

# 4 Month Sample Communications Calendar

Quick Notes for social posts and emails:

- Tie your posts in with longer training sessions or mission-driven training sessions
- Set an overall prize for your top donor: Picking your costume, a plate of baked goods, etc.
- Post and email according to typical pay schedule: The first of the month, the 15<sup>th</sup> of the month

## MONTH 1

Goals	<ul style="list-style-type: none"> <li>○ <b>Two Posts &amp; Emails</b></li> <li>○ Register for your event &amp; customize your fundraising page</li> <li>○ Share with 5 new people</li> </ul>
Example post/Email	<ul style="list-style-type: none"> <li>○ What event</li> <li>○ Who is AACR</li> <li>○ Why is this cause special to you</li> <li>○ Call to action, eg Pledge to donate \$1 per mile I run this month</li> <li>○ %link</li> </ul>

## MONTH 2

Goals	<ul style="list-style-type: none"> <li>○ <b>Two Posts &amp; Emails Per Month</b></li> <li>○ Contact all current donors to see about matching gifts</li> <li>○ Share with 7 new people per month</li> </ul>
Example post/Email	<ul style="list-style-type: none"> <li>○ How are you preparing for the event</li> <li>○ Who is your inspiration for the event/Why AACR</li> <li>○ *training photo*</li> <li>○ %link</li> </ul>

## MONTH 3

Goals	<ul style="list-style-type: none"> <li>○ <b>Three Posts &amp; Emails Per Month</b></li> <li>○ Follow up with those who haven't donated yet</li> <li>○ Update current donors on your progress to race weekend.</li> <li>○ Make a fundraising video- 1 minute or less- to let people know your why.</li> </ul>
Example post/Email	<ul style="list-style-type: none"> <li>○ Fundraising progress</li> <li>○ %link</li> <li>○ Thank donors publicly.</li> </ul>

## MONTH 4

Goals	<ul style="list-style-type: none"> <li>○ <b>Weekly Posts &amp; Emails;</b></li> <li>○ <b>Week of Event Daily Posts &amp; Emails</b></li> <li>○ \$ to goal</li> <li>○ Thank new donors publicly</li> </ul>
Example post/Email	<ul style="list-style-type: none"> <li>○ Time left until event</li> <li>○ Final push for donors</li> <li>○ 88 cents of every dollar</li> <li>○ %link</li> </ul>