

Date:	Marketing Piece:	Platform	Assigned To:	Status:	Notes:
Monday, 11/15	Stephanie to make personal phone calls to all alumni who have given to AF or restricted since 7/1/21	phone	Stephanie	Done	introduction of myself and thank you
Tuesday, 11/16	Eblast #1: <a href="#">Why Does the Annual Fund Matter?</a>	Mailchimp	Tyler	Done	Include in copy the MTD totals on thermometer with \$80,000 goal
Tuesday, 11/16	Social media post	FB, Instagram	Tyler	Done	Snippets from 'pizza' video' and introduction of Giving Month at MVS
Friday, 11/19	Thank you phone calls	phone	Stephanie		call this weeks donors...thank you and HI
Friday, 11/19	Liz to send Tyler MTD totals to include in Eblast #2 and emails of new donors to exclude from Eblast #2	n/a	Liz	Done	Liz-update alumni giving reach-outs list
Friday, 11/19	Thank-you email for everyone who has donated this year	Mailchimp	Tyler	Done	w/ progress thermometer and preview of 'What Makes MVS Special?' video
Tuesday, 11/23	Eblast #2: <a href="#">What Makes MVS special?</a>	Mailchimp	Tyler	Scheduled	
Tuesday, 11/23	Social media post	FB, Instagram	Tyler	Scheduled	
Saturday, 11/27	Liz to send Tyler MTD totals to include in Eblast #3 and emails of new donors to exclude from Eblast #3	n/a	Liz		Liz-update alumni giving reach-outs list
Saturday, 11/27	Thank-you email for everyone who has donated this year	Mailchimp	Tyler	Sent	w/ progress thermometer and preview of 'MVS helps prepare my child for the future' video
Sunday, 11/28	Eblast #3: <a href="#">MVS helps prepare my child for the future.</a>	Mailchimp	Tyler	Sent	
Monday, 11/29	AF parent committee/other PA volunteers to promote Giving Tuesday during morning drop-off		AF parent committee/Heather/Stephanie/Liz		6-7 parents stationed around the front of school with balloons, signs, music, and a special appearance by Marti
Monday, 11/29	Thank you phone calls	phone	Stephanie		call to thank donors and introduce myself
Monday, 11/29	Liz to send Tyler MTD totals to include in Eblast #4 and emails of new donors to exclude from Eblast #4	n/a	Liz		Liz-update alumni giving reach-outs list
Monday, 11/29	Eblast #4: <a href="#">AF allows us to say 'yes.</a>	Mailchimp	Tyler		
Monday, 11/29	Email to MVS faculty and staff encouraging them to wear MVS swag	Email	Liz (through Google mail to employees only)		Raffle drawing for MVS employees who are wearing swag
Monday, 11/29	Liz to send Tyler MTD totals to include in Eblast #5 and emails of new donors to exclude from Eblast #5	n/a	Liz		Liz-update alumni giving reach-outs list
Monday, 11/29	Film Heather video for tomorrow	lphone video	Liz		Heather will give a brief update on goal achievement and asks anyone in the community who has not yet given to help us reach our goal of \$80,000
Monday, 11/29	Social media post	FB, Instagram	Tyler		
Tuesday, 11/30	AF parent committee/other PA volunteers to promote Giving Tuesday during morning drop-off and afternoon pick-up	in-person	AF parent committee/Heather/Stephanie/Liz		Same as previous day, possibly jazz band playing?
Tuesday, 11/30	Thank-you email for everyone who has donated this year	Mailchimp	Tyler	done	w/ progress thermometer and Heather's video

Tuesday, 11/30	Eblast #5: Giving Tuesday is TODAY! Heather Leppia challenges everyone to help us reach \$80,000	Mailchimp	Tyler	done	
Tuesday, 11/30	Social media post	FB, Instagram	Tyler	done	Today is Giving Tuesday! with link to giving site
Monday, 12/6	Liz to send Tyler final MTD totals for tomorrow's Thank-you video	n/a	Liz		Liz-update alumni giving reach-outs list
Tuesday, 12/7	Eblast #6: Thank you to all constituents	Mailchimp	Tyler		Include final total for November on thermometer plus 'Thank you' video from 2020
Tuesday, 12/7	Social media post	FB, Instagram	Tyler		
Tuesday, 12/7	thank you phone calls	phone	Stephanie		anyone that I did not call prior..