

2018-2019 LWVUS\_EF Fundraising Calendar (Direct Mail, Telemarketing & Email)

SEPTEMBER 2018	Date	Note
Mail "new donor" Acquisition	9/13/2018 through 1/10/2019	This mailing includes the survey insert and is <b>not</b> mailed to members
Mail Reinstatement		Members who are lapsed more than 24 months receive this mailing
Email Appeal	9/11, 9/14, 9/24, 9/25	Members who contribute to the LWVUS will receive these emails
Telemarketing Appeal	9/5/2018 through 10/24/2018	Members who contribute to the LWVUS will receive phone call
OCTOBER 2018	Date	Note
Mail Appeal (EF)	10/6/2018 through 11/24/2018	Members who contribute to the LWVUS will receive this mailing
Email Appeal (US) (EF)	10/1, 10/10, 10/17, 10/26	Members who contribute to the LWVUS will receive these emails
NOVEMBER 2018	Date	Note
Mail Appeal (EF)	11/10/2018 through 12/5/2018	Members who contribute to the LWVUS will receive this mailing
Email Appeal (US) (EF)	11/2, 11/12, 11/20, 11/27	Members who contribute to the LWVUS will receive these emails
DECEMBER 2018	Date	Note
Mail Appeal (EF)	12/6/2018 through 1/19/2019	Members who contribute to the LWVUS will receive this mailing
Email Appeal (EF)	12/4, 12/7, 12/12, 12/17, 12/21, 12/27, 12/28	Members who contribute to the LWVUS will receive these emails
Email Appeal (EF)	12/30, 12/31	All members will receive these emails
JANUARY 2019	Date	Note
Mail Appeal (EF)	1/17/2019 through 1/31/2019	Members who contribute to the LWVUS will receive this mailing
Email Appeal	1/18, 1/28	Members who contribute to the LWVUS will receive these emails
Mail "new donor" Acquisition	1/26/2019 through 2/9/2019	This mailing includes the survey insert and is <b>not</b> mailed to members
Mail Reinstatement	1/26/2019 through 2/9/2019	Members who are lapsed more than 24 months receive this mailing
Telemarketing Sustain Invite	1/16/2019 through 2/6/2019	Members who contribute to the LWVUS will receive this mailing
FEBRUARY 2019	Date	Note
Mail Appeal	2/15/2019 through 3/1/2019	Members who contribute to the LWVUS will receive this mailing
Email Appeal	2/5, 2/14	Members who contribute to the LWVUS will receive these emails
Mail "new donor" Acquisition	2/23/2019 through 3/6/2019	This mailing includes the survey insert and is <b>not</b> mailed to members
MARCH 2019	Date	Note
Mail Appeal	3/16/2019 through 3/29/2019	Members who contribute to the LWVUS will receive this mailing
Email Appeal	3/1, 3/11	Members who contribute to the LWVUS will receive these emails
APRIL 2019	Date	Note
Mail Appeal	4/6/2019 through 4/20/2019	Members who contribute to the LWVUS will receive this mailing
Email Appeal	4/8, 4/18, 4/29	Members who contribute to the LWVUS will receive these emails
Telemarketing Appeal	04/03/2019 through 5/15/2019	Members who contribute to the LWVUS will receive this phone solicitation
Telemarketing Sustain Invite	04/03/2019 through 5/15/2019	Members who contribute to the LWVUS will receive this mailing
MAY 2019	Date	Note
Mail Appeal	5/25/2019 through 6/22/2019	Members who contribute to the LWVUS will receive this mailing
Email Appeal	5/7, 5/16, 5/30	Members who contribute to the LWVUS will receive these emails
Mail "new donor" Acquisition	5/4/2019 through 5/17/2019	This mailing includes the survey insert and is <b>not</b> mailed to members
Mail Reinstatement	5/4/2019 through 5/17/2019	Members who are lapsed more than 24 months receive this mailing
JUNE 2019	Date	Note
Email Appeal	6/6, 6/18, 6/26	Members who contribute to the LWVUS will receive these emails
Mail "new donor" Acquisition	06/08/2019 through 6/20/2019	This mailing includes the survey insert and is <b>not</b> mailed to members

**Information Key:**

Mail Date Ranges - mailings can take up to 2-3 weeks to reach all mailboxes across the country because LWVUS mails @ non-profit rates for postage cost-efficiencies

Appeal - special "issue" focused fundraising solicitations

Acquisition - invites prospective donors (those who are not yet League donors) to become supporters of the LWVUS

Reinstatement - fundraising request to ask the donor to start contributing to the LWVUS again

(EF) = indicates LWV Education Fund campaign