

Please note that digital and email appeals are subject to change quickly based on breaking news and League priorities.

MONTH	PROGRAM	Direct Mail	Digital
July	Appeal	7/3/2024	7/15/2024
	Appeal		7/22; 7/29
	Appeal		7/8;7/10; 7/11
	Stop Lapse	7/15/2024	7/1/2024
	Acquisition	7/3/2024	
August	Appeal	8/2/2024	8/2/2024
	Planned Giving	8/16/2024	8/7/2024
	Appeal		8/14/2024
	Appeal	8/23/2024	8/23/2024
	Appeal		8/22/2024
	Acquisition	8/2/2024	8/2/2024
September	Appeal	9/6/2024	9/10/2024
	Appeal		9/17/2024
	Appeal		9/24/2024
	Appeal		9/27/2024
	Acquisition	9/3/2024	
	Stop Lapse	9/20/2024	9/2/2024
October	Appeal	10/3/2024	
	Stop Lapse		10/1/2024
	Acquisition	10/3/2024	
	Appeal	10/15/2024	10/9;10/11;10/16;10/17
	Appeal		10/24/2023
	Appeal	10/29/2024	10/26/2023
November Giving Tuesday	Acquisition	11/1/2024	
	Appeal	11/5/2024	
	Stop Lapse	11/22/2024	11/1/2024
			11/9;11/13;11/15;11/20;11/22;11/23;11/24; 11/25; 11/26;
	Appeal		11/27;11/28; 11/29
	Appeal		11/28/2023
December	Appeal	12/4/2024	
	Acquisition	12/3/2024	

Year End Follow Up	Stop Lapse		12/5/2024 12/9; 12/12; 12/18; 12/23; 12/27; 12/28; 12/29 (2X's); 12/30; 12/31(3X's)
	Appeal		
January - Donor Survey	Appeal	1/1/2025	
	Acquisition	1/6/2025	
	Appeal		1/11; 1/15
	Stop Lapse	1/24/2025	1/2/2025
February - Annual Fund	Appeal	2/4/2025	
	Stop Lapse		2/8/2025
	Appeal		2/9/2025
	Appeal		2/16/2025
	Appeal		2/21;2/23;2/26
	Appeal		2/28/2025
March	Appeal	3/3/2025	3/18/2025
	Acquisition	3/6/2025	
	Appeal		3/4;3/11; 3/13; 3/20
	Stop Lapse	3/15/2025	3/1/2025
April	Appeal	4/1/2025	4/2/2025
	Appeal		4/3;4/11
	Appeal	4/14/2025	4/8-4/15, 4/17, 4/25
	ACQ		4/9-4/15
	Appeal		4/26/2025
May	Appeal	5/6/2025	
	Appeal		5/9; 5/14
	Appeal		5/20,5/21
	Appeal		5/16; 5/28
	Stop Lapse	5/15/2025	5/1/2025
	Appeal	5/28/2025	
June	Appeal	6/16/2025	
	Stop Lapse		6/4/2025 6/13;6/18; 6/27 (2x's); 6/29; 6/30 (3X's)
	Appeal		
	Appeal		6/11/2025