**Student Title: Magee, Tim Mentored Fundraising Assignment 8**

**Student Date: April 7, 2018**

**Magee Example Mentored Fundraising Project Assignment 8**

**6-Month Mentored Nonprofit Fundraising Certificate Program**

**Center for Sustainable Development.** <http://nonprofit.csd-i.org/fundraising-project-design-for-donations-impact/>

**Use this Document as your template for your assignment.**

**Assignment 8. Communications Calendar Example.**

**My Example:**

My communications calendar for this coming year is quite simple: one piece per month about someone important in my organization and specifically about a task which they do. Each piece will have a photo, a short, simple biographical sketch of the person, and a little bit of detail about their tasks or interactions with the food bank. Accumulated at the end of the year I will have the basis for a volunteer’s handbook for the food bank, several pieces that can be used in the end the year fundraising drive, and grouped together these pieces can also be our annual report. I will also have sent out 12 newsletters, posted 12 blogs (SEO optimized!) to our webpage, and posted to our Facebook page 12 times.

**Communications Calendar for the Claremont Food Bank.**

Our communications calendar for the coming year has a multiple purpose for each monthly piece that we write.

1. A monthly newsletter.

2. A blog post.

3. A monthly Facebook post.

4. We would like to accumulate the 12 pieces and repurpose them as a volunteer handbook.

5. We would like to accumulate the three best pieces from year to become the basis for annual end-of-the-year fundraising appeal.

6. We would like to accumulate the 12 pieces to be the basis for our annual report.

**Here is our simple communications calendar.** You can [download this communications calendar example](http://www.csd-i.org/storage/mentored-fundraising/Magee%20Example%20Project%20Fundraising%20Assignment%208.docx) for your homework.

**January.** What it’s like to organize donors, volunteers and staff for opening the food bank on Tuesday mornings. An interview with the food bank manager.

* newsletter
* blog post
* Facebook

**February.** How to best understand what our clients are hoping to get from the food bank. An interview with a client who is a young mother.

* newsletter
* blog post
* Facebook

**March.** How to get weekly donations from restaurants. An interview with a restaurant contact.

* newsletter
* blog post
* Facebook

**April.** How to get weekly donations from grocery stores. An interview with a grocery store contact.

* newsletter
* blog post
* Facebook

**May.** How to open the food bank on Tuesday mornings. An interview with a volunteer.

* newsletter
* blog post
* Facebook

**June.** How to work with clients that come for a food box on Tuesdays. An interview with a volunteer.

* newsletter
* blog post
* Facebook

**July.** How to close up the food bank at the end of the day on Tuesday. An interview with a food bank staff person.

* newsletter
* blog post
* Facebook

**August.** Taking inventory at the end of the day on Tuesday. An interview with a volunteer.

* newsletter
* blog post
* Facebook

**September.** Creating an order list for next Tuesday based upon the inventory. A conversation with a client and a volunteer.

* newsletter
* blog post
* Facebook

**October.** How to work with the local community to encourage food. donations for the food bank. An interview with a homeowner donor.

* newsletter
* blog post
* Facebook

[fundraising appeal] Begin preparation of the end-of-the-year fundraising appeal using the three best interviews.

**November**. How to work with local gardeners to encourage donations for the food bank. An interview with a local vegetable gardener donor.

* newsletter
* blog post
* Facebook

[annual report] Begin preparation of the annual report for current donors using the six best interviews.

**December.** How to deliver food packages to housebound clients. A conversation with a volunteer and a client.

* newsletter
* blog post
* Facebook

[volunteer handbook]Begin preparation of the volunteer’s handbook using the 12 interviews as the basis of the handbook.

[next year's communications calendar]Begin preparation of next year's communications calendar by copying this year's, and then editing it for next year's 'umbrella' writing idea.