

# Sample Returning Donor Marketing Timeline

Task Name	Feb 7						
	S	M	T	W	T	F	S
1 <input type="checkbox"/> <b>RETURNING DONORS</b>							
2 <input type="checkbox"/> <b>BEFORE CAMPAIGN</b>							
3 Determine list from Data Review							
4 Have been provided ways to get involved							
5 Remind how their \$'s were used/impact							
6 Thank for past gift							
7 Introduction to upcoming campaign							
8 Consider upgrading their gift this year							
9							
10 <input type="checkbox"/> <b>ALL DONORS - NEW AND RETURNING</b>							
11 <input type="checkbox"/> <b>AFTER CAMPAIGN</b>							
12 Goal - Give a 2nd gift outside 1st campaign, volunteer or become involved							
13 <input type="checkbox"/> <b>METHOD OF THANK YOU</b>							
14 Note: This is beyond the email receipts							
15 Video message							
16 Phone calls (Board or Staff)							
17 <input type="checkbox"/> <b>COMMUNICATION</b>							
18 Share results with donors							
19 Share how their dollar were utilized							
20 Ask to get involved - volunteering							
21 Invite to next interaction/event/program							
22 Nurturing Campaign							
23 <input type="checkbox"/> <b>CURRENT MARKETING</b>							
24 Newsletter							
25 Annual report							
26 Like on Facebook							
27 Added to all outreach							
28 <input type="checkbox"/> <b>DONOR DEVELOPEMENT</b>							
29 Assigned for follow up							
30 added to future outreach							
31 identify next step on donor journey							
32 <input type="checkbox"/> <b>CAMPAIGN IDEAS</b>							
33 Recurring Giving Campaign							

Sample returning donor marketing timeline - Lisa Krueger, CFRE  
Community Foundation of Louisville - August 10th, 2021