

Calendar of development efforts for the annual fund in FY2012

- ~ July 1: sent out several email blasts and other notifications to members and donors and let everyone know that we exceeded our goal of 225 donor (we had 235 donors in FY11).
- July: wrote development article for Newsletter and compiled FY11 Honor Roll of Donors. Both included in Newsletter mailed in August.
- September 2: mailed 235 personalized letters on Dumas cards to everyone who made a contribution last year. The letter thanked the donors for their gift last fiscal year, highlighted our accomplishment of reaching 235 donors, and also highlighted several new initiatives for FY12 that would need support. The letter also stated that they would receive the annual fund appeal letter about September 20th, and I hoped that they would respond with a gift.
- September 15: Annual Fund appeal letter sent to approximately 1,300 people. A copy of the letter is posted on the EC handout page under the executive director's handouts.
- Sept 15 – Oct 15: Andy will work with the development committee to identify potential challenge gifts to help with the annual fund appeal.
- Sept 21: Andy will write a follow-up letter with a specific proposal to a donor who has agreed to consider a major gift towards the JSTOR startup costs.
- Sept 21 – Oct 1: Andy will work with Vivian Bull on a proposal to a donor who may be willing to help with the JSTOR startup costs.
- Sept 21 – Oct 1: Andy will send a typed, personalized letter on a Dumas card to everyone who contributed in FY09 or FY10 but did not contribute in FY11. The letter will highlight the annual fund appeal letter that was mailed on September 15.
- Oct 15 – Nov 1: Andy will write a hand-written note to everyone who gave more than \$1,000 last fiscal year and highlight the donor appeal letter.
- Dec 9–13: The ASOR office will send out an end of the calendar letter (probably from Tim Harrison???) to everyone who donated in FY10 or FY11 but has not yet made a gift or pledge this fiscal year. Hopefully this letter can refer to a challenge gift or gifts.
- March 2012: Decide how to best follow-up with people who have not yet given or made a pledge and hopefully refer to the challenge gift.
- March 2012: Tim and/or Andy will email and call all board members who have not yet made a gift or pledge this fiscal year.
- April to June 2012: final push to reach our goal of 280 donors for FY12.