Click & Pledge



Build a stronger year-end

2026 Year-End Fundraising Kit

Donation form designs, email templates, a checklist, and a planning calendar with social media ideas for Giving Tuesday through December 31.

Made to make your year-end planning a little simpler.

How to use this kit

This kit includes seasonal donation form designs, email templates, a donation form checklist, and a planning calendar with suggested social media posts. Before sending anything, replace the text in parentheses with your organization's details.

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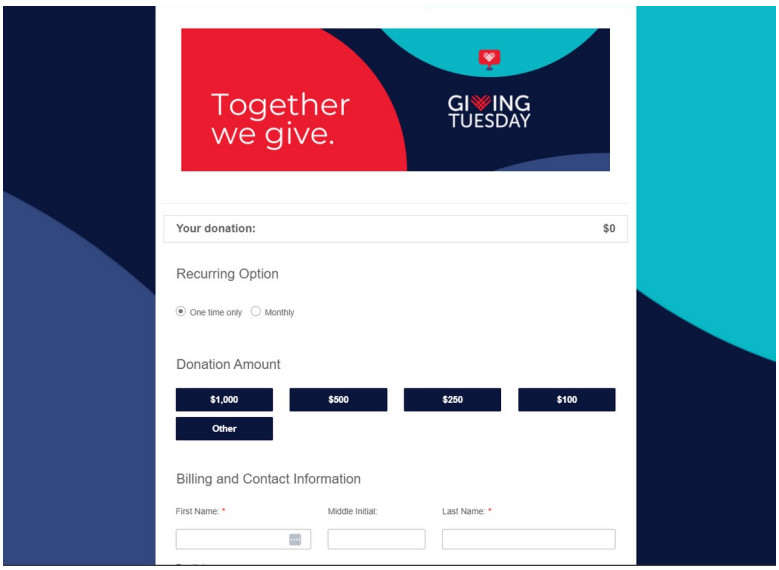
Seasonal donation form designs

A seasonal look tells donors your appeal is current. Whatever platform you use, a holiday image and headline on your form go a long way. If you use Click & Pledge, these two designs come ready-made in CONNECT: go to Campaigns & Forms, then Payment Forms, and open the Form Builder.



Giving Tuesday

Use from late November through December 1.



Holiday

Switch to this design after Giving Tuesday and use it through December 31.

Email templates

Five emails for the season, in the order you'll send them. Copy each one into the tool you use to email donors and replace the text in parentheses.

Year-end appeal email

Subject line: **A year of progress, thanks to you**

Hi (First Name),

This year, (Organization) (one accomplishment, for example, "served 4,200 meals to families in our county"). We couldn't have done it without supporters like you.

(Optional: Two or three sentences about one person or family your work helped this year. One story often means more to donors than a list of numbers.)

As we get ready for 2027, we're asking for your help again. A gift today will (specific outcome, for example "keep our pantry stocked through the winter, when need is highest").

Every gift makes a difference, whatever the amount. If you'd like your support to carry through the whole year, you can also choose to give monthly.

(Donate)

Thank you for supporting our work.

(Your name)

(Title, Organization)

When to send	Note
Mid-November through early December	Focus on one specific result from this year rather than a full list of programs.

Giving Tuesday preview email

Subject line: **Giving Tuesday is next week**

Hi (First Name),

Giving Tuesday is next Tuesday, December 1. It's a day when people around the world give to causes they care about, and we hope you'll consider including (Organization).

For us, it's also a chance to thank the people who make our work possible, and to welcome a few new supporters along the way.

Our goal this year is to raise (amount) to (specific outcome, for example "a $50 gift provides a week of groceries for a family of four").

(Optional: Last year, (number) supporters helped us (result).)

(Optional: Thanks to (donor or sponsor), gifts made on Giving Tuesday will be matched up to (amount).)

We'll send a reminder on Tuesday morning with a link to give. If you'd like to help spread the word, you can share our Giving Tuesday post: (link).

Thank you,

(Your name)

When to send	Note
The week of November 23	Only include the matching gift line if you have a confirmed match.

Giving Tuesday follow-up email

Subject line: **Thank you for your Giving Tuesday support**

Hi (First Name),

Thank you for supporting (Organization) on Giving Tuesday. Together, (number) donors gave (amount) to (cause).

Your gift will help (specific outcome, for example "cover rent for 40 families through the winter").

Days like Giving Tuesday are a reminder of how much a community can do together, and we're grateful you were part of it.

(Optional: A short story or quote from someone your organization serves.)

Our year-end goal is (amount), and we've raised (amount) so far. If you know someone who might be interested in our work, please feel free to forward this email.

