

**2017 PRODUCTION CALENDAR**

<b>Item</b>	<b>Person Responsible</b>	<b>Who gets it</b>	<b>How Often</b>	<b>To the printer or finished by:</b>	<b>To contracted help by:</b>	<b>To the Post Office by:</b>
<b><u>JANUARY</u></b>						
Lent Mailing	Betty/Barbara	Church DB	Annually			Jan. 6
December Thank Yous	Betty/Barbara/ Brenda	Dec. Donors	Monthly			Jan. 9
EOY IRS 2016 Receipts	Lynette/Brenda	Prior YR Donors	Annually			Jan. 9
HOH 2017 Event Schedule/Newsletter	Rachael	HoH churches	Annually			Jan. 13
Ind. Solicitation. 1	Lynette/Brenda	Ind. Donors				Jan. 16
Lapsed Church Mling	Betty/Barbara	15 mth lapsed	Quarterly			Jan. 16
Thank yous to farmers	Marian					Jan. 30
NAP & Thanks to Farmers	Sarah	VA Farmers	Annually			Jan. 30
<b><u>FEBRUARY</u></b>						
Exe.Dir. Flash Reports	Lynette/Brenda	Ind. Donors >\$50	Bi-monthly			Feb. 6
MD ltr for name use in Annual Report	Lynette/Brenda	Prior YR MDs	Annually			Feb. 6
January Thank Yous	Betty/Barbara/ Brenda	Jan. Donors	Monthly			Feb. 6
VBS/HOH Mailing <b>*NCOA run in house USE ID#</b>	Betty/Rachael/ Barbara	All Churches	Annually			Feb. 7
Winter Newsletter <b>*Ask about change of date for my SAC DB</b>	Jenny/Debbie	Ind & Church DB	Quarterly	Feb. 10		Feb. 24
Annual Report	Mike/Jenny					As Needed
Perennial Club Thank You Mailing	Lynette/Brenda	5 or More Consecutive Donors	Annually			Feb. 16
Targeted Mailing #2 1-50,50+,-199-200+	Lynette/Brenda	Ind Donors	Annually			Feb. 28
BGAV Mailing	Betty/Barbara	VA Baptists	Feb-May			Feb 28

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<b><u>MARCH</u></b>						
PG Postcard #1	Lynette/Brenda/ Jenny	Planned Giving Prospects	Quarterly			March
Feb. Thank yous	Betty/Barbara/ Brenda	Feb. donors	Monthly			March 9
SAC Call Letter #1	Betty/Barbara	SAC Donors	Semi-annually			March 9
Challenge Disciples Call Letter	Betty/Barbara	CD Donors	Semi-annually			March 9
Exec. Dir. Flash Report	Lynette/Brenda	Ind. Donors > \$50	Bi-monthly			March 21
BGAV Mailing	Betty/Barbara	VA Baptists	Feb-May			March 31
<b><u>APRIL</u></b>						
Ind. Solicitation #3	Lynette/Brenda	Ind. Donors	Annually			April 6
Lapsed Church Mailing	Betty/Barbara	Churches not given last 5 Qtrs.	Quarterly			April 13
March Thank Yous	Betty/Barbara/ Brenda	Mar. donors	Monthly			April 13
NAP Application	Sarah	VA State	Annually			April 25
BGAV Mailing	Betty/Barbara	VA Baptists	Feb-May			April 28
<b><u>MAY</u></b>						
UMMen Mailings	Wade/Barbara	All UMM groups in US	Semi-annually			May 3
Major Donor Sol. & Annual Reports Sent	Lynette/Brenda	All MDs > \$499	Semi-annually			May 9
April Thank Yous	Betty/Barbara/ Brenda	Apr. Donors	Monthly			May 9
Spring Newsletter	Jenny/Debbie	Ind. & Church DB	Quarterly	April 20		May 5
Exec. Dir. Flash Report	Lynette/Brenda	Ind. Donors > \$50	Bi-monthly			May 19
BGAV Mailing	Betty/Barbara	VA Baptists	Feb-May			May 31

