Giving Tuesday starts **here**. Get ready for 12/1!

A fundraising checklist to empower donors this season

This checklist will help you learn strategic ways to attract new donors, energize donor communities, and amplify your nonprofit's impact. Plus, now you won't have to just ask donors to give back during the holidays. You can empower them to give forward with our Meta integration—enabling them to share your cause on social and inspire more giving from more people.

1.
Create standout experiences



Stand out this giving season and inspire your community with unique giving experiences for any channel. Campaign Studio pages load 2.4x faster and convert up to 10.6% higher than legacy donation pages in A/B testing.

- [ ] **Create a memorable year-end page in Campaign Studio**

  Craft compelling, segmented appeals designed to improve conversions and community activation. Simply drag and drop elements to make your year-end campaign shine.

- Choose your layout and create a page in minutes
- Optimize with the donation page checklist
- Workshop: Build your campaign on Campaign Studio

Use Campaign Studio to add crowdfunding capabilities in a few clicks

Unleash the power of community for any campaign. Show real-time progress and live activity feeds to motivate supporters, and drive even more donations with special matching incentives.

- See how community makes a difference in this interactive demo
- Set up sponsor matching for your campaign
- Supercharge matching gift campaigns with these 12 tips

Optimize your website checkout experience

Make the next steps for donors both clear and inspiring. Use our embedded donation forms to add intuitive donor flows that boost conversions.

- Boost conversions with an embedded donation experience
- See what's coming in Embedded Studio
- Explore six of the best nonprofit websites to inspire appeals

2.
Make small updates for a big revenue boost



Incorporate low-lift, high-impact features proven to increase revenue. These small updates can make a big impact during giving season, when every point of conversion is 3.7x more valuable.

Activate Intelligent Ask Amounts for 11% more revenue

Deliver personalized ask amounts powered by machine learning on your top pages. Informed by a community of over 190 million, these predictive ask amounts are backed by ample data and show an 11% average donation volume increase in testing.

- Add Intelligent Ask Amounts in one click
- Optimize your giving season campaigns
- Explore our AI and machine learning tools

Turn on digital wallets for 50% faster checkouts

Donating becomes more efficient with Apple Pay, Google Pay, PayPal, and Venmo. Activate digital wallets in your payments portal and enjoy up to 64% higher donation amounts.

- Activate digital payments for your donation pages

Learn about the impact of online payment methods for fundraising

Add Giving Cart and inspire multiple gifts from 17% of supporters on average

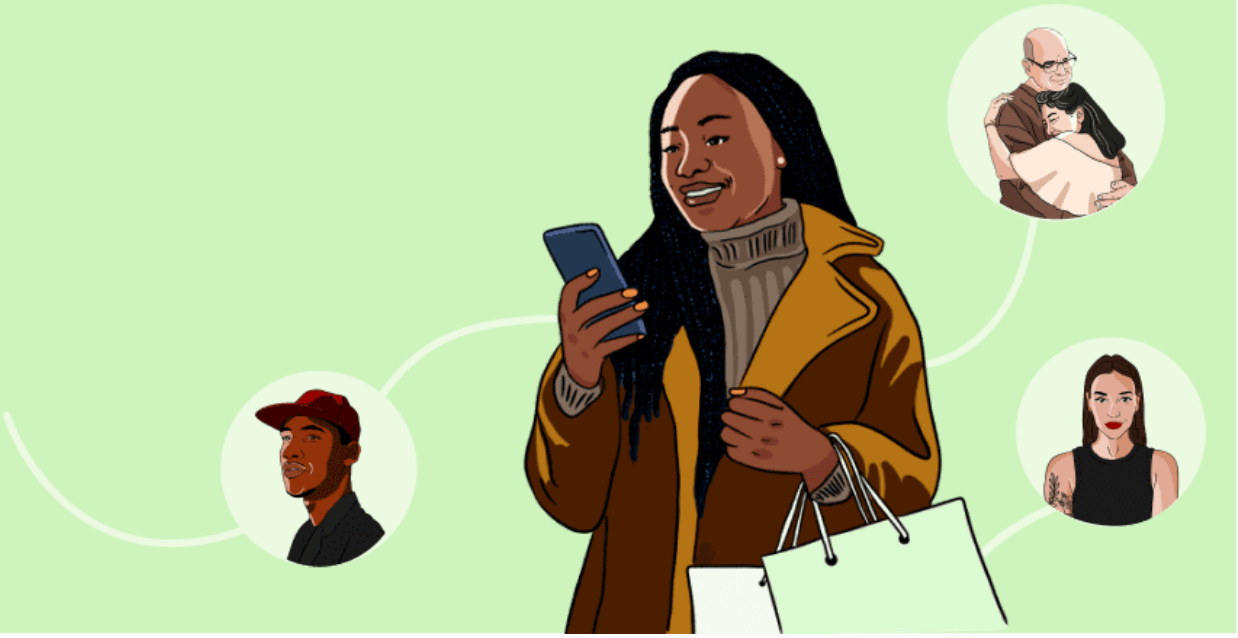
With one click on any Studio page, Giving Cart helps donors see their impact. It also inspires multiple gifts and the option to become a recurring donor—all in a single transaction.

Explore this interactive tour of Giving Cart

Transform traditional year-end appeals

Upgrade your account to unlock Giving Cart

3.
Empower community fundraising



Make it easy for donors to share your cause with friends, family, and their social media community.

Unlock the ability for supporters to share and donate on Instagram and Facebook

Add new on-ramps to giving and help boost your reach within donor communities. We encourage every customer to understand the following info before the new social sharing capabilities launch.

Explore the new Meta integration

Turn on your new social sharing capabilities

Workshop: Activate social sharing with Meta

Unify marketing and fundraising efforts across multiple channels

Deliver cohesive, branded donor journeys from acquisition to donation and beyond—no matter the channel or segment.

Amplify your impact: Marketing your year-end appeal

6 tips for engaging social media posts

The Social State of Giving report

Claim your Nonprofit Page on GoFundMe

Increase your brand's exposure and acquire more donors by claiming your nonprofit page on GoFundMe, the world's largest giving platform. Plus, take advantage of enhanced sharing capabilities that make it easy for supporters to share their impact with their communities.

Claim your Nonprofit Page

See the GoFundMe 2023 Year In Help