consider how you might help us expand our influence and impact more lives next year?

For your convenience, there are 2 ways to give:

- Online: WEBSITE
- By Mail: Send a check to ADDRESS

Thank you for considering Abundant Life Ranch as part of your year end giving. We remind you we are a 501c3 non-profit organization and all gifts are tax deductible as allowed by the IRS.

Blessings,

SIGNATURE

Email 2: Template

Story 1 – Share what you stand for and tell about someone you impacted

Post Schedule: Live the 2nd week of December

Subject: [GUIDING PRINCIPLE OF YOUR NPO]

Content:

[RESTATEMENT OF YOUR GUIDING PRINCIPLE]

[HOW THAT PRINCIPLE CONNECTS TO THE PEOPLE YOU SERVE]

One of the people we served this year was [NAME]. [PRONOUN] came to [ORGANIZATION] struggling with [PROBLEM THEY FACED].

To hear [NAME'S] story in their own words, click the image above or visit [FB Page Link].

[TELL THEIR STORY AND SUBTLY HIGHLIGHT THE IMPACT OF YOUR ORGANIZATION – VIDEO OR SHORT SYNOPSIS (INCLUDE LINK IF POSSIBLE)]

It's because of partners like you, that we can see lives like [NAME] changed.

Would you consider making us part of your year-end giving this year?

To make a donation, [SHORT WEBSITE LINK]

[APPROPRIATE GREETING],

[NAMES OR SIGNATURE]

Email 2: Template

Story 1 – Share what you stand for and tell about someone you impacted

Subject: Life is meant to be lived in relationship with others...

Content:

You were designed to live life in relationships with God, and with others.

For many of the women and children we serve, healthy relationships are not the norm. Hurt, scared, and without healthy examples, they struggle every day to relate with others.

As they work with the horses they learn about implementing boundaries and how to experience respect and trust in a relationship.

One of the ladies we served this year was Nicole. She visited with ORGANIZATION and struggled with healthy relationships.

Exhausted by the gang lifestyle, and ready for a change, the thought of visiting a ranch seemed like a waste of time. Until God brought a breakthrough in her life.

[Insert Video Image]

To hear Nicole's story in her own words, click the image above or visit [FB Page Link]

It's because of partners like you, that we can see lives like Nicole changed.

Would you consider making us part of your year-end giving this year?

To make a donation, visit our WEBSITE.

Blessings,
SIGNATURE

Email 3: Template

Story 2 – Share what you are working to address and tell about a volunteer or someone you impacted

Post Schedule: Live the 3rd week of December

Subject: [A GOAL YOU WORK TO ACCOMPLISH]

Content:

[PAIN POINT FELT BY THOSE YOU SERVE]

One of our initiatives this year was [PROBLEM YOU ARE WORKING TO SOLVE]. [SUCCESS YOU HAVE HAD].

In the process, [IMPACT MADE ON YOUR TEAM].

One of our volunteers named [NAME] shared about his time as a volunteer and the impact he saw in serving. To hear the story, click the image or visit [FB Page Link].

[TELL THEIR STORY AND SUBLTY HIGHLIGHT THE IMPACT OF SERVING – VIDEO OR SHORT SYNOPSIS (INCLUDE LINK IF POSSIBLE)]

It's because of partners like you, that we are able to [GOAL YOU HAVE ACHIEVED].

As the year end approaches, would you consider a gift to help us continue serving [WHO YOU HELP]?

To make a donation, [SHORT WEBSITE LINK]

[APPROPRIATE GREETING],
[NAMES OR SIGNATURE]

Email 3: Example

Story 2 – Share what you are working to address and tell about a volunteer or someone you impacted

Subject: Helping young men learn and grow as leaders...

Content:

The teenage years are pivotal for young men to learn how to navigate new situations and develop leadership skills.

One of our ministry partners this year has been King's Corner School in Sanger. We've been blessed to provide a place for 6-8 grade boys from the school to come and develop these important life skills.

In the process, the teen boys have impacted our volunteer team almost as much as we have impacted them.

One of our volunteers named Kevin was impacted by his time with the boys. He recently shared with us about going beyond himself to volunteer and the impact of serving young boys.

[Insert Video Image]

To hear Kevin's story, click the image above or visit [FB Page Link]

It's because of partners like you, that we are able to help young men navigate new situations and develop leadership skills.

As the year end approaches, would you prayerfully consider a gift to help us continue serving women and children this next year?

To make a donation, visit our WEBSITE.

