



Q3 Fundraising Workshop
“Level Up Your Year-End Fundraising”
September 17, 2025

This workshop was presented by Dayle Wallien, LIL’s Fundraising Consultant. The resources that accompanied the workshop can be found below. To review the slides from the presentation, please [click here](#).

EOY Fundraising Calendar [TEMPLATE]

A calendar can ensure your outreach cadence is balanced, by pairing appeals with stewardship touches like thank-yous and updates, and can help keep the messages you send out in your email, social, and other channels integrated. Use the calendar linked below to plot key dates, deadlines, and responsibilities for EOY, so you’re not scrambling in December. Assigning responsibilities helps everyone know their role in the campaign and what the deadlines are. Even for small teams (or a one-person show), a calendar provides clarity and accountability. This tool can also be adapted for other campaigns throughout the year.

Please [download a copy of the calendar](#) for your own use. You’ll find an example calendar on the second tab.

EOY Fundraising Goals and Plan [TEMPLATE]

The planning worksheet linked below will help you build out the “what, who, and how” of your year-end fundraising strategy. It will help you outline goals, tactics to be used, audiences, and channels. The tool is designed to keep things clear and actionable. It can also be adapted for other campaigns throughout the year.

Please [download a copy of the planning template](#) for your own use.