

# Maximize Year End Giving

Whether it is the spirit of the holidays or a personal squaring of accounts ahead of tax season that drives donations, nearly a quarter of household charitable giving happens between Thanksgiving and New Year's, according to a study by [Indiana University's Lilly Family School of Philanthropy](#).

So during this opportune time for giving, how can your organization secure funding by persuading donors that it best meets the needs they care about most?

During this webinar, you will learn, along with many other suggestions,

- 1. How to Emphasize Outcomes.**
- 2. How to Measure the Return, not the Activity.**
- 3. How to Think about Your Competitors.**
- 4. How to Consider Asking for Alternatives to Financial Donations.**