

Sample Monthly Donor Communications Timeline

Month	Goal	Communication Overview	Communication Vehicle
January	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
February	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
March	Share the impact of your ministry.	Highlight your ministry's effect and include photos if possible.	Mailed letter
April	Connect with your donors.	A short Easter postcard with individual or family picture drives connection.	Easter picture card
May	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
June	Cut through the summer noise.	Provide a summer update and contact information.	Magnet with photo
July	Share a ministry story.	Storytelling is powerful way to engage your supporters. It helps them understand and visualize your impact.	5x7 card
August	Inspire your donors.	Share your ministry milestones so far this year and highlight your focus for the fall.	Letter

September	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
Late October	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
November	Drive donations.	Provide an end of year ask letter that reaches donors’ mailboxes the Friday or Monday after Thanksgiving.	Letter
December	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