

Phase 1: Now Until High Holidays

Sample Ideas

	Ask	Thank	Report
Major Donors	<ul style="list-style-type: none"> • Make vol assignments for Fall asks • ID Giving Tues match pool donors • 	<ul style="list-style-type: none"> • Campers Deliver Apples & Honey • Update Stewardship Matrix 	<ul style="list-style-type: none"> • Directors Call w/Post-Camp Report • Fall tours at camp for donors • Donor weekend (prospects, current donors)
Mid-Tier Donors	<ul style="list-style-type: none"> • Draft Fall direct mail appeals 	<ul style="list-style-type: none"> • Select data/run lists for Rosh Hashanah card • Design/print/send card • Update Fall Ack Letters 	<ul style="list-style-type: none"> • Send Summer Hi-lights Video/Email
Sustaining Donors	<ul style="list-style-type: none"> • Draft Fall email appeals • Update monthly giving ask online • Test online giving process • Clean up database (i.e., flags - parents, grandparents, alumni, etc.) 	<ul style="list-style-type: none"> • Update Fall Ack letters 	<ul style="list-style-type: none"> • Send Summer Hi-lights Email
Legacy	<ul style="list-style-type: none"> • Send request for '21/'22 members to substantiate Legacy commitment 	<ul style="list-style-type: none"> • Send Campers "Apples & Honey" video • Design/print/send RH card • Run member birthday cards Oct-Dec 	<ul style="list-style-type: none"> • Send Pics of Legacy Tree at Camp