

EBI Labs

G.I.F.T Framework

Ground, Identify, Focus, Translate

The **G.I.F.T. Framework**—Ground, Identify, Focus, Translate—is a simplified, high-impact approach that helps Development Directors lead with confidence and clarity.

Lean teams don't need more tasks—they need clarity, sequence, and alignment.

The G.I.F.T. Framework (**Ground, Identify, Frame, Translate**) does that by:

- Simplifying strategy into 4 actionable stages.
- Aligning board leadership and staff execution.
- Connecting fundraising, storytelling, and technology into one ecosystem.
- Re-centering impact storytelling as the catalyst for giving during uncertainty.

Inside: A Development Director's Mind Map to Leading the Organization's EOY Campaign Strategy

This guide reframes end-of-year planning into a leadership exercise in clarity and coordination. Each phase reveals how to connect people, process, and purpose for measurable outcomes. By the end, you'll have a unified campaign strategy that links mission, data, & donor engagement for an amplified flow.

Created by: **EBI Labs**
Strategy, Operations, & IT Consultancy

Mission: Help **1M Organizations** realize **\$10MM** in ROI from our partnership

<https://www.ebi-labs.com>

Intended For:

**Nonprofit
Development Directors**
Leading EOY Strategies



1

G = Ground in Goals

Ambition with focus beats volume without purpose.

Anchor the campaign in **one financial target, one mission impact goal, and one primary channel (email)**

Board-Level Example (Corporate & Large Gifts):

- Target 2-3 major gifts (\$50K+).
- Use board networks to unlock new corporate partnerships.
- Provide a Board Prospect Brief with ROI + civic impact messaging.

Development Leader Example:

- Create a follow-up funnel to nurture board-referred prospects.
- Pair large-gift pursuit with awareness campaigns for smaller donors.
- Use automation to connect campaign milestones back to fundraising goals.

Goals Worksheet

EOY Campaign \$	Impact #	EOY Campaign Email Goal (CTA, Conversational)
Owner	Owner	Owner
Outreach	Outreach	Outreach

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I = Identify Segments

Turn insight into intention

Segmentation is about **understanding each audience's role** in collective impact—not just their giving history.

Segmentation isn't just data—it's direction.

Each supporter group represents a unique lever for growth and impact. Directors should view segments as pathways of engagement, not static lists—identifying who drives momentum, who needs reactivation, and where new champions can emerge. By linking each segment to specific EOY outcomes, you create a roadmap that informs next year's fundraising goals, storytelling themes, and resource priorities.

Segment Worksheet Example

Segment/Identifier	Theme	EOY Goal	Assigned Task/Lead
Active Donor	Outreach + Impact updates		Custom Giving Tuesday Email
Lapsed Donor	Impact updates Continue your Impact thread "You made the possible once, let's do it again."		Custom Giving Tuesday Email
Major/Former, Board Referrals, Corporate & Foundation Contacts	Impact updates. Select group to sponsor EOY Email, Web, Social Content (if authorized)		Custom Email Blast 2
Board Donor	Low barrier giving options (\$1, \$25+ one family supported)		Standard Email

Note: Teams without a Marketing Automation Platform, we recommend **limiting Custom Emails**. Marketing Automation tools enable Dynamic Segments and Email Sequences based on Email Engagement Activity (Clicked, Never Opened, Clicked during Campaign sequence, etc.)

3

F = Focus the Narrative

EOY campaigns follow a simple emotional arc: **Celebrate → Cultivate → Cast Vision.**

Remind supporters what **we've** achieved why it matters now, and what's next.

The EOY Email Campaign is an opportunity to cultivate community and **reaffirm the shared ownership of the mission and results**. Give supporters the **inside scoop** on success, pain points, goals, and gaps. Share what they've achieved, why it matters now, and what's next.

EOY has the ability to close gaps for the current year but also teases next year's goals and opportunities to expand ways of giving.

Idea Consider Soliciting Corporate, Foundations, and Businesses to sponsor EOY Emails, Webpages/Popters, & Social Media as a paid service.

EOY Campaign Sequence Sample

Timing	Focus	CTA	Considerations
Mid-Late Oct	Outreach & Impact Report	Visit impact site / Join on Social	• Impact Intelligence should contain donation button • Near Board data
Early Nov	Community Testimonial behind the scenes near from the top	Early Giving CTA / Share / Social Post	• Ensure content documented for testimonial. Ensure organization is registered on social media platforms to enable fundraising features
Giving Tuesday	Urgent goal push	Gift / Match / Share	• URGENT - Ensure on social media. Ensure on social media. Ensure on social media.
Mid-Dec	Year End Thank You Story Told	Gift / Share / Merge 2025	• Include Right Level 2025 Goals & Jan 2026

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T = Translate to Action

When teams act in unison, generosity becomes contagious.

Every coordinated effort creates momentum that multiplies generosity.

When teams, boards, and champions move together, generosity grows before the first email is sent. Clear roles, visible progress, and shared goals turn preparation into momentum.

Board Track:

- Provide a simple outreach toolkit (Impact One-pager + script).
- Assign 5 personal donor calls per member.
- Recognize board participation at campaign kickoff.
- Encourage message amplification through their networks.

Development Track:

- Host an EOY readiness huddle to align leadership, comms, and programs.
- Share unified goals, talking points, and success metrics.
- Activate internal champions early and post progress updates to sustain excitement and accountability.

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Your Leadership Matters—You've done more than refine a plan; you've strengthened your team's capacity to lead with focus, synergy, and intention.

With **G.I.F.T Framework**, your board, and your teams co-own the End Of Year strategy—connecting every segment, story, and supporter to the heart of your mission and turning fundraising into collective impact.

Your insights matter. Share what resonated, what shifted, and what you'll take forward from this framework.

When you're ready to go deeper, book a Strategy Session with Eboni Blake, Principal Consultant at EBI Labs, to turn reflection into next steps.

Share Your Reflections

Book 1-Hour Strategic Planning



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EBI LABS
Award-winning Strategy & IT Consultancy
Helping 1M+ nonprofits achieve their potential
Email: info@ebi-labs.com | Website: www.ebi-labs.com

Thank You!

About the Author



Eboni Blake, the visionary CEO & Founder of EBI Labs brings over 15 years of experience in Nonprofit Operations, Strategic Development Planning, & Technology Transformations.