Slicing Your December Charitable Giving Pie

December is the largest charitable giving month in the calendar year and this year may be larger than usual.\(^1\) December's generosity is driven in part by the "Christmas spirit" and the joy of the holiday season. It also reflects the human predilection to procrastinate and wait until the last minute, just before the tax man comes. This year a new angst frames December's giving horizon; the threat of the fiscal cliff and the elimination of charitable deductions come 2013. In the wake of this new reality many charities are inviting donors to "pay forward" their 2013 charitable commitments.\(^2\)

In appealing to December givers, be positive not political. Turn December giving into a teachable moment by putting yourself in the shoes of the potential donor and enabling them to maximize the pleasure of giving.

- Invite prospective donors to focus on those causes and issues dear to them this time of year.
- Encourage donors to be discerning and self-reflecting in their giving:
  - What matters to them personally?
  - In their giving what kind of giving will make the biggest difference?
- Encourage parents to talk with their children about giving:
  - What is our family's history of giving?
  - What's the last thing you bought that you don't really need?
  - How much did tonight's dinner cost?
  - How many shoes do you need?
  - What's something you're willing to do without right now?\(^3\)
- Be clear as to your own mission and the way in which you address human needs.
- Tell aspirational stories as to the difference a program or mission has made in a life.
- Don't stop on December 31, keep going. Online gifts keep on coming in January.

Help donors make December and year-end giving fun by teaching them how to slice their charitable giving pie with joy. When givers know they can make something better; my bet is they'll be back again next year.

- Insights of Dr. William Enright
New Lake Institute Program

Lake Institute to offer Executive Certificate in Religious Fundraising (ECRF) in collaboration with select theological institutions beginning with several pilot offerings in 2013. Watch for January Insights for more information.

WEBINAR

"HOW TO TALK ABOUT MONEY WITH THEOLOGICAL INTEGRITY"

Featuring William G. Enright, Ph.D.

A 90-Minute, Like Presbyterian Outlook Webinar on breaking the taboo of money-talk, understanding church giving from the donors' point of view, and shaping a theology of faith, money and giving.

*Tuesday, January 29th at 2pm Eastern Time
The Presbyterian Outlook*

Register
or find out more information