**October/November 2018**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Sun** | **Mon** | **Tue** | **Wed** | **Thu** | **Fri** | **Sat** |
| October 28 | October 29 | October 30 | October 31 | November 1 | 2 | 3 |
|  | Clean up mailing lists, Test donation page, fix it if needed |  | Identify DONORS on mailing list, remove from list, meet in person |  |  |  |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|  |  | Contact mailing house, get prices & timing |  | Set date/location for signing party, make calls, get refreshments | Continue cleaning up mailing list |  |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
|  | Divide up list of DONORS for Board personal solicitation |  | Send thanks card to DONORS | “Signing party” for direct mail letters | Deliver signed letters to mail house |  |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
|  | **SEND FIRST DIRECT MAIL LETTER** | Clean up email list | Write & test e-blast | THANKSGIVING  OFFICE CLOSED | BLACK FRIDAY  Office Open |  |
| 25 | **26** | 27 | 28 | 29 | 30 | December 1 |
|  | CYBER MONDAY  #1 *E-blast and Social media posts* |  | Progress report on DONOR contacts | Send Thank you letters for any donations |  |  |

**December 2018**

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