2026 Year-End Fundraising Checklist

6 Weeks | GivingTuesday + Year-End Fundraising

It's not too late! Whether your campaign is underway, behind schedule or barely started, focus on what matters most and finish Giving Season strong.

YOUR FOUR RULES
PRIORITIZE: Focus on existing donors and realistic opportunities.
SIMPLIFY: Reuse stories, templates and materials.
DELEGATE: Involve board members, volunteers and partners.
POSTPONE: Skip unnecessary extras.

NOVEMBER 18–22 | Assess + Prioritize

☐ Complete your 10-minute campaign assessment and identify your biggest gap.
☐ Confirm one clear fundraising ask, an authentic impact story and your available capacity.
☐ Test your donation process and ensure supporters can give easily.

NOVEMBER 23–29 | Connect + Prepare

☐ Personally connect with existing donors, warm prospects and priority supporters.
☐ Prepare one GivingTuesday appeal with a clear ask, impact story and donation link.
☐ Schedule essential communications and involve board members or volunteers where appropriate.

NOVEMBER 30–DECEMBER 6 | GivingTuesday

☐ Share your GivingTuesday appeal on December 1 through your existing channels.
☐ Thank donors promptly and acknowledge their generosity.
☐ Review results and identify opportunities for December follow-up.

Advocate Fundraising | www.advocatefundraising.ca
advocatefundraising@gmail.com
Edmonton, Alberta, Canada

DECEMBER 7–13 | Maintain Momentum

☐ Share a meaningful update, impact story or progress toward your goal.
☐ Follow up with priority supporters and outstanding commitments.

DECEMBER 14–27 | Strengthen + Prepare

☐ Reconnect with priority donors and explain what additional support can accomplish.
☐ Prepare and schedule your final year-end appeals.
☐ Confirm donation methods and donor contact information are accurate.

DECEMBER 28–31 | Finish Strong

☐ Send your final year-end appeal with a clear call to action.
☐ Remind supporters that December 31 is the deadline for charitable donations to count toward their 2026 tax year.
☐ Thank donors and ensure contributions are recorded accurately.

JANUARY 2027 | Close the Loop

☐ Thank supporters and share campaign results.
☐ Review what worked and identify opportunities to strengthen donor relationships throughout 2027.

REMEMBER
GivingTuesday is one moment, not your entire campaign.
You don't need to do everything. Focus on meaningful donor relationships, authentic storytelling and the fundraising activities your organization can realistically deliver.

Want it off your plate?

Advocate Fundraising helps nonprofits strengthen their fundraising strategies, engage donors and build sustainable revenue beyond Giving Season.

CLICK HERE to Book a 15-minute Introductory call

Advocate Fundraising | www.advocatefundraising.ca
advocatefundraising@gmail.com
Edmonton, Alberta, Canada