



December Roadmap Checklist

- ☐ **Thank your GivingTuesday donors**
- ☐ **Cross-check your year-end campaign**
- ☐ **Continue donor outreach via email and social media**

Resources

- [Email Templates](#): Countdown email examples for final push
- [Giving Season Report](#): Use the CanadaHelps Reports tab to access donor data and segment accordingly

December Roadmap Action Plan

☐ THANK YOUR GIVINGTUESDAY DONORS

Capitalize on the energy and momentum by thanking donors quickly and sharing results widely.

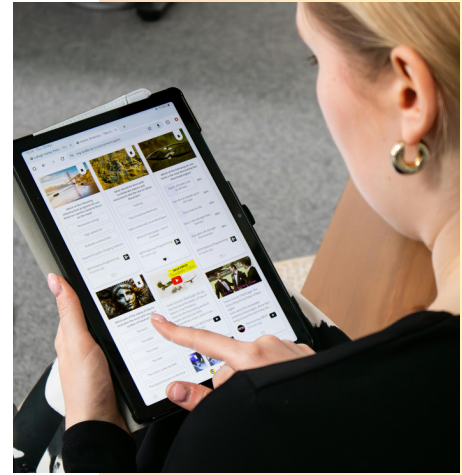
- **Send thank-yous within 24 hours:** Use your automated thank-you emails and personalized follow-ups for major donors.
- **Share results:** Send an email and post on social media celebrating what was accomplished. For example: *"Thanks to 150 donors, we raised \$25,000 on GivingTuesday!"* or *"We unlocked the full \$10,000 match – here's what that means for [beneficiaries]."*
- **Highlight the impact:** Show supporters what their gifts will help accomplish. For example: *"Your GivingTuesday gift will provide 500 meals for families in need"* or *"Thanks to your generosity, we can now fund a new program in [location]."*



☐ **CROSS-CHECK YOUR YEAR-END CAMPAIGN**

As December progresses, evaluate where you stand against your goal and segment donors strategically.

- **Leverage your CanadaHelps giving season report:** Log in to CanadaHelps and navigate to the Reports tab. Look for a Giving Season Report that shows last year's donors who gave through CanadaHelps during this period in 2025.
 - Bonus: You can also use reports to pull a list of this year's donors (who have given so far in 2026) to compare.
- **Identify segments:**
 - **Last year's donors who gave again:** These are your loyal supporters. Thank them and keep them engaged.
 - **Last year's donors who haven't given yet:** These are your re-engagement targets. They've given before; they just need a reminder.
 - **GivingTuesday givers vs. non-givers:** Understand which segment gave on GivingTuesday and which still needs to be asked.
- **Update your progress:** Celebrate your progress on the campaign goal via updated content on your website, Charity Profile, and social media. Example: *"We're 70% there – help us reach 100%!"*



☐ CONTINUE DONOR OUTREACH VIA EMAIL AND SOCIAL MEDIA

December is your final push. Maintain frequency and urgency while keeping messaging varied.

Email strategy:

- **Increase email frequency in December.** Send emails 1-2 times per week in early December, escalating to every 2-3 days in the final week.
- **If you accept securities, promote this heavily:**
"Donate appreciated securities and avoid capital gains tax while supporting [cause]. Learn more."
This can be a significant revenue driver for charities.
- **Send segmented, targeted appeals.** For example:
 - Lapsed donors: *"We haven't heard from you this season. Your support is still needed."*
 - Major donors: *"Your leadership gift last year made a difference. Can you lead again?"*
 - Recurring donors: *"Thank you for your monthly commitment. Will you make a year-end gift?"*
 - First-time givers: *"Welcome! Your gift is making an impact. Here's what's happening next."*



Social media strategy:

- **Share weekly impact updates** to showcase goal progress and the impact donations coming in will make. Highlight specific needs to make requests concrete and achievable. For example, *"We need 25 more donors to reach our goal"* or *"Help us provide 100 more meals by giving \$20."*
- **Build urgency** with countdown posts, such as *"1 week left to give"*.
- **Share behind-the-scenes content** and staff/volunteer spotlights.
- **Emphasize the tax deadline (December 31)** for year-end tax planning. You can direct people to your Charity Profile campaign by further highlighting CRA-compliance of CanadaHelps receipts. For example: *"Your tax receipt will be provided automatically and is valid for tax purposes."*

The final 48 hours are critical. Many donors procrastinate and wait until the last minute. Send multiple emails and post heavily on social media throughout the two days.

KEY TAKEAWAYS FOR SUCCESS

- **Start early:** Giving season prep begins in August, not November. This longer runway gives your team time to plan, create, and optimize.
- **Use data:** Leverage CanadaHelps Giving Season Report and your metrics to make informed decisions about channel prioritization, donor segmentation, and campaign timing.
- **Segment strategically:** Not all donors are the same. Tailor your messaging and channel strategy to major donors, recurring donors, lapsed donors, and first-time prospects.
- **Emphasize different giving options:** Promote one-time giving, monthly recurring, and securities donations. The split between channels matters as you focus on growth opportunities.
- **Authentic storytelling:** Use real volunteers, staff, and beneficiaries as the faces of your organization. Persona-driven content builds trust and connection.
- **Plan for peak giving days:** Track when donors give and adjust your messaging and frequency accordingly.
- **Thank donors thoroughly:** Thank-you messages are your easiest win for donor retention. Send them quickly, personalize them, and keep thanking throughout January.
- **Analyze and iterate:** Use January to audit your campaign, document lessons learned, and plan improvements for 2027.



Best of luck with your 2026 giving season!