|  |  |
| --- | --- |
| December | |
| 2016 | |
| Commitment | Hard sell |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|  |  |  |  | 1 | 2 | 3 |
|  |  |  |  | Mission-related  Picture | Inform – how far away from your goal |  |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|  | Tell them how their donation will be used | Thank | Call to Action, donate  Resource – article/quote NP helps the community | Mission-related  Picture | Inform – how far away from your goal |  |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
|  | Tell them how their donation will be used | Thank | Call to Action, donate  Resource – article/quote NP helps the community | Mission-related  Picture | Inform – how far away from your goal |  |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
|  | Tell them how their donation will be used | Thank | Call to Action, donate  Resource – article/quote NP helps the community | Mission-related  Picture | Inform – how far away from your goal |  |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |
|  | Tell them how their donation will be used  Include OFCA link | Thank  Include OFCA link | Call to Action, donate  Resource – article/quote NP helps the community | Mission-related  Picture  Include OFCA link | Inform – how far away from your goal  Include OFCA link | BIG PUSH and Thank You  Include OFCA link  Donate button |