

Columns Fundraising's Nonprofit Leader's CHECKLIST for the Last 60 Days of Calendar/Tax Year 2020

This is a reminder list of items we discussed in detail in today's webinar. Two of the great truisms of fundraising are: (1) as much as 50% of all gifts come in the last six weeks of the year and (2) nearly 33% of all gifts come in December. While study after study has indicated income tax deductions usually are *not* the reason people make gifts, the calendar year-end is a call-to-action to get people to execute a gift they have been contemplating. Your job is to make your organization **easy to give to**. Fortunately, December 29, 30 & 31, fall on a Tuesday, Wednesday, and Thursday in 2020.

FUNDRAISING To Do Items in November & December 2020:

- **Focus on Individuals:**
 1. Divide/Assign the Top 20% of donors or just the **Top 30** families of donors to Board Members & Staff Members to CALL, THANK & SOLICIT. Don't assign more than five donors to each board/staff person.
 2. Remember the rare, 100% of Adjusted Gross Income (AGI), charitable deduction limit in 2020 for individuals giving cash (usually limited to 50% Of AGI) and let people know about it.
 3. Most gifts come from itemizers but know that the CARES Act provides \$300 above-the-line charitable deduction for *non*-itemizers.
- **Stock Gifts:** Most *Major Gifts* come in the form of appreciated marketable securities given by individuals. Be Prepared for Last-Minute Stock Gifts. Do you know how/where to accept stock gifts? Stock gifts are limited still to a 30% of AGI deduction in the year of the gift.
- **IRA Rollovers:** Many of your donors over age 70 ½ may want to consider this unique gift opportunity.
- **Legacy Gifts:** People without children often ponder their legacy at year-end and begin to prepare new Wills. Can someone find your organization's *example bequest language* easily?
- **Family & Private Foundations:** Be sure you have prepared a *stewardship report* to them.
- **Website:** Place **Donate** or **Give** buttons (not "support") at top of main webpage. Every extra click decreases your chance of a donor executing a gift. Do you have your photo and direct phone number on the website?
- **Postal Mail:** Prepare your mailing to arrive before Thanksgiving, include Business Reply Envelope (BRE).
- **Giving Tuesday:** Participate but don't expect this to be a big percentage of giving. See first priority above, "Focus on Individuals."
- **Email with BRIEF Video Message:** It's so easy today to make a short video and embed in a Constant Contact or similar blast email. Four minutes thanking/reporting and two minutes soliciting. Use this in the last two weeks.
- **Text-to-Give:** Use this for the very last two or three days of the year.

MANAGEMENT To Do Items in January 2021:

- **Reporting to Donors & Appropriate Agencies:**
 1. Receipts & Thank You Letters due to donors by end of January.
 2. IRS Form 990, when is yours due?
 3. Financials & Annual Audit: Also, what's your estimated **burn rate** in 2021?
 4. Board Meetings' Minutes, Disclosures of Appearance of Conflicts of Interest, etc.
 5. State Agency Reporting (like Secretary of State's Office).
- **Internal Evaluation:**
 1. Board Member Performance (by Nominating & Directorship/Trusteeship Committee).
 2. Staff Performance: measure pro-activity and dollar results.
- **Metrics:**
 1. Total Net Fundraising = Gifts – Fundraising Expenses
 2. Cost of Fundraising = Fundraising Expenses / Total Net Fundraising
 3. Measure Efficiency: Cost to Raise a Dollar (CTRD) = Expenses / Revenue
 4. Measure Effectiveness: Return on Investment (ROI) = Revenue / Expenses
 5. Dependency Quotient = Sum of Contributions from 5 Largest Donors / Total Expenses

Of course, we can help you with any of this. Please contact one of the Columns Fundraising team for more info!

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