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<b><u>JUNE</u></b>						
PG Postcard #2	Lynette/Brenda/ Jenny	Planned Giving Prospects	Quarterly			June
Hunger Action Month Promo Mailing	Betty/Barbara	Church DB	Annually			June 2
May Thank Yous	Betty/Barbara/ Brenda	May donors	Monthly			June 5
VA Gleaners Mailing	Sarah	VA Vol. churches	Annually			June 5
New MD Mailing	Lynette/Brenda	New MDs	Annually			June 16
VA Annual Conference	Hampton, VA	Setup & stuff	Annually			June 16-18
Ind. Sol. (tentative)	Lynette/Brenda	Ind. Donors	Annually			June 27
Lapsed Ind./MD Sol.	Lynette/Brenda	Donors who didn't give in prior YR	Annually			June 30
Donor Upgrade Mailing to MD	Lynette/Brenda	2015 Donors Btw \$400-499	Annually			June 30
<b><u>JULY</u></b>						
June Thank Yous	Betty/Barbara/ Brenda	June donors	Monthly			July 7
Church Solicitation includes 5qtr lapsed	Betty/Barbara	Church DB	Annually			Mid-July
Exec. Dir. Flash Report	Lynette/Brenda	Ind. Donors > \$50	Bi-monthly			July 20
<b><u>AUGUST</u></b>						
July Thank Yous	Betty/Barbara/ Brenda	July donors	Monthly			Aug. 8
Summer Newsletter <b>*Return Service Req.</b>	Jenny/Debbie	Ind. & Church DB	Quarterly	July 20		Aug. 8
Ind. Solicitation Ltr.#4	Lynette/Brenda	Ind. Donors	Annually			Aug. 10
Advent Promo Mailing	Betty/Barbara	Church DB	Annually			Aug. 29
Alternative & Staff Christmas Card Design	Lynette/Mike	Design only	Annually			Sept. 21

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<b><u>SEPTEMBER</u></b>						
PG Postcard #3	Lynette/Brenda/Jenny	Planned Giving Prospects	Quarterly			September
ACC Staff Card #'s	Debbie	Jenny	Annually			Sept. 5
August Thank Yous	Betty/Barbara/Brenda	Aug. Donors	Monthly			Sept. 7
Call Letter to Challenge Disciples	Wade/Barbara	All CDs	Semi-annually			Sept. 8
SAC Call Ltr #2	Betty/Barbara	SAC Members	Semi-annually			Sept. 15
Exec. Dir. Flash Report	Lynette/Brenda	Ind. Donors > \$50	Bi-monthly			Sept. 15
<b><u>OCTOBER</u></b>						
ACC Mailings #5 Ind/SAC&CD/MtV <b>*NCOA run in house USE ID#</b>	Brenda/Barbara/Mike	MDs, Ind., SAC, CD	Annually			Oct. 25
ACC Mailing with their List of names	Brenda	Donors with List	Annually			Oct. 21
Sept. Thank Yous	Betty/Barbara/Brenda	Sep. Donors	Monthly			Oct. 6
Autumn Newsletter	Jenny/Debbie	Ind., Church DB	Quarterly	Sept. 21		Oct. 6
Lapsed Church Mailing 5 qtrs	Betty/Barbara	Lapsed Congregations	Quarterly			Oct. 12
EOY UMMen Mailing	Wade/Barbara	All UMM groups U.S.	Semi-annually			Oct. 20
<b><u>NOVEMBER</u></b>						
Giving Tues. Promo	Lynette/Betty/Barbara Mike/Jenny	Churches	Annually			Nov. 7
Giving Tues. Promo	Lynette/Betty/Brenda Mike/Jenny	Individuals	Annually			Nov. 7
October Thank Yous	Betty/Barbara/Brenda	October Donors	Semi-monthly			Nov. 10
EOY Church Solicitation	Betty/Barbara	Lapsed/Inactive Churches	Annually			Nov. 13
Staff Christmas Cards	Debbie/Distribute to Staff, HRA & Regions	SoSA contacts	Annually			Nov. 13
New Production Calendar draft	Debbie	BI staff	Annually	Due Back Jan 2018		Nov. 30
Exec. Dir. Flash Report	Lynette/Brenda	Ind. Donors > \$50	Bi-monthly			Nov. 17

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<b><u>DECEMBER</u></b>						
PG Postcard #4	Lynette/Brenda/Jenny	Planned Giving Prospects	Quarterly			December
EOY Major Donor	Lynette/Brenda	MDs	Semi-annually			Dec. 1
EOY Ind. Sol. #6	Lynette/Brenda	Ind. DB	Quarterly			Dec. 1
November Thank Yous	Betty/Barbara/Brenda	Nov. Donors	Monthly			Dec. 8
Production Calendar Final	Debbie	SoSA staff & regions	Annually			January 2018