

FY24 Fundraising Calendar

NOTE: Digital and email appeals are subject to change

MONTH	PROGRAM	Digital/Email	Direct Mail
July	Stop Lapse	7/11/2023	7/13/2023
	Appeal	7/19/2023	7/3/2023
	Appeal	7/24/2023	
	Appeal	7/31/2023	
	Acquisition		7/14/2023
August	Appeal	8/3/2023	
	Appeal	8/8/2023	
	Appeal		8/2/2023
	Appeal	8/14/2023	
	Appeal	8/22/2023	
	Appeal	8/31/2023	
	Acquisition		8/15/2023
September	Stop Lapse	9/5/2023	9/15/2023
	Appeal	9/6;9/13;9/21;	
	Sustainer	9/6;9/13;9/20	
	Appeal	9/19;9/27	
	Appeal		9/1/2023
Acquisition		9/15/2023	
October	Stop Lapse	10/3/2023	
	Planned Giving		10/4/2023
	Appeal	10/9/2023	
	Acquisition		10/10/2023
	Appeal	10/16/2023	
	Appeal	10/26/2023	
November	Appeal	11/7/2023	
	Appeal	11/13/2023	
	Appeal	11/15/2023	11/15/2023
	Appeal	11/20/2023	
	Appeal	11/23/2023- 11/29/2023	
December	Stop Lapse		12/1/2023
	Appeal	12/5/2023	
	Appeal	12/6/2023	

December	Appeal	12/11/2023	
	Appeal	12/14/2023	
	Appeal	12/20/2023	
	Appeal	12/27/2023	
	Appeal	12/28/2023	
	Appeal	12/29/2023	
	Appeal	12/30/2023	
	Appeal	12/31/2023	

January	Appeal	1/2/2023	
	Appeal		1/10/2024
	Appeal	1/11/2023	
	Acquisition		1/12/2024
	Appeal	1/15/2023	1/15/2024

March	Stop Lapse	3/5/2024	3/15/2024
	Appeal		3/1/2024
	Acquisition		3/13/2024

April	Appeal		4/1/2024
	Appeal	4/2/2024	
	Appeal	4/16/2024	
	Appeal	4/23/2024	
	Appeal	4/30/2024	

May	Appeal		5/1/2024
	Stop Lapse	5/7/2024	5/15/2024
	Appeal	5/14/2024	
	Appeal	5/21/2024	
	Appeal	5/28/2024	

June	Appeal		6/1/2024
	Stop Lapse	6/4/2024	
	Appeal	6/11/2024	
	Appeal	6/18/2024	
	Appeal	6/25/2024	
	Appeal	6/29/2024	
	Appeal	6/30/2024	
