

Sample Action Plan

		Week									
Audience	Task	1	2	3	4	5	6	7	8	9	10
Board	Personal Calls from Board Chair										
	Virtual Group Mtg										
Major Donors	Personal Calls from DD										
	Individual Virtual Mtgs										
	Personalized Email from CEO										
All Donors	Email blast from Board Chair										
	Blog Post from CEO										
	Special Appeal for COVID Relief										
	Invite to Virtual Fundraising Event										
	Social Media Updates										
Volunteers	Virtual Mtg										
	Email Updates										
Non-Donors	Social Media Updates										
	Email Blast to Entire Database										

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