

Month	Deploy/Mail Date (s)	Program	Fund	Campaign
July	3	Direct Mail	US	Acquisition
July	7, 9, 14	Digital	EF	Fiscal Year End Extension
July	10	Direct Mail	US	Women Power
July	23, 28	Digital	EF	Unite and Rise
July	24	Direct Mail	US	Stop Lapse #1
August	4	Digital	US	Stop Lapse
August	12, 13	Digital	US	Flash Match
August	19, 28	Digital	US	Planned Giving / Free Will Link
August	21	Direct Mail	US	Fall Survey
August	15	Direct Mail	US	Acquisition
August	17	Direct Mail	EF	Match Vouchers
August	21, 26, 28	Digital	US	August Survey
September	2	Digital	US	Stop Lapse
September	2	Direct Mail	US	Acquisition
September	7	Direct Mail	US	Heat Map
September	8, 10, 15	Digital	US	Why We Need You
September	17, 22	Digital	US	Democracy Under Siege
September	21	Direct Mail	US	Stop Lapse #2
September	28	Direct Mail	US	Democracy Under Siege
October	1	Digital	US	Stop Lapse
October	1	Direct Mail	US	Acquisition
October	9	Digital	EF	DAF Day
October	12	Direct Mail	EF	LFD Invite
October	12	Direct Mail	US	Sustainer Postcard
October	21, 23, 28, 29	Digital	EF	Match (1)
October	27	Digital	US	National Estate Planned Giving
October	26	Direct Mail	US	Emergency Appeal
November	2	Direct Mail	EF	Giving Tuesday
November	4, 6, 16, 17, 19, 20, 21, 23, 25, 28, 30	Digital	EF	Giving Tuesday
November	9	Digital	US	Stop Lapse
November	9	Direct Mail	EF	Year End
November	23	Direct Mail	US	Stop Lapse #3
November	24	Digital	EF	Happy Thanksgiving (8)
December	1	Digital	EF	Giving Tuesday
December	2	Digital	EF	Giving Tuesday - Thank You
December	7	Direct Mail	EF	Year End Follow Up
December	9	Digital	US	Stop Lapse
December	7, 9, 10, 15, 17, 18, 22, 26, 29, 30, 31	Digital	EF	End of Year
January	1	Digital	US	Happy New Year/ Thank You (16)
January	4	Direct Mail	US	Acquisition
January	4	Direct Mail	US	January Survey
January	7	Digital	US	Stop Lapse
January	13	Digital	US	State of the Union
January	18	Direct Mail	US	Stop Lapse #4
January	19,20,21	Digital	EF	January Match Extension (1)
January	28	Digital	US	Democracy Needs You
January	29	Digital	US	FreeWill 1

February	1, 4, 9, 10, 11	Direct Mail	US	Annual Fund
February	2	Digital	US	Stop Lapse
February	6	Direct Mail	US	Acquisition Lapse
February	12	Digital	US	FreeWill 2
February	18, 23, 25	Digital	US	Yard Sign Survey (1)
February	26	Digital	US	Your Impact, Our Vision
February	28	Direct Mail	US	Women Defend Democracy
March	2	Digital	US	Yard Sign Survey (4)
March	2	Digital	US	Stop Lapse
March	4, 10, 12	Digital	US	Women Defend Democracy 1
March	6	Direct Mail	US	Acquisition
March	14	Direct Mail	US	Stop Lapse #5
March	14	Direct Mail	US	Sustainer Postcard
March	16, 18, 19	Digital	US	Q3 Sustainer Week - Email 1
March	28	Direct Mail	US	Annual Fund Follow Up
March	31	Digital	US	Yard Sign Premium Get My Sign
April	3	Direct Mail	US	Acquisition
April	6	Digital		Stop Lapse
April	8	Digital		Yard Sign Premium Get My Sign
April	15	Direct Mail	EF	LFD Invite
April	20, 21, 22, 23	Digital		Annual Fund Match (1)
April	29	Digital	US	Yard Sign Get My Sign
May	4	Digital		Stop Lapse
May	6	Digital	US	Yard Sign Premium Get My Sign
May	4	Direct Mail	EF	Spring Match
May	15	Direct Mail	US	Stop Lapse #6
May	19, 20	Digital	EF	5X Flashmatch
May	27	Digital	US	Yard Sign Premium Get My Sign
May	28	Direct Mail	EF	Match Follow Up
June	1	Digital	US	Stop Lapse
June	2	Digital	US	Yard Sign Premium Get My Sign
June	6	Direct Mail	US	Legal docket
June	9	Digital	US	Yard Sign Premium Get My Sign
June	17, 22, 24, 29, 30	Digital	EF	Fiscal Year End Match