Many nonprofits choose the fall as the time of year to kick off their annual fundraising appeal. For some, it can yield a significant portion of their overall annual fundraising budget. One key to a successful year-end campaign is finding new and innovative ways to engage existing donors while attracting new donors. This month's LeadTime focuses on some tools and simple steps nonprofits can take to capitalize on Giving Tuesday and/or to enhance their annual appeal.

**Build on the Success of Giving Tuesday**

*Giving Tuesday* is a great way to take advantage of the growing national effort to help nonprofits raise money during the holiday season. In 2012, about 2,600 nonprofits raised money online on the first ever *Giving Tuesday*. This year, in addition to their year-end campaigns, more nonprofits are preparing for *Giving Tuesday*, the day after Thanksgiving.

To learn about *Giving Tuesday* and what other nonprofits are doing, go to: [http://givingtuesday.org/](http://givingtuesday.org/)

**Stand Apart From the Crowd**
As you think through ways to attract donors to your year-end campaign, consider the following approaches:

- Build a strong *Giving Tuesday* campaign and wait until spring time to send out your annual appeal; donors can be bombarded with holiday and year-end appeals.
- Identify your donors’ changing preferences and demographics and change things to attract new donors.
- Personalize your generic year-end appeal by including a personal story to demonstrate how donors are making a difference.

To read about more strategies, [click here](#).

**The Next Generation of American Giving**

Recent research indicates that there are clear differences in donor preferences, means of financial transactions, total giving and media habits between *Generation Y* (age 18-32), *Generation X* (age 33-48), *Baby Boomers* (age 49-67) and *Matures* (age 68+). Knowing these differences could help you to expand your donor base across different generations.

To learn more [click here](#).

**Know the Habits of Donors in Your Community**

The *Chronicle of Philanthropy* has an interactive tool that will help you find data about charitable giving in your community. The tool gives information about total contributions, contributions by household, discretionary income by household and percentage of income given by household. Knowing the giving habits of people in your community could be helpful as you determine where to focus your outreach this fall.

To use the tool, go to:

To use the tool, [click here](#).
The New York Community Trust-New York Magazine Nonprofit Excellence Awards finalists have been announced. The Awards program encourages excellent management and governance practices by nonprofits and honors management excellence among the large and diverse nonprofit communities of New York City, Long Island and Westchester. Finalists are recognized for outstanding management practices rather than program content and vary in size, age, and services offered. Center Director, Ann Marie Thigpen, serves on the selection committee.

To see the six 2013 finalists and learn more about their organizations, click here