

# Stewardship Calendar

12-month plan for building relationships  
with mid-major donors



## WEEKLY

New Donor phone calls  
New Donor Thank You notes

## MONTHLY

Birthday Cards sent at the first of  
the month  
  
Anniversary Cards on the 15<sup>th</sup> of  
the month

## YEARLY

Donor Events  
Donor Newsletters  
Impact Reports  
Mid-year Letters  
Year-end Letters

## JANUARY

Donor Newsletter  
New Year's post cards

## FEBRUARY

Valentine's Day cards

## MARCH

Spring Donor Event

## APRIL

Donor Impact Reports  
Donor Newsletter

## MAY

Mid-year letters

## JUNE

Impact/Solution post  
card

## JULY

Donor Newsletter

## AUGUST

Stewardship Video on  
digital channels

## SEPTEMBER

Impact Ask  
Fall Donor Event

## OCTOBER

Donor Impact  
Reports  
Newsletter

## NOVEMBER

Thanksgiving cards  
Giving Tuesday  
Campaign

## DECEMBER

Holiday cards  
Year-end letter  
Winter Donor Event