

# United Way *Tocqueville Society*

## 2016 Key Dates and Call Timeline

### March

- Call assignments reviewed by volunteers March 21
- Chair Welcome Letter / Annual Report sent March 24
- Call assignments finalized March 28
- Spring Social Invitation sent March 31

### April

- Pledge e-mail sent April 4
- Begin calls** and schedule visits – Invite to Spring Social April 4
- Renewal packets mailed* April 4
- Setup/continue visits with prospective and renewing members

### May

- Deadline** to make initial calls to renewing members May 2
- Deadline** to invite prospective members to Spring Social May 2
- Attend Spring Event** and connect with prospective members May 19
- Follow up with contacts: thank you for attending Spring Social

### June

- Follow up call – Invite to Day of Caring Volunteer Project

### July

- Deadline** to report all prospect call results to staff July 25
- Deadline** to invite all Tocqueville members to Reception July 25

### August

- Final visits with renewing members
- Attend Day of Caring** Volunteer Project and/or Campaign Kickoff luncheon August 16
- Deadline** to complete visits and report gift intentions August 28

### September

- Attend Fall Reception** and connect with new and renewing donors September 8

### November

- Attend Campaign Celebration!** November 17

*Your team leader or United Way staff will be in touch periodically to check