

End-of-Year Giving Plan (Example)

1. DEFINE YOUR GOAL

What would you like to accomplish by the end of the year? Try to be as specific as possible!

Raise \$5,000 for the parish youth ministry group, before December 2020 ends.

2. IDENTIFY YOUR NEEDS

List out the items that you need to accomplish, in order to reach your specific goal.

- Create and place an ad in the parish bulletin
- Create an online giving form on the website
- Share campaign link on parish social media
- Send an email with campaign link to parishioners
- Ask youth minister for a testimonial
- Ask a student in youth ministry for testimonial
- Ask Fr. John to approve this giving campaign
- Ask Fr. John to announce campaign at Masses
- Send thank you cards to all who contributed
- Pick start and end dates for campaign

3. CREATE A PLAN

Assign a due date for each item listed above and then write them below, in chronological order.

Due Date	Task
Nov. 23	Ask Fr. John for approval
Nov. 30	Pick start and end dates for campaign
Dec. 2	Ask youth minister for a testimonial
Dec. 2	Ask student who is in youth ministry for a testimonial
Dec. 3	Create an online giving form on the website
Dec. 4	Create and place an ad in the bulletin
Dec. 4	Ask Fr. John to announce this at Masses
Dec. 7	Share campaign giving link on social media
Dec. 8	Send an email with the campaign link to active parishioners
Dec. 18	Share that today is the last day to give on parish social media and in an email
Dec. 22	Send thank you cards to all who contributed

4. STICK TO THE PLAN

Do your best to stick to the plan you've created! However, if you need to accomplish an unexpected task that can't be completed immediately, be sure to go back to step 3, assign it a due date and knock it out when the time comes!

5. SHARE THE RESULTS

Don't forget to share what was accomplished! Letting people know the fundraising goal was met, or sharing a picture or two from a service event, will show participants that their contribution made a difference!

Congratulations, you did it! Now, when everything is said and done, it's time to celebrate your efforts and evaluate to prepare for next year!