

Drop Date	21-Aug	20-Oct	17-Nov	21-Nov	30-Nov	19-Dec
Type	Google Ads	Personalized Campaign	Text Message	Email	Multipiece	Postcard
What	Display and Search	Landing Page	Thank you Text	Donation Email	Appeal Letter, buckslip, donation information	Last Chance!
Content Details	Budget of 1k per month per ad set	Landing Page Design and Data Input	Link text to personalized campaign, thank you to donors, include student video	Email is segmented based on donor category, design to match landing page, personalized email with donors name, personalized gift amount based on previous donation amount, video with information on JA and BizTown	Matching the theme of the campaign, multipiece includes – heartfelt appeal letter, donation slip with QR code to personalized landing page, information card on ways to donate, remit envelope, designed envelope, all personalized	Donation information, QR code that goes to personalized landing page for custom donation amount suggestions
Lapsed Donors			Text Message	Email	Direct Mail	Postcard
Volunteers and First Time Donors			Text Message	Email	Direct Mail	Postcard
Monthly Donors			Text Message	Email	Direct Mail	Postcard
Summit Society			Text Message	Email	Direct Mail	Postcard

Google Ads – Display	Start	Running				End
Social Ads – Search						

Content Needed	1-Aug	2-Oct	3-Nov	30-Oct	20-Oct	20-Nov
Final Approval on Design	11-Aug	13-Oct	13-Nov	10-Nov	17-Nov	8-Dec
Data List Needed		13-Oct	13-Nov	10-Nov	17-Nov	8-Dec
Mailing Drop Date/Launch Date	21-Aug	20-Oct	17-Nov	21-Nov	30-Nov	19-Dec