We'll share an update on what your support accomplished in the new year.

With gratitude,

(Your name)

When to send	Note
Within a week of December 1	Include your actual Giving Tuesday totals if you have them.

Thank-you email

Subject line: **Thank you, (First Name)**

Hi (First Name),

Thank you for your gift of (amount) to (Organization). Your support will help (specific impact, for example "provide a warm home for a family in our program this winter").

Gifts like yours are what keep (program or service) going, and we don't take that for granted.

(One or two sentences about current work, for example "This month, our team is collecting winter coats for 300 children in our after-school program.")

We'll be in touch in the new year with an update on our work!

If you have any questions about your gift, you can reach me directly at (email or phone).

With gratitude,

(Your name)

When to send	Note
Within 48 hours of each gift	We recommend not including another donation request in a thank-you email.

Last-chance reminder email

Subject line: **Your last chance to give in 2026**

Hi (First Name),

This is a reminder that donations made by midnight on December 31 can count toward your 2026 charitable giving.

It only takes a minute, and you can give right from your phone.

(Donate before December 31)

This year, (Organization) (one accomplishment). In 2027, we plan to (what's next, for example "expand our program to two more neighborhoods"), and year-end gifts help make that possible.

(Optional: We are (amount) away from our year-end goal of (amount).)

If you've already given this year, thank you. You're a big part of what we were able to do in 2026.

Thank you for your support this year, and happy new year.

(Your name)

When to send	Note
December 29 to 31	Many donors will read this on a phone, so keep the donation link near the top. Check tax deadline details with your accountant, since mailed checks and online gifts may be treated differently.

Donation form checklist

We recommend reviewing your donation forms before Giving Tuesday on December 1.

- ☐ Test your donation form on a mobile phone.
- ☐ Review your suggested donation amounts and your default amount.
- ☐ Make sure the recurring (monthly) giving option is easy to find.
- ☐ Confirm that receipts send automatically and include your tax ID. (In Click & Pledge, receipt settings are under Settings > Receipt.)
- ☐ Update any images or text left over from earlier campaigns. See page 3 for seasonal form designs.
- ☐ Add a short description of what a donation supports.
- ☐ Make a small test donation from start to finish.
- ☐ Write down who to contact for help if something goes wrong on December 31.
- ☐ Finish any changes to your forms or receipts by mid-December.
- ☐ Check that gifts made late on December 31 will be dated 2026.
- ☐ Click every link in your year-end emails before they go out.
- ☐ Decide who will watch for donations and questions on Giving Tuesday and December 31.

Year-end planning calendar

Suggested timing for each part of this kit, including social media posts. For social posts, use your own photos where possible.

By mid-November	Finalize your year-end appeal, complete the donation form checklist, and set up your Giving Tuesday form design.
Week of November 23	Send the Giving Tuesday preview email. **Social post:** Let followers know that Giving Tuesday is next week. Share your goal and what a gift will support.
December 1	Giving Tuesday. Send your appeal. **Social post:** Post in the morning with a link to give. Later in the day, share your progress toward your goal.
December 2	Switch your donation form to the holiday design. **Social post:** Thank everyone who gave and share your Giving Tuesday total.
By December 8	Send the Giving Tuesday follow-up email.
Mid-December	Send a second appeal to supporters who haven't given yet this year. **Social post:** Share a photo or short story from your work this year, with a link to your year-end campaign.
December 29 to 31	Send the last-chance reminder email. **Social post:** On December 31, remind followers it's the last day to give in 2026 and thank your supporters.
Early January	Confirm that receipts were sent and share an update with year-end donors. **Social post:** Thank your supporters for the year and share what their gifts made possible.

Click & Pledge tools for year-end

Here are a few Click & Pledge tools built for this time of year, and what they're used for.

For all customers

PayQuick.ly	Include your PayQuick.ly link in year-end emails, text messages, and social posts so donors can give quickly from their phones.
Peer-to-Peer	If you're running a peer-to-peer campaign for Giving Tuesday, the updated Peer-to-Peer tools can help supporters fundraise on your behalf.

For organizations using Salesforce

Autoresponder Builder	Create automatic, personalized thank-you emails. We recommend setting these up before Giving Tuesday.
Patron Portal	Donors can log in to find their receipts. Consider linking to the portal in your thank-you emails.

Questions?

Customers can call (866) 999-2542 or (540) 961-9811, or email support@clickandpledge.com. Not a customer yet and curious whether Click & Pledge is a fit? Email training@clickandpledge.com or schedule a demo at clickandpledge.com/contact-us.