

2013 Holiday Musts For Nonprofits

0%

50%

100%

START EARLY

Google searches for holiday giving opportunities go up by 21% as early as September

UP YOUR FUNDRAISING EFFORTS

33% of all charitable giving happens in the month of December

GIVE PEOPLE AN INCENTIVE TO DONATE BIGGER GIFTS

Personal donations are 80% larger in December

SET UP ONLINE DONATIONS FOR GIVING TUESDAY

Online donations went up 53% on Giving Tuesday last year

MAKE SURE YOUR SUPPORTERS KNOW ABOUT OTHER ONLINE DONATION OPTIONS YOU HAVE

Online donations increased by 11% in 2012.

GO MOBILE

25% of donors make their donations from a mobile device.

INVITE SUPPORTERS TO JOIN YOUR EMAIL LIST

One in every four emails sent by a nonprofit results in a donation.

Sources: [TechImpact](#), [Nonprofit Hub](#), [Blackbaud](#), [National Philanthropic Trust](#), [HubSpot](#), [Huffington Post](#)