

Social Media			January							February				March				April					May				June					
Month:			Gratitude, Community, Renewal																					Mission Area 1 (Spring Match)					New Project Announcement (Annual Fund)			
Theme:			12/30	1/6	1/13	1/20	1/27	2/3	2/10	2/17	2/24	3/3	3/10	3/17	3/24	3/31	4/7	4/14	4/21	4/28	5/5	5/12	5/19	5/26	6/2	6/9	6/16	6/23	6/30			
Week:			Gratitude, Community, Renewal							Mission Area 1 (Spring Match)				New Project Announcement (Annual Fund)																		
Audience	Description																															
<b>Mid-Dollar:</b>																																
Mid\$	\$1000+ 0-36M	Direct Mail			AR: 1/15																											
		Email			Social Proof																											
		Social Media																														
		Digital Advertising																														
		Web																														
		Telemarketing																														
		Conference Call																														
<b>General Donor File:</b>																																
Hi\$	\$100-999 0-36M	Direct Mail			R1: 1/18		R2: 1/31			R3: 2/21				R4: 3/11																		
		Email			Social Proof					EM1: 2/13				EM2: 3/13		EC: 3/17	EC: 3/24	EC: 3/31														
		Social Media								Donor Quiz				Take Over from the Field																		
		Digital Advertising																														
		Web																														
		Telemarketing																														
		Conference Call																														
Lo\$	\$10-99 0-36M	Direct Mail			R1: 1/18		R2: 1/31			R3: 2/21				R4: 3/11																		
		Email			Social Proof					EM1: 2/13				EM2: 3/13		EC: 3/17	EC: 3/24	EC: 3/31														
		Social Media								Donor Quiz				Take Over from the Field																		
		Digital Advertising																														
		Web																														
		Telemarketing																														
Reinstatement	37M+	Direct Mail																														
		Email																														
		Digital Advertising																														
		Web																														
		Telemarketing																														
		Conference Call																														
<b>Special Donor Groups:</b>																																
Sustainers					AR: 1/15					TS: 2/21																						
At Risk Donors	\$50+ 9M				ATR: 1/18																											
New Donors Lo\$	\$10-99				ND: 1/6					ATR: 2/13				ATR: 4/13																		
New Donors Hi\$	\$100+				ND: 1/6					ND: 2/10				ND: 3/10																		
Planned Giving	Known Donors				AR: 1/15					CC: 2/5				PNL: 3/22																		
Planned Giving	Leads, Prospects																															
Unengaged	12-Month, Non-Opens																															
<b>Acquisition:</b>																																
Leads	Email and Postal Address	Direct Mail																														
		Email																														
		Social Media																														
		Digital Advertising																														
		Web																														
		Telemarketing																														
Donor Acq	Exchange/Rented Lists	Direct Mail																														
Donor Acq		Digital Advertising																														
Lead Gen		Web																														
		Telemarketing																														
<b>Ongoing Programs</b>																																
Newsletter	\$5+ 0-36M	Mail																														
Anniversary Cards	1, 5, 10-year donors	Mail																														
Birthday Cards	Legacy Donors, Mid\$	Mail																														
eNewsletters	Monthly																															

