Sample Year-End Fundraising Timeline

✓ Set goals

✓ Coordinate with cross functions

✓ Create timeline & work plan

✓ Begin data review

✓ Define key messages

✓ Finalize content & lists

✓ Execute campaign

✓ Send first appeal

✓ Promote on social

✓ Steward donors

✓ Analytics

✓ Year-end reports

September   October   November   December   January

✓ Engage Board/Volunteers

✓ Select list segments

✓ Draft appeal content

✓ Send second appeal

✓ Execute follow-up

✓ Support volunteers