8 Month Communications Calendar

Quick Notes:

- Tie your posts in with longer training sessions *or* mission-driven training sessions
- Set an overall prize for your top donor: Picking your costume, a plate of baked goods, etc.
- Post and email according to typical pay schedule: The first of the month, the 15th of the month

MONTH 1

Goals	o One Post & Email o Register for your event & customize your fundraising page o Share with 5 new people
Example post/Email	o What event o Who Is AACR o Why is this cause special to you o Call to action, eg Pledge to donate $1 per mile I run this month o %link

MONTHS 2 & 3

Goals	o One Post & Email Per Month o Contact all current donors to see about matching gifts o Share with 7 new people per month
Example post/Email	o How are you preparing for the event o Who is your inspiration for the event o Why did you choose to participate with the AACR o *training photo* o %link

MONTH 4 & 5

Goals	o Two Posts & Emails Per Month o Follow up with those who haven't donated yet o Update current donors on your progress to race weekend o Set up a fundraising event (tag sale, happy hour, dinner party, shop day) for month 6 & promote it in your network!
Example post/Email	o Fundraising progress o To support me in my %event, join me for %fundraising event on %date o Who/What/When/Where/Why of event o Feel free to invite family and friends! o Can't make it? You can still support the cause by donating to my page o %link

MONTH 6

Goals	- Three Posts & Emails - Event Reminder - Event Day (f you scheduled a fundraiser to support your goal) - Send Thank you emails Post-Event
Example post/Email	- Pictures from your fundraising event - Thanks for attending - Couldn't make it? You can still support the cause by donating to my page %link

MONTH 7

Goals	- Weekly Posts & Emails - Increase fundraising goal - Set number of donations to earn vs. amount of money
Example post/Email	- Time left until event $ away from our fundraising goal - Impact of fundraising - Mission for fundraising - Call for 2x donors - Thank your top donors publicly

MONTH 8

Goals	- Weekly Posts & Emails - Week of Event Daily Posts & Emails $ to goal - Thank new donors publicly
Example post/Email	- Time left until event - Final push for donors 88 cents of every dollar %link