

October/November 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
October 25	October 26	October 27	October 28	October 29	October 30	October 31
	Clean up mailing lists, Test donation page, fix it if needed		Identify DONORS on mailing list, remove from list, create new one			HALLOWEEN
November 1	2	3	4	5	6	7
		Contact mailing house, get prices & timing		Set date/location for signing party, make calls, get refreshments	Start cleaning up mailing list	
8	9	10	11	12	13	14
	Divide up list of DONORS for Board personal solicitation	SEND FIRST DIRECT MAIL LETTER	Send thanks card to DONORS	"Signing party" for direct mail letters	Deliver signed letters to mail house	
15	16	18	18	19	20	21
	SEND FIRST DIRECT MAIL LETTER	Clean up email list	Write & test e-blast		Send Thank you letters for any donations	
22	23	24	25	26	27	28
		Progress report on DONOR contacts		THANKSGIVING OFFICE CLOSED	BLACK FRIDAY Office Open	

December 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	DECEMBER 1	2	3	4	5
	CYBER MONDAY	GIVING TUESDAY <i>#1 E-blast and Social media posts</i>	Progress report on DONOR contacts	<i>#2 E-Blast, Social media posts</i> Send Thank you letters	Write second direct mail letter	
5	7	8	9	10	11	12
	Remove names of those who gave from mail list, revise list	<i>#3E-Blast, Social media posts</i>	Another "signing party" for direct mail letters	Send Thank you letters	Deliver second letter to mailing house	
13	14	15	16	17	18	19
	SEND SECOND DIRECT MAIL LETTER	<i>#4E-blast, Social media posts</i>	Progress report on DONOR contacts	<i>#5 E-blast, social media posts</i>	Send Thank you letters	
20	21	22	23	24	25	26
	Office Open	Office Open <i>#6E-blast, Social media posts</i>	Office Open	Christmas Eve <i>#7 E-Blast, Social media post</i>	CHRISTMAS OFFICE CLOSED	
27	28	29	30	31	January 1	January 2
	Office Open Send thank you letters	Office Open <i>#8 E-blast, social media posts</i>	Office Open <i>#9 E-blast, social media posts</i>	NEW YEARS EVE <i>#10 E-blast, social media posts</i>	NEW YEARS DAY OFFICE CLOSED	Celebrate with Board E-blast, Social media posts with results of campaign next week

