

Name of Appeal	Drop Date:	Paper or Email	Theme	Segments	Who Signs?	Dynamic?
Appeal Letter 1	Mid-Sept	Paper	Impact of our organization's outreach during pandemic	Acquisition List	Program staff	Yes
				Full Renewal List		
Appeal Letter 2	Early Oct	Paper	Client Story	Acquisition List	Client	Yes
				General Renewal List		
				Major Donor Renewal List		
Appeal Letter 3	End of Oct	Email	Essential Needs/How You Can Help	Acquisition List	A loyal donor	Yes
				Full Renewal List		
Annual Report Flyer	Mid-Nov	Paper	Simplified financials for last FY	Everyone	CEO	No
Annual Report Graphic	Mid-Nov	Eblast	Simplified financials for last FY	Everyone	CEO	No
Giving Tuesday Appeal	Dec. 1	Email	Challenge grant to reach a goal	Everyone	Donor of challenge	No
Handwritten Note Card	Dec. 8	Paper	Thank you for supporting us	Acquisition List	Staff/vols	Yes
				General Renewal List	Staff/vols	Yes
				Major Donor Renewal List	CEO/Solicitors	Yes
Handwritten Note Card	Dec. 8	Paper	Thank you for your gift	All current donors	Solicitors	Yes
Year-End Appeals	Dec. 29 & 31	Eblast	Make A Difference in 2020	Everyone	Board President	No

Name of Appeal	Elements	Content Need	Creative Need	Who Produces?
Appeal Letter 1	Letterhead plus images, reply form, reply	Story and signatory	Site photos	Lettershop Lettershop
Appeal Letter 2	Personal stationery, buckslip from program staffer, reply form, reply	Current or past client story, verify and ensure privacy	Stationery for signatory; note from staff member	Lettershop Lettershop Lettershop
Appeal Letter 3	Personal stationery, menu with cost of	Examples for giving ladder; "join me"	Stationery for signatory; buckslip with giving ladder	Lettershop Lettershop
Annual Report Flyer	Onesheet or trifold flyer, reply envelope, self-mailer	Financials/990	Infographics	Lettershop
Annual Report Graphic	Repurpose graphic, include link to give	Financials/990	Infographics	Lettershop
Giving Tuesday Appeal	Email boosted by social media; reveal challenge grant and show link to give	Use toolkit from <a href="http://givingtuesday.org">givingtuesday.org</a>	Standout email	Graphic designer
Handwritten Note Card	Note card, reply envelope, outside envelope, live stamp	One or two sentence message that people will handwrite; simple	Card cover art, distinctive carrier envelope	Lettershop Lettershop Lettershop
Handwritten Note Card	ard, outside envelope, live	sentiment to print inside		Lettershop
Year-End Appeals	Email with link to give	Description of urgent needs, compelling to give now	Standout email	Graphic designer