CFX End of Year Campaign 2026

- **Thank You Write- A - Thon**
    - November 15th - prep list of donors from this past year (Elizabeth)
    - Prep script for calls (Jennifer / Kevin)
    - All follow ups before Thanksgiving (November 26)

- **Winter Weekend Reminder in Emma**
    - Send around Nov 13 (Diane)
    - Add WyldLife Winter Weekend announcement / Registration to this

- **Giving Tuesday Preparation Email #1**
    - Draft by Nov 13 - all donors, Tues Dec 1 is Giving Tuesday
    - Is there a Campaign template for this? Check what we sent last year (Elizabeth)
    - Edit by November 16 (Diane / Jennifer)
    - Send 2 weeks before (November 17) - All donors (Diane)
    - Data - how have we grown? Nov 13 (Chelsea)

- **End of Year Letter**
    - Prepare by Nov 13 (Chelsea)
    - Stuff / Send by Nov 20 (All)
    - Prep the letter (Chelsea)
        - 2024-2026 comparison
        - Edit (Diane / Jennifer)
        - Finalized and ready to print by Nov 16
    - Create labels list by Nov 10 (Elizabeth)
        - Scrub labels list Nov 12 (Chelsea / SJ)
        - Include Summer / Winter Camp families & Donors
        - Print Labels (Elizabeth)
        - Order stationary (Elizabeth)
        - Buy stamps (Elizabeth)
        - Stuff letters Nov 20 (Jennifer, Diane, Chelsea, SJ, Elizabeth)

- **Giving Tuesday Email # 2**
    - Pull template (Elizabeth)
    - Draft by Nov 15 - all donors, Tues Dec 1 is Giving Tuesday
    - Send Nov 24 - One week away (Diane)
    - Prep a kid story for this - Nov 14 (SJ)
    - Add pictures to this based on a kid story - Nov 15 (SJ)
    - Edit by Nov 22 (Diane / Jennifer)

- **Giving Tuesday Email # 3**
    - Pull template (Elizabeth)

    - Send ON Giving Tuesday - Dec 1 (Diane)
    - Draft by Nov 24 (Chelsea)
    - Add template to Campaigns (Elizabeth)
    - Add a kid story / pictures (Chelsea)
    - Edit by Nov 29 (Diane / Jennifer)

- **Early December Newsletter**
    - Send around Dec 11
    - Set up template (Diane)
    - Things to cover:
        - Fall Ministry
        - Winter Weekend follow up - share a kid / leader story
        - Announce Winter Weekend for middle school
        - Announce Summer Camp for high school / middle school
        - End of year giving
    - Edit by Dec 8 (Diane / Jennifer)

- **Christmas Photo Card**
    - Send Winter Weekend Picture to Elizabeth on Dec 7 (Chelsea)
    - Get photo card ordered, Dec 7 (Elizabeth)
    - Stamp & Send December 14th - Top Donors and Monthly Donors (Elizabeth)

- **Merry Christmas Email**
    - Send December 24th - ALL, no ask to give, just greetings
    - Prep the template Dec 14 (Elizabeth)
    - Add a photo or video by Dec 16 (Chelsea)

- **EOY Reminder and Happy New Year Email**
    - Add template to Campaigns and send the last chance to give. Do we need a picture for this? (Elizabeth)
    - Monday, December 28th - ALL

Dates to Remember…

Committee Meeting, Sunday Nov 15
Thanksgiving Thursday, November 26
Giving Tuesday, December 1
Leader-Committee Christmas Party, Dec 13
Christmas, Friday, December 25
New Year's Eve Thursday, December 31st