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| **Donor Engagement Activity & Initiatives** | **Target Audience** | **Team Lead** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Oct** | **Nov** | **Dec** | **Notes** |
| ***Strategic Major Gift Initiative*** *Prospecting (Gauging Interest & Inclination), Cultivation, Solicitation, Stewardship/Recognition & Renewal* | | | | | | | | | | | | | | | |
| Development Committee Meetings |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Internal Fundraising Campaign |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Donor Appreciation Event |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1:1 Meetings with Board Members |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Major Gift Strategy |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Donor Communication: Personal from ED & DD |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Donor Communication: Personal from Board Member |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Off-site “Mission Event” |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Donor Engagement Activity & Initiatives** | **Target Audience** | **Team Lead** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Oct** | **Nov** | **Dec** | **Notes** |
| ***Annual Fund /Marketing Campaigns*** *(Acquisition)* | | | | | | | | | | | | | | | |
| Board Campaign |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Annual Appeal |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Valentine Appeal |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Back to School |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Food and Supply Drive |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| No Show Mother’s Day Gala |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Hope Takes Flight |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Ridge Runner Ramble |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Holiday Store |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **Donor Engagement Activity & Initiatives** | **Target Audience** | | **Team Lead** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Oct** | **Nov** | **Dec** | **Notes** |
| ***Communications & Donor Recognition*** *(Sharing Stories, Information, Message Building & Awareness)* | | | | | | | | | | | | | | | | |
| Newsletter |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Welcome Packets |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Annual Report |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Tax Letters |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| E-Alerts |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Website Updates |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Social Media |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Paid Media Advertising |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| PR/ Media Outreach |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |

**Completed** **Initiatives since July 2013**

**Future Infrastructure Initiatives:**