

## When to Write: Sample Communication Schedule

Communicating with your supporters through appeal letters, newsletters, and other regular updates keeps your mission at the forefront. Developing a broad timeline for your communication schedule helps to keep you – as well as everyone in your organization – aware of deadlines, budgets, and scheduling.

Here is a sample communication schedule:

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Executive Director Updates</b>	X		X		X		X		X			X
<b>Direct Mailing to Donors with Reply Device</b>		X		X		X		X			X	
<b>Thank You Letters</b>	X	X	X	X	X	X	X	X	X	X	X	X
<b>Newsletter with Reply Device</b>			X			X			X			X
<b>Special Event Invitation</b>					X							
<b>Annual Report</b>									X			

*Which communications does your organization provide? When are they delivered?*

## Your Turn: Communication Schedule

Use this worksheet to draft your organization’s communication schedule. Include items you already have in place and items that you *wish to see*.

Communication Type	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec