



2020 NATIONAL FUNDRAISING MAILING SCHEDULE

Mailing Description	Type	Mail Date
Supporter Card	Donor Appeal	December 20, 2019
Large Format Survey	Donor Acquisition	January 10, 2020
2 Penny Survey	Donor Appeal	January 24, 2020
Statement	Donor Appeal	January 31, 2020
New Year Stamp	Donor Appeal	February 7, 2020
Large Format Survey	Donor Acquisition	February 7, 2020
Poppy Wreath	Donor Appeal	February 21, 2020
Large Format Survey	Donor Acquisition	March 6, 2020
Spring Cards	Donor Appeal	March 13, 2020
Spring Card Follow-up	Donor Appeal	March 27, 2020
Large Format Survey	Donor Acquisition	April 3, 2020
Spring Check	Donor Appeal	April 10, 2020
Large Format Survey	Donor Acquisition	May 8, 2020
Annual Fund	Donor Appeal	May 8, 2020
Candle or New Package	Donor Appeal	May 22, 2020
Large Format Survey	Donor Acquisition	May 29, 2020
Spring Stamp	Donor Appeal	June 12, 2020
Penny Survey	Donor Appeal	July 3, 2020
Summer Calendar	Donor Appeal	July 24, 2020
Large Format Survey	Donor Acquisition	July 31, 2020
Summer Calendar Follow-up	Donor Appeal	August 7, 2020
New Cloth Banner	Donor Appeal	August 21, 2020
Large Format Survey	Donor Acquisition	August 28, 2020
Fall Check	Donor Appeal	September 11, 2020
Veterans Day Rose	Donor Appeal	September 25, 2020
Large Format Survey	Donor Acquisition	September 25, 2020
Fall Calendar	Donor Appeal	October 16, 2020
Fall Calendar Follow-up	Donor Appeal	October 23, 2020
Large Format Survey	Donor Acquisition	October 23, 2020
Holiday Stamp	Donor Appeal	November 6, 2020
Year End Coin	Donor Appeal	December 4, 2020