**Year-End Fundraising Communication Timeline Template**

Color Key:

**Red** – Deadlines and Special Dates **Green** – Asks

**Pink** – Relational/warm/thank yous Black – Team Work

**September – Get Ready**

* Sept 1-9 – Gather your team and your data and collect impact stories
* Sept 12-16 – Test your Donor Giving Journey and take notes (and collect impact stories)
* Sept 19-23 – Define your goals and theme (and collect impact stories)
* Sept 26-30 – Map out your Communication Plan (and collect impact stories)

**October – Warm up**

* Oct 3-28– Create theme branded materials, homepage banner, design YE giving pages and donation forms, phone scripts and written appeals.
* **Oct 6th – Social media shout out to all Monthly Donors! Email to monthly donors as a group of people making a difference every month!**
* **Oct 11th – Major Gift Partner calls – impact of last gift, impact story**
* **Oct 21st –** **General Donors & Lapsed Donors** **– we are grateful for your past gift (date) and value your partnership with impact story.**
* **Oct 6th – Impact Story from this year’s programs to ALL Donors**

**November – More Warm up and GO!**

* **1st – Gratitude Month – one thing I’m grateful for each day… YOU! Postcard to All Donors**
* **Nov 4th – Go live** with theme branded website materials, design home page banner, YE giving pages and donation forms.
* **Nov 7th – Seek Matching Grant from specific Major Gift Partners.**
* **8th – Introduce Year End Goal/Theme! First ASK by email and social media**
* **15th – We need you! Did you know… people want to make and difference and they want to know who you think they should give to!! Ask to be a bridge to connect them to be part of …. (theme) this Giving Tuesday.**
* 22nd Giving Tuesday 1 week reminder email with theme to “share”
* **24th** –**Thanksgiving email greeting** (make em laugh and feel special)
* **28th** – **Giving Tuesday – Sharable Themed Ask 2x by email & social media with QR code, text to give and Giving Tuesday donation page**

**December – GO!**

* **Dec 1st – Giving Tuesday update and Thank YOU email and social media post.**
* **Dec 5th – Send out YE direct mail appeal with matching grant ask.**
* **Dec 9th – Volunteer Impact Story – email and Social Media**
* **Dec 12th - Fundraising Status** **with Clear Ask**
* **Dec 19th - Fundraising Status** **with Impact Story**
* **Dec 25th** **– Merry Christmas from the team (team picture) with a warm, genuine message!**
* **Dec 29 – Three Days of Generosity Kick-off email and Social Media**
* **Dec 30 – Status toward YE goal and individual need story**
* **Dec 31 – We are celebrating a great year and want you to be part of it all!**

**January – Follow up**

* **Jan 1st – Happy New Year – excited about what God has for us!**
* **Jan 4-6 – Phone call thank you’s to ALL new donors!**
* **Jan 6th – Fundraising status and celebration by email and social media!**
* **Jan 9th – Initiate Welcome & Welcome Back series emails**
* **Jan 23rd – Create insert with Annual Giving Receipt – Thank you for a great year of ministry and excitement for 2023**

Determine which activities help you accomplish your goals for this Year-End Fundraising season. Remember to ask and appreciate! Be relational, genuine and passionate!

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