Blessings,
SIGNATURE

Email 4: Template

Recap with ASK – Testimonial/Endorsement from a Community Member or Leader

Post Schedule: Live the 4th week of December

Subject: [STATEMENT ABOUT A VALUE YOU TEACH OR SHARE OFTEN]

Content:

When you understand [A VALUE YOU TEACH OR SHARE OFTEN], everything changes.

[HOW IS CHANGES]

For someone who has never experienced this in their life, this truth is powerful and life giving.

[STORY/TESTIMONIAL FROM A COMMUNITY MEMBER OR LEADER ENDORSING THE WORK YOU ARE DOING – VIDEO OR SHORT SYNOPSIS (INCLUDE LINK IF POSSIBLE)]

Encouraging words like this excites us for the possibilities in [YEAR] and beyond.

Would you consider a year end, tax-deductible gift to help with our daily expenses?

For your convenience, there are 2 ways to give:

- Online: [SHORT WEBSITE LINK]
- By Mail: Send a check to [ADDRESS]

[APPROPRIATE GREETING],

[NAMES OR SIGNATURE]

Email 4: Example

Recap with ASK – Testimonial/Endorsement from a Community Member or Leader

Subject: Restored by God with value and purpose for the future

Content:

When you understand your value, everything changes.

Your relationships.

Your hopes and dreams.

Your understanding of God.

For a woman recovering from trauma, this truth is powerful and life giving.

This spring we heard from Melissa, a Case Manager at Rescue the Children. Her story is just 33 seconds long but it reinforces why building relational health is so important.

[Insert Video Image]

To hear from Melissa, click the image above or visit [FB Page Link]

Encouraging words like this excite us for the ministry possibilities in 2022 and beyond.

Would you prayerfully consider a year end, tax-deductible gift to help with the daily ministry expenses?

For your convenience, there are 2 ways to give:

- Online: WEBSITE
- By Mail: Send a check to ADDRESS

Blessings,

SIGNATURE

Email 5: Template

Last Chance – Quotes from people you have served

Post Schedule: Live on December 30

Subject: **[NAME]** we're thankful for your partnership

Content:

We're so grateful for you and your partnership.

Together, we've made a lasting difference in the lives of **[WHO YOU HELP]**.

We recently asked a group of **[WHO YOU HELP]** what they had learned at **[ORGANIZATION NAME]**.

They had some insightful things to share.

To hear from the boys, **[LINK]**

As **[YEAR]** draws to a close would you consider a year end, tax-deductible gift to help **[YOUR GOAL]**?

To make a donation, **[SHORT WEBSITE LINK]**

We are forever grateful.

[APPROPRIATE GREETING],

[NAMES OR SIGNATURE]

Email 5: Example

Last Chance – Quotes from people you have served

Subject: [NAME] we're thankful for you

Content:

We're thanking God for you and your partnership.

Together, we've made a lasting difference in the lives of women, boys and girls recovering from trauma.

We recently asked a group of teenage boys to share what they had learned about God and themselves while at Abundant Life Ranch.

They had some insightful things to share.

[Insert Video Image]

To hear from the boys, [visit our Testimonies page](#).

As 2021 draws to a close would you prayerfully consider a year end, tax-deductible gift to help reach more women, boys, and girls next year?

To make a donation, visit our WEBSITE.

We are forever grateful and ask for your continued prayers as we, with God's help, navigate 2022.

Blessings,
SIGNATURE

Email 6: Template

Thank You

Post Schedule: Live the 1st week of January

Subject: Thank you so much for stepping up to help [WHO YOU HELP]

Content:

Thank you so much.

With your help we were able to raise [TOTAL RAISED] Through Year End Gifts.

We are grateful for your help in making a difference in the lives of [WHO YOU HELP].

Thank you to everyone who's come alongside us to help [MISSION STATEMENT].

[APPROPRIATE GREETING],

[NAMES OR SIGNATURE]

Email 6: Template

Thank You

Subject: God is faithful...

Content:

Thank you so much.

With your help we were able to raise \$???? Through Year End Gifts.

We are grateful for your help in making a difference in the lives of women, boys, and girls.

Thank you to everyone who's come alongside us to help impact the world one life at a time.

Blessings,
SIGNATURE

Social Media 1: Template

With Thanksgiving behind us, we are looking back at [YEAR], and are incredibly grateful for you and all our supporters.

In the midst of it, we were able to accomplish some amazing things:

- [###] days of service
- [###] participants served
- [###] Ongoing Volunteers
- [###] Project Volunteers
- [###] Hours Volunteered this year
- [Goal you reached this year]
- [Goal you reached this year]
- [Goal you reached this year]

These numbers are important... because [WHY THE NUMBER MATTER TO YOU]

Lives that were impacted as together we met the needs of [WHO YOU SERVE]

As we approach the year-end, would you consider how you might help us expand our influence and impact more lives next year?

