

LEAGUE OF WOMEN VOTERS (US & ED)

Direct Marketing Program- FY2013-14 Direct Mail, Telemarketing & Online Fundraising Schedule

DM= Direct Mail
 TM= Telemarketing
 OL= Online Fundraising
 ML= Mail Quantity

	Acquisition DM	Acquisition OL	Reinstatement TM	Appeal DM	Appeal TM	Appeal OL	Renewals DM	Renewals OL	Sustainer DM	Acknowledgements DM
July	US - 7/6/13 ML QTY= 375,000	US - 7/16/13 QTY= 100,000					US- 7/2/13	US- 7/9/13	US- 8/10/13	Bi-Monthly (2nd & 4th Monday)
August	US - 8/24/13 ML QTY= 375,000			US - 8/9/13 ML QTY= 95,000		US - 8/16/13 QTY= 30,000	US- 8/6/13	US- 8/13/13	US- 9/10/13	Bi-Monthly (2nd & 4th Monday)
September	US - 9/24/13 ML QTY= 350,000		US- 9/10/13 TM QTY= 11,000		US- 9/10/13 TM QTY= 12,300		US- 9/3/13	US- 9/10/13	US- 10/10/13	Bi-Monthly (2nd & 4th Monday)
October		US - 10/4/13 QTY= 100,000		EF - 10/4/13 ML QTY= 2,200 \$1000 Society	EF- 10/11/13 TM QTY= 600 Lder for Dem Invite		US- 10/1/13	US- 10/8/13	US- 11/10/13	Bi-Monthly (2nd & 4th Monday)
November				EF - 11/7/13 ML QTY= 96,500 Year End Appeal		EF -11/14/13 QTY= 30,000	US- 11/5/13	US- 11/12/13	US- 12/10/13	Bi-Monthly (2nd & 4th Monday)
December				EF - 12/5/13 ML QTY= 71,000		2 Part Series EF - 12/12/13 QTY= 30,000	US- 12/3/13	US- 12/10/13	US- 1/10/14	Bi-Monthly (2nd & 4th Monday)
January	US - 1/18/14 ML QTY= 350,000	US - 1/28/14 QTY= 100,000		US - 1/23/14 ML QTY= 95,000		US -1/30/14 QTY= 30,000	US- 1/7/14	US- 1/14/14	US- 2/10/14	Bi-Monthly (2nd & 4th Monday)
February	US - 2/22/14 ML QTY= 300,000			US - 2/20/14 ML QTY= 95,500 Annual Fund			US- 2/4/14	US- 2/11/14	US- 3/10/14	Bi-Monthly (2nd & 4th Monday)
March				US - 3/20/14 ML QTY= 81,100		US -3/28/14 QTY=30,000	US- 3/4/14	US- 3/11/14	US- 4/10/14	Bi-Monthly (2nd & 4th Monday)
April			US- 4/15/14 TM QTY= 11,000		US- 4/8/14 TM QTY= 12,900		US- 4/1/14	US- 4/8/14	US- 5/10/14	Bi-Monthly (2nd & 4th Monday)
May	US - 5/6/14 ML QTY= 350,000	US - 5/16/14 QTY= 100,000					US- 5/6/14	US- 5/13/14	US- 6/10/14	Bi-Monthly (2nd & 4th Monday)
June	US - 6/7/14 ML QTY= 300,000			US - 6/12/14 ML QTY= 92,500		US -6/20/14 QTY= 30,000	US- 6/3/14	US- 6/10/14	US- 7/10/14	Bi-Monthly (2nd & 4th Monday)

Notes: appeal mailings include approximately 10,000 member/donors (local members who also contribute to LWVUS/EF. Acquisition is an outreach to names on lists rented and exchanged from other organizations.