

MONTH	PROGRAM	Direct Mail	Digital
July	Appeal	7/3/2025	7/15/2025
	Appeal		7/22; 7/29
	Appeal		7/8;7/10; 7/11
	Stop Lapse	7/15/2025	7/1/2025
	Acquisition	7/3/2025	
August	Appeal	8/1/2025	8/2/2025
	Planned Giving	8/14/2025	8/7/2025
	Appeal		8/14/2025
	Appeal	8/22/2025	8/23/2025
	Appeal		8/22/2025
	Acquisition	8/1/2025	8/2/2025
September	Appeal	9/3/2025	9/10/2025
	Appeal		9/17/2025
	Appeal		9/24/2025
	Appeal		9/27/2025
	Acquisition	9/3/2025	
	Stop Lapse		9/2/2025
October	Appeal	10/3/2025	
	Stop Lapse		10/1/2025
	Acquisition		
	Appeal	10/15/2025	10/9;10/11;10/16;10/17
	Appeal		10/24/2025
	Appeal		10/26/2025
November Giving Tuesday	Acquisition		
	Appeal	11/5/2025	
	Stop Lapse	11/21/2025	11/1/2025
			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		11/28/2025
December Year End	Appeal	12/4/2025	
	Acquisition		
	Stop Lapse		12/5/2025

Follow Up	Appeal		12/6; 12/11; 12/14; 12/20 ;12/27; 12/28; 12/29 (2X's); 12/30; 12/31(3X's)
January - Donor Survey	Appeal	1/7/2026	
	Acquisition	1/7/2026	
	Appeal		1/11; 1/15
	Stop Lapse	1/7/2026	1/2/2026
February - Annual Fund	Appeal	2/4/2026	
	Stop Lapse		2/6/2026 2/8/2026
	Appeal		2/9/2026
	Appeal		2/16/2026
	Appeal		2/21;2/23;2/26
	Appeal		2/28/2026
March	Appeal	3/27/2026	3/18/2026
	Acquisition	3/13/2026	
	Appeal		3/4;3/11; 3/13; 3/20
	Stop Lapse	3/6/2026	3/1/2026
April	Appeal	4/15/2026	4/2/2026
	Appeal		4/3;4/11
	Appeal	4/15/2026	4/8-4/15, 4/17, 4/25
	ACQ		4/9-4/15
	Appeal		4/26/2026
May	Appeal	5/6/2026	
	Appeal		5/9; 5/14
	Appeal		5/20,5/21
	Appeal		5/16; 5/28
	Stop Lapse	5/13/2026	5/1/2026
	Appeal	5/29/2026	
June	Appeal	6/16/2026	
	Stop Lapse		6/4/2026 6/13;6/18; 6/27 (2X's); 6/29; 6/30
	Appeal		(3X's)
	Appeal		6/11/2026