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| **Campaign Component** | **Description** | **Target Date** | **Audience** | |
| **Campaign website goes live** | Include campaign summary and goals. Create eye-catching button to link from homepage. Link to donation item. | November 1 | | Donors on campaign mailing list who visit website for more info. Or to give online. Also, prospect website visitors. |
| **Campaign roll-out announcement online** | Link to campaign website landing page and donation form. | November 3 | | All social media followers |
| **Primary Appeal (Direct Mail #1)** | Schedule to arrive in mailboxes in mid-November prior to post-Thanksgiving rush | November 9 | | Entire mailing list of current and lapsed donors |
| **Giving Tuesday email appeal** | Provide a mission-focused, campaign-related reason to give (not just because it’s #GivingTuesday). | November 28 | | All donors and prospective donors with email addresses. |
| **Social media Giving Tuesday campaign posts** | Make your posts stand out from the others (client success stories, testimony of support from Board members or corp. partners, X dollars = Y program element) | November 28 | | All social media followers. |
| **Social media campaign update** | Reminder to donate, campaign update, and highlight donor. Include a photo or simple video (“I support the Urban League because… “) | December 5 | | All social media followers. |
| **Direct Mail #2 (Follow Up Appeal)** | 3 weeks following primary appeal mailing date. Can be less elaborate mailing if budget is an issue. | December 5 | | Donors with no gift after October 1st. |
| **Email Appeal #1** | Re-introduce campaign and tell a compelling story different from prior campaign materials. | December 13 | | Donors on mailing list, email addresses on file. |
| **Email Appeal #2** | Email content includes campaign progress update. Send 2-3 days post-holiday. | December 27 | | Donors on mailing list, email addresses on file. |
| **Email Appeal #3** | Final business day of the year. Content includes campaign update. Keep your message mission-focused (i.e. not just because it is last day). | December 28 or 29 | | Donors on mailing list, email addresses on file. |
| **Printed thank you response letters** | Individualized acknowledgement letter no more than 3 business days after gift receipt. | Ongoing | | All who responded to campaign ask. |
| **Telephone Thank-a-Thon** | Involve Board Members, key volunteers, and staff in calling donors exclusively to thank them. | January 11 | | Select the number of donors based on the number of volunteers and their capacity to manage calls. |
| **Campaign wrap-up email, video, letter, social media** | Use as many channels as possible to announce results. Thank participants, and inform about what those contributions will provide in the coming year. | January 15-26 | | All donors who participated in campaign and those who donated in prior calendar year. |