You can give at [SHORT WEBSITE LINK]

Social Media 1: Example

With Christmas approaching, we are looking back at 2021, and are incredibly grateful for you and all our faithful supporters.

With your help, and God's guiding, we were able to accomplish some amazing things this year:

- 176 days of service (exceeded the PreCovid 2019 service days)
- 500 participants served
- 20 Ongoing Volunteers / 47 Project Volunteers
- 3110 Volunteers hours this year
- Installation of the kitchenette in the Gathering Room
- Installation of landscaping around the Gathering Room and Offices
- Completion of the horse pasture fencing

These numbers are important... because they equate to changed lives.

Lives that were impacted as together we met the needs of women and children.

As we approach the year-end, would you prayerfully consider how you might help us expand our influence and impact more lives next year?

You can give at WEBSITE.

Social Media 2: Template

[GUIDING PRINCIPLE OF YOUR NPO]

[HOW THAT PRINCIPLE CONNECTS TO THE PEOPLE YOU SERVE]

One of the people we served this year was [NAME]. Here is [PRONOUN] story in her own words.

[STORY OR VIDEO]

Social Media 2: Example

You were designed to live life in relationships with God, and with others.

For many of the women and children we serve, healthy relationships are not the norm. As they work with the horses they learn about implementing boundaries and how to experience respect and trust in a relationship.

One of the ladies we served this year was Nicole. Here is her story in her own words.

Social Media 3: Template

[PAIN POINT FELT BY THOSE YOU SERVE]

One of our initiatives this year was [PROBLEM YOU ARE WORKING TO SOLVE]. [SUCCESS YOU HAVE HAD].

In the process, [IMPACT MADE ON YOUR TEAM].

One of our volunteers named [NAME] shared about his time as a volunteer and the impact he saw in serving.

Social Media 3: Example

The teenage years are pivotal for young men to learn how to navigate new situations and develop leadership skills.

We've been blessed to partner with King's Corner School in Sanger, providing a place for 6-8 grade boys to develop these important life skills.

In the process, the teen boys have impacted our volunteer team almost as much as we have impacted them.

One of our volunteers named Kevin recently shared with us about going beyond himself to volunteer and the impact of serving these young boys.

Social Media 4: Template

When you understand [A VALUE YOU TEACH OR SHARE OFTEN], everything changes.

[HOW IS CHANGES]

For someone who has never experienced this in their life, this truth is powerful and life giving.

This spring we heard from [NAME], about [WHAT THEY SHARED].

Social Media 4: Example

When you understand your value, everything changes.

Your relationships.

Your hopes and dreams.

Your understanding of God.

For a woman recovering from trauma, this truth is powerful and life giving.

This spring we heard from Melissa, about why building relational health is so important.

Social Media 5: Template

We're so grateful for you and your partnership. Together, we've made a lasting difference in the lives of [WHO YOU HELP].

We recently asked a group of [WHO YOU HELP] what they had learned at [ORGANIZATION NAME].

They had some insightful things to share. To hear from them, [LINK]

As [YEAR] draws to a close would you consider a year end, tax-deductible gift to help [YOUR GOAL]?

To make a donation, [SHORT WEBSITE LINK]

Social Media 5: Example

We're thanking God for you and your partnership. Together, we've made a lasting difference in the lives of women and children recovering from trauma.

We recently asked a group of teenage boys to share what they had learned about God and themselves while at Abundant Life Ranch. They had some insightful things to share.

To hear from the boys, visit our testimonies page at WEBSITE

As 2021 draws to a close would you prayerfully consider a year end, tax-deductible gift to help reach more women and children next year?

To make a donation visit: WEBSITE

Social Media 6: Template

Thank you so much for giving to [ORGANIZATION].

With your help we were able to raise [TOTAL RAISED] Through Year End Gifts.

We are grateful for your help in making a difference in the lives of [WHO YOU HELP].

Thank you to everyone who's come alongside us to help [MISSION STATEMENT].

Social Media 6: Example

We continue to be astounded by God's faithful provision for Abundant Life Ranch.

With your help, we received record year-end gifts. These will allow us to start 2022 with operating funds on hand. And cover pieces of the ongoing development at the new location.

We are grateful for your help in making a difference in the lives of women and children.

Thank you to everyone who's come alongside us to help impact the world one life at a time.