ANNUAL MPD TOUCHPOINTS
ideas for timely engagement with donors

JUNE
- Work on your MPD plan with your supervisor for the upcoming fiscal year
- Set appointments for increase asks or new support
- Follow-up phone calls on May newsletters

JULY
- Follow up on appointments from June
- Set appointments for increase asks or new support

AUGUST
- Thank you notes and thank you calls to donors
- Write and send prayer letter at beginning of month

SEPTEMBER
- Thank you notes and calls continued
- Alumni mailing
- Write and send prayer letter at end of month

OCTOBER
- Set 5 appointments for cultivation of contacts
- Make 10 calls to donors for cultivating relationship

NOVEMBER
- Send parent letter (to the parents of students) the week before Thanksgiving
- Set 3 appointments to invite to partner with the ministry
- Write and send prayer letter (end of month, include BRE)

DECEMBER
- Write thank you notes and make phone calls to donors
- Make 10-15 personal asks for extra or one-time gifts

JANUARY
- Make 5 calls to donors for cultivating relationship
- Write thank you to donors (consider people who gave one-time or extra gifts in December, or any of your partners you haven't thanked in 6 months)

FEBRUARY
- Set 3 appointments to ask for support
- Write and send prayer letter

MARCH
- Receive new budget for upcoming fiscal year; update ministry plan/case to reflect coming year
- Set 5 appointments to ask for support for new budget
- Write and send alumni mailing – share vision for the next year

APRIL
- Write and send prayer letter at the beginning of the month (summer mission or year-end celebration)
- Host senior dessert/dinner. Exit interviews and invitation to give to graduating seniors for next years' ministry
- Consider planning a trip this summer to visit current or potential ministry partners

MAY
- Write and send a paper prayer letter inviting current donors to continue/increase their partnership for next fiscal year (before camp, and include BRE with name)
- Follow up on asks from the spring