


Checklist

Month	Task	Complete
August	<ul style="list-style-type: none"> •Identify year-end campaign messages and schedule – look at both online and offline •Revisit what giving programs you already have •Identify and book components – where will promotions take place •Start brainstorming and copy writing 	
September	<ul style="list-style-type: none"> •Start to build your email list •Teasers •Petitions •Pledges •Build emails, forms, and related pages 	
October	<ul style="list-style-type: none"> •Get all pieces lined up for fulfillment •Production/editorial schedule locked •Finalize, approve and proof copy, design elements and campaign details •Get direct mail to printers •Start discussing with board member a matching program 	
November	<ul style="list-style-type: none"> • Kick-off end-of-year campaign •Send direct mail, emails, stewardship pieces with donation ask 	
December	<ul style="list-style-type: none"> •Start tax deduction conversation - urgency after Dec 26th •Last chance to donate email on Dec 31st 	
January	<ul style="list-style-type: none"> •Send thank you emails •Sum up the year •Analyze results from the previous year: what worked and what didn't •Continue stewardship/cultivation campaign 	