

**Sample Monthly Donor Communications Timeline**

<b>Month</b>	<b>Goal</b>	<b>Communication Overview</b>	<b>Communication Vehicle</b>
<b>January</b>	Show appreciation to your donors.	Provide individual thank you cards for holiday donations.	Thank you note
	Drive momentum for new year with donors post-holidays.	Share your ministry and individual focus for the year.	Mailed letter
<b>February</b>	Remind your donors how much they are appreciated by you.	A short Valentine's note can provide a positive impact.	Valentine's Day 5x7 card
<b>March</b>	Share the impact of your ministry.	Highlight your ministry's effect and include photos if possible.	Mailed letter
<b>April</b>	Connect with your donors.	A short Easter postcard with individual or family picture drives connection.	Easter picture card
<b>May</b>	Increase donations.	Thank your current donors, include your year's milestones to date and include ways to give with links. Make sure you make it easy for donors to give.	Letter
<b>June</b>	Cut through the summer noise.	Provide a summer update and contact information.	Magnet with photo
<b>July</b>	Share a ministry story.	Storytelling is powerful way to engage your supporters. It helps them understand and visualize your impact.	5x7 card
<b>August</b>	Inspire your donors.	Share your ministry milestones so far this year and highlight your focus for the fall.	Letter

<b>September</b>	Cultivate relationships with donors.	If/as possible, hold in-person meetings or virtual sessions with your donors.	Personalized notes and emails to set up meetings
<b>Late October</b>	Surprise and delight	Send your donors something small that will surprise and delight them – examples include a Thanksgiving kitchen towel, a cross, etc.	A “squishy” package in a bubble envelope with thank you card tends to be well received
<b>November</b>	Drive donations.	Provide an end of year ask letter that reaches donors’ mailboxes the Friday or Monday after Thanksgiving.	Letter
<b>December</b>	Remind your partners to give.	Send your Christmas letter two weeks after the November communication that includes your annual recap with ways to give.	Letter