Sample Marketing Plan	January February		March April		May June		July August		September	October November		December
Sample Marketing Flan												
MEDIA/ADVERTISING												
Awareness Radio	Donor Recognition		Omaha Gives		Simplicity & Convenience			Donor Recognition				
Awareness Magazine												
Awareness Online	Omaha Gives				1	Incentive						
Awareness Social Media												
COMMUNICATIONS											1111	
Growth Donors Transactional												
Growth Donors Relational	Letter	Letter							Letter	Postcards Postcards	Postcards Invitations	Gift
Acquisition Prospects Traditionalists			Postcard	Postcard		Postcard						
Acquisition Prospects New Philanthropists										Postcard Postcard	Postcard	
Acquisition Advisors												
Awareness Nonprofits												
Growth e-Newsletters Donor Connect					$H \mid \cdot \mid$			$H \mid \cdot \mid$				
Awareness Program Connect												
Acquisition The Advisor											7	