

2019-2020 LWWUS_EF Fundraising Calendar (Direct Mail, Telemarketing & Email)

AUGUST 2019	Date	Note
Mail "new donor" Acquisition	8/15/2019 through 1/10/2020	This mailing includes the survey insert and is not mailed to members
Email Appeal	8/17, 8/20, 8/26	Members who contribute to the LWWUS will receive these emails
Mail Appeal (US)	8/6/2019 through 10/24/2019	Members who contribute to the LWWUS will receive this mailing
SEPTEMBER 2019	Date	Note
Mail "new donor" Acquisition	9/13/2019 through 1/10/2020	This mailing includes the survey insert and is not mailed to members
Mail Reinstatement	9/13/2019 through 1/10/2020	Members who are lapsed more than 24 months receive this mailing
Email Appeal	9/9, 9/14, 9/19, 9/23	Members who contribute to the LWWUS will receive these emails
Mail Appeal (US)	9/6/2019 through 11/24/2019	Members who contribute to the LWWUS will receive this mailing
OCTOBER 2019	Date	Note
Mail Appeal (EF)	10/6/2019 through 11/24/2019	Members who contribute to the LWWUS will receive this mailing
Email Appeal (US) (EF)	10/10, 10/17, 10/26	Members who contribute to the LWWUS will receive these emails
NOVEMBER 2019	Date	Note
Mail Appeal (EF)	11/10/2019 through 12/5/2019	Members who contribute to the LWWUS will receive this mailing
Email Appeal (US) (EF)	11/12, 11/20, 11/27	Members who contribute to the LWWUS will receive these emails
DECEMBER 2019	Date	Note
Mail Appeal (EF)	12/6/2019 through 1/19/2020	Members who contribute to the LWWUS 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 LWWUS will receive these emails
Email Appeal (EF)	12/28, 12/30, 12/31	All members will receive these emails
JANUARY 2020	Date	Note
Mail Appeal (EF)	1/17/2020 through 1/31/2020	Members who contribute to the LWWUS will receive this mailing
Email Appeal	1/18, 1/28	Members who contribute to the LWWUS will receive these emails
Mail "new donor" Acquisition	1/26/2020 through 2/9/2020	This mailing includes the survey insert and is not mailed to members
Mail Reinstatement	1/26/2020 through 2/9/2020	Members who are lapsed more than 24 months receive this mailing
Telemarketing Sustain Invite	1/16/2020 through 2/6/2020	Members who contribute to the LWWUS will receive this mailing
FEBRUARY 2020	Date	Note
Mail Appeal	2/15/2020 through 3/1/2020	Members who contribute to the LWWUS will receive this mailing
Email Appeal	2/5, 2/14, TBD, TBD	Members who contribute to the LWWUS will receive these emails
Mail "new donor" Acquisition	2/23/2020 through 3/6/2020	This mailing includes the survey insert and is not mailed to members
MARCH 2020	Date	Note
Mail Appeal	3/16/2020 through 3/29/2020	Members who contribute to the LWWUS will receive this mailing
Email Appeal	TBD, TBD, TBD	Members who contribute to the LWWUS will receive these emails
APRIL 2020	Date	Note
Mail Appeal	4/6/2020 through 4/20/2020	Members who contribute to the LWWUS will receive this mailing
Email Appeal	TBD, TBD, TBD	Members who contribute to the LWWUS will receive these emails
Telemarketing Appeal	04/03/2020 through 5/15/2020	Members who contribute to the LWWUS will receive this phone solicitation
Telemarketing Sustain Invite	04/03/2020 through 5/15/2020	Members who contribute to the LWWUS will receive this mailing
MAY 2020	Date	Note
Mail Appeal	5/25/2020 through 6/22/2020	Members who contribute to the LWWUS will receive this mailing
Email Appeal	TBD, TBD, TBD	Members who contribute to the LWWUS will receive these emails
Mail "new donor" Acquisition	5/4/2020 through 5/17/2020	This mailing includes the survey insert and is not mailed to members
Mail Reinstatement	5/4/2020 through 5/17/2020	Members who are lapsed more than 24 months receive this mailing
JUNE 2020	Date	Note
Email Appeal	TBD, TBD, TBD	Members who contribute to the LWWUS will receive these emails
Mail "new donor" Acquisition	06/08/2020 through 6/20/2020	This mailing includes the survey insert and is not mailed to members

Information Key:

Mail Date Ranges - mailings can take up to 2-3 weeks to reach all mailboxes across the country because LWWUS 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 LWWUS

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

(EF) = indicates LWV Education Fund campaign

TBD = dates have not been scheduled yet