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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|  |  |  |  | 1 | 2 | 3 |
|  |  |  |  | Mission-relatedPicture | 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, donateResource – article/quote NP helps the community  | Mission-relatedPicture | 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, donateResource – article/quote NP helps the community  | Mission-relatedPicture | 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, donateResource – article/quote NP helps the community  | Mission-relatedPicture | Inform – how far away from your goal |  |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |
|  | Tell them how their donation will be usedInclude OFCA link  | ThankInclude OFCA link | Call to Action, donateResource – article/quote NP helps the community  | Mission-relatedPictureInclude OFCA link | Inform – how far away from your goalInclude OFCA link | BIG PUSH and Thank YouInclude OFCA linkDonate button |