Sisters of Mercy - Northeast Community

DRAFT Fund Development Calendar - Fiscal Year 2012

	FY 2012											
	July 2011	**August 2011**	**September 2011**	**October 2011**	**November 2011**	**December 2011**	**January 2012**	**February 2012**	**March 2012**	**April 2012**	**May 2012**	**June 2012**
Major Gifts appointments and calls	ongoing	ongoing	ongoing	ongoing	ongoing	ongoing	ongoing	ongoing	ongoing	ongoing	ongoing	ongoing
Direct Mail Appeals			Fall Appeal		Christmas Appeal			Spring Appeal			Fiscal YE Appeal	
Development Print Publications		Planned Giving Newsl	Annual Report			Newsletter			Newsletter	Planned Giving Newsl		
E-Appeal			E-appeal			(2) E-appeals			E-appeal			(2) E-appeals
E-Newsletter	E-newsletter	E-newsletter		E-newsletter	E-newsletter		E-newsletter	E-newsletter		E-newsletter	E-newsletter	
LDC stewardship calls/letters	monthly	monthly	monthly	monthly	monthly	monthly	monthly	monthly	monthly	monthly	monthly	monthly
Phonathon/solicitation						Solicitation calls						Solicitation calls
Thankathon	Thank you calls			Thank you calls			Thank you calls			Thank you calls		
Cultivation and stewardship events	TBD - 6-9/year											
Direct Mail Inserts/Supplements		**Other**										
Matching Gifts		update solicitation package										
Planned Giving		establish acquisition program										
Monthly/Recurring Giving		update dev web/giving pages										
Online Giving		update planned giving marketing materials										
Case statement brochure		Promotional DVD										
Guide to Charitable Giving												