

2025 Annual Impact Fund Timeline

	Task	Timeline	% to Goal	Internal Meetings
August	24 Community Phase Bright Beginnings Events Donor Stewardship Fall Direct Mailers Collections	ongoing various ongoing August 15 ongoing		ED/DD
September	Winston Lake Family YMCA 100 Year Celebration Stewardship Impact Week Better Together - Legacy Stables Staff Branch Goals and Branch Champion Identified Branch Exec Meeting to work through 2025 AIF Goal Donor Stewardship Collections	September 6 September 9-12 September 12 by September 30 September - October ongoing ongoing		DD/ED/VP/CDO
October	Volunteer and Board Recruitment/Storyteller Begin Staff Solicitation for 25 AIF Campaign Heritage Club Event - Riverbirch Lodge Golf Tournament - Salem Glen Country Club Multi Campaign Donor Discussion Portfolio/Prospect Discussions Donor Stewardship Collections Branch Exec Meeting to work through 2025 AIF Goal Identify Financial Development Committee Chair (AIF Chair)	ongoing October 1 October 3 October 22 MAT by October 31 ongoing ongoing September - October by October 31		DD/ED/VP/CDO
November	Branch Board Campaign (Nov-Jan 31) Golf Tournament Recap Thanksgiving Card Mailer (All Donors) #GivingTuesday Staff Solicitation Continues EOY Mailing Donor Stewardship Campaign Materials and Pledge Cards Collections	November 1 MAT November 1 November 26 October - December by November 30 ongoing MAT ongoing		ED/DD ED/DD
December	Branch Kickoffs (Dec-Feb 15) Donor Stewardship CRT Solicitation begins after Kickoff Staff Solicitation Completed Collections	December 2 ongoing December 2-February 14 December 23 ongoing	50% after Kickoff	
January	Volunteer Training CRT Solicitation begins after Kickoff Board Giving Completed Donor Stewardship 2024 Impact Review Last day to collect on 2024 Gifts	ongoing January 1-February 14 by January 31 ongoing Jan 1 - 31 January 6	50% at Kickoff or after Event	Connections
February	Volunteer Recruitment Volunteer Training CRT Solicitation Complete Day of Giving Planning Branch Kick-offs completed Donor Stewardship	ongoing ongoing by February 28 by February 28 by February 14 ongoing		Connections
March	Complete all calls on LYBUNT by March 31 Day of Giving Donor Stewardship Day of Giving Campaign Materials	March 31 March 31 ongoing MAT	80% before DoG	
April	NAYDO Day of Giving Recap Community Phase Donor Stewardship Annual Meeting/Volunteer Recognition Bright Beginnings Planning with Schools	April 30-May 3 MAT ongoing ongoing April 24 ongoing		Connections Connections
May	Community Phase Spring Mailing Let's Get Fit Fun Day - WGW Mail Summer Impact Tour Invitations	Ongoing By May 31 TBD By May 31		ED/DD

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	Bright Beginnings Planning Donor Stewardship All Branches at Goal by May 31	ongoing ongoing May 31	100%	Connections Connections
June	Bright Beginnings Planning Donor Stewardship	ongoing ongoing		
July	Donor Stewardship Collections Begin Bright Beginnings Planning	ongoing ongoing ongoing		Connections
August	Donor Stewardship Bright Beginnings Events Collections	ongoing various ongoing		Connections
September	Better Together Dirty Dozen Staff Branch Goals Branch Exec Meeting with Chief Development Officer Welcome Week Stewardship Impact Week Donor Stewardship Collections	TBD Sept 13 by September 30 by September 30 TBD ongoing ongoing		
October	Volunteer Recruitment Begin Staff solicitation for 26 AIF Campaign Heritage Club Event Golf Tournament Portfolio/Prospect Discussions Campaign Materials (In Branch Collateral) Collections	ongoing October 1 TBD TBD TBD MAT ongoing		
November	Branch Board Campaign Begins (Nov-Jan 31) Golf Tournament Recap Thanksgiving Card Mailer (All Donors) #GivingTuesday EOY Mailing Finish Staff Solicitation MAT Campaign Materials Multi Campaign Donor Discussion Collections	November 1 MAT November 1 TBD TBD November 21 MAT MAT ongoing		
December	Branch Kickoffs (Dec-Feb 15) Branch Board Campaign Donor Stewardship Collections	December 1 By January 31 ongoing ongoing		