

# Communications & Fundraising Plan -- Staying Connected

*How will we stay in touch over the next year?*

*fiscal year April 1, 2016 thru March 31, 2017*

	Who do we Reach?			How do we Reach Them?				Why?
	Major Donors	Members	Others	Snail Mail	Electronic	Event	In person	Strategy
<b>April</b>								
Enews/ Social Media	XX	XX	XX		XX			Staying in Touch
1st Tuesday Presentation	XX	XX	XX			XX		Educational Outreach
Adopt-A-Highway Volunteer	XX	XX				XX		Volunteers
Experiment with weekly wildflower/birding/weed walks	XX	XX	XX			XX		Educational Outreach
Invitation to Leadership Circle Event	XX			XX	XX			Ask/Update
Individual follow up for LC Event	XX				XX		XX	Personal Contact
Personalized emails on relevant topics -- authentic!	XX				XX		XX	Personal Contact

## May

Enews/ Social Media	XX	XX	XX		XX			Staying in Touch
1st Tuesday Presentation	XX	XX	XX			XX		Educational Outreach
Experiment with weekly wildflower/birding/weed walks	XX	XX	XX			XX		Educational Outreach
Naturalist Retreat	XX	XX	XX			XX		Small group - in depth
Leadership Circle Event & Personal Follow Up	XX					XX	XX	Ask/Update
Spring/Summer Newsletter	XX	XX	XX	XX				Soft Ask/Info Update
Personalized emails on relevant topics -- authentic!	XX				XX		XX	Personal Contact

## June

	Who do we Reach?			How do we Reach Them?				Why?
	Major Donors	Members	Others	Snail Mail	Electronic	Event	In person	Strategy
Enews/ Social Media	XX	XX	XX		XX			Staying in Touch
1st Tuesday Presentation	XX	XX	XX			XX		Educational Outreach
Experiment with weekly wildflower/birding/weed walks	XX	XX	XX			XX		Educational Outreach
Invitation for Best of the West	XX			XX				Invitation
Personalized emails on relevant topics -- authentic!	XX				XX		XX	Personal Contact

### July

Enews/ Social Media	XX	XX	XX		XX			Staying in Touch
1st Tuesday Presentation	XX	XX	XX			XX		Educational Outreach
Some sort of field workshop/trip	XX	XX	XX			XX		Educational Outreach
Annual Report - Postcard with link to online info	XX	XX			XX			Staying in Touch
Advisory Council Insight Info	AC				XX			Staying in Touch
Personalized emails on relevant topics -- authentic!	XX				XX		XX	Personal Contact

### August

Enews/ Social Media	XX	XX	XX	XX				Staying in Touch
1st Tuesday Presentation	XX	XX	XX			XX		Educational Outreach
Best of the West Event	XX					XX		Fun/Personal Contact
Personalized emails on relevant topics -- authentic!	XX				XX		XX	Personal Contact

### September

Enews/ Social Media	XX	XX	XX		XX			Staying in Touch
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	Who do we Reach?			How do we Reach Them?				Why?
	Major Donors	Members	Others	Snail Mail	Electronic	Event	In person	Strategy
1st Tuesday Presentation	XX	XX	XX			XX		Educational Outreach
Cider Squeeze & Seattle Fall Event Invites	XX	XX	XX	XX				Event Invite
Cider Squeeze	XX	XX	XX			XX		Fun/Personal Contact
Personalized emails on relevant topics -- authentic!	XX				XX		XX	Personal Contact

### October

Enews/ Social Media	XX	XX	XX		XX			Staying in Touch
1st Tuesday Presentation	XX	XX	XX			XX		Educational Outreach
Impact Postcard	XX	XX		XX				Staying in Touch
Annual Appeal Letters		XX		XX				Ask
Fall Seattle Event	XX	XX	XX			XX		Personal Contact
Personalized emails on relevant topics -- authentic!	XX				XX		XX	Personal Contact

### November

Enews/ Social Media	XX	XX			XX			Staying in Touch
1st Tuesday Presentation	XX	XX	XX			XX		Educational Outreach
Large-Scale Fieldwork Volunteer Event (Seed Mob)	XX	XX	XX			XX		Volunteers
Major Donor Letters (when appropriate)	XX			XX				Ask
Fall/Winter Newsletter	XX	XX		XX				Soft Ask/Info Update
Personalized emails on relevant topics -- authentic!	XX				XX		XX	Personal Contact

### December

	Who do we Reach?			How do we Reach Them?				Why?
	Major Donors	Members	Others	Snail Mail	Electronic	Event	In person	Strategy
Enews/ Social Media	XX	XX			XX			Staying in Touch
Membership Reminders		XX		XX				Ask
Holiday Open House/Big 1st Tuesday Event with Awards	XX	XX				XX		Event
Advisory Council Meeting	XX					XX		Staying in Touch
Personalized emails on relevant topics -- authentic!	XX				XX		XX	Personal Contact

### January

Enews/ Social Media	XX	XX		XX				Staying in Touch
1st Tuesday Presentation	XX	XX	XX			XX		Educational Outreach
Conservation Course Begins	XX	XX	XX			XX		Small group - in depth education
Winter Wildlife Tracking Course	XX	XX	XX			XX		Small group - in depth education
Happy New Year Postcard	XX	XX		XX				Staying in Touch
Business Membership Mailing		XX	XX	XX				Ask
Personalized emails on relevant topics -- authentic!	XX				XX		XX	Personal Contact

### February

Enews/ Social Media	XX	XX			XX			Staying in Touch
1st Tuesday Presentation	XX	XX	XX			XX		Educational Outreach
Impact Postcard	XX	XX		XX				Staying in Touch
Personalized emails on relevant topics -- authentic!	XX				XX		XX	Personal Contact

### March

Enews/ Social Media	XX	XX			XX			Staying in Touch
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	Who do we Reach?			How do we Reach Them?				Why?
	Major Donors	Members	Others	Snail Mail	Electronic	Event	In person	Strategy
1st Tuesday Presentation	XX	XX	XX			XX		Educational Outreach
March Matchness Effort	XX	XX		XX	XX			Ask
Personalized emails on relevant topics -- authentic!	XX				XX		XX	Personal Contact