

Sample Donor Stewardship/Communications Matrix

	\$5,000+	\$2,500-\$4,999	\$1,000-\$2,499	\$500-\$999	\$250-\$499	\$1-\$99	Heritage Society	Board/Former Board	Non Donor Members
January	Newsletter #1 Annual Meeting Invite	Newsletter #1 Annual Meeting Invite	Newsletter #1 Annual Meeting Invite	Newsletter #1	Newsletter #1	Newsletter #1	Newsletter #1 Annual Meeting Invite	Newsletter #1 Annual Meeting Invite	Newsletter #1
February	Donor Newsletter	Donor Newsletter	Donor Newsletter	Donor Newsletter	Donor Newsletter	Donor Newsletter	Donor Newsletter	Donor Newsletter	Donor Newsletter
March									
April	Newsletter #2	Newsletter #2	Newsletter #2	Newsletter #2	Newsletter #2	Newsletter #2	Newsletter #2	Newsletter #2	Newsletter #2
May	Personal Visit, Site Visit or Camp Tour Prayer Lunch Invite	Personal Visit, Site Visit or Camp Tour Prayer Lunch Invite	Personal Phone Call Prayer Lunch Invite	Personal Phone Call Prayer Lunch Invite	Personal Phone Call		Personal Visit, Site Visit or Camp Tour		
June									
July	Newsletter #3	Newsletter #3	Newsletter #3 Camper Craft	Newsletter #3 Camper Craft	Newsletter #3 Camper Craft	Newsletter #3	Newsletter #3	Newsletter #3 Camper Craft	Newsletter #3
August	Donor Newsletter	Donor Newsletter	Donor Newsletter	Donor Newsletter	Donor Newsletter	Donor Newsletter	Donor Newsletter	Donor Newsletter	Donor Newsletter
September									
October	Newsletter #4 Major Donor Event	Newsletter #4 Major Donor Event	Newsletter #4 Major Donor Event	Newsletter #4	Newsletter #4	Newsletter #4	Newsletter #4 GWS Event	Newsletter #4	Newsletter #4
November	Donor Newsletter	Donor Newsletter	Donor Newsletter	Donor Newsletter	Donor Newsletter	Donor Newsletter	Donor Newsletter	Donor Newsletter	Donor Newsletter
December	Personalized YE Letter	Personalized YE Letter	Personalized YE Letter	Standard YE Letter	Standard YE Letter	Standard YE Letter	Personalized YE Letter		

Other options for \$1,000+: Birthday cards and holiday cards (not postcards).