

# Sample Donor Comms Plan

What	Channel	Who	Frequency
Multichannel campaign	DM, Email, Social	Segmented	4
Print Donor Newsletter	DM	Donors Only	3
Annual Report	DM, Email	Donors/ Funders	1
“Just because” Thank You	Email	All Emails	TBD
Monthly Giving Ask	DM	Targeted	1
Monthly Giving Ask	Email	Segmented	3
E-Newsletter	Email	All Emails	12