

Sample Two-Month Master Fundraising Calendar

	Major Donors or Capital Campaign	Promotion of Legacy Gifts	Special Events	Direct Mail and Membership	Telephone Fundraising
January - Week 1				Winter Newsletter	
January - Week 2	Cultivation mailing		Save-the-date postcard for dinner		
January - Week 3		Legacy society invitation			
January - Week 4	Visit donors in Canberra			First annual renewal mailing	
February - Week 1					Recruit new monthly donors
February - Week 2			Arrange cater for dinner		
February - Week 3	Select firm to conduct feasibility study				
February - Week 4				Second annual renewal	
March - Week 1					

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