

SAMPLE Appeal Letter Timeline with To DO List

Monday, October 24th – letter, brochure, pledge card (either mailed or received)

Thursday, October 27th – e-blast w/video sent & Facebook campaign begins

Tuesday & Wednesday, November 1st & 2nd – Phone-A-Thon
(using CIT's, Counselors, Staff and Board)

Monday, November 7th – e-blast - reminder

Monday, November 21st – e-blast – campaign update (naming donors and campaign totals)

Monday, December 19th – e-blast – campaign update (naming donors and campaign totals)

Things to do:

- Mailing
 - Finalize letter
 - Finalize brochure
 - Create Pledge card
 - Finalize mailing list
 - All camp families (2006-2011)
 - All past donors
 - All potential donor lists
 - Agencies, etc.
- E-Blast
 - Create e-blast format (to be used for entire campaign)
 - Write initial e-blast (with video embedded)
 - Update e-mail lists
- Web Site
 - Create a page on the CMC site
 - Create a pledge form
 - Add video
 - Add brochure/flyer
- Phone-A-Thon
 - Book Foster Board Room for 11/1 & 2
 - Write scripts
 - Invite people to make calls
 - SIT's, counselors, board members, staff and possible some parents
- Collateral Material
 - Pledge agreement
 - Thank you notes
 - Pledge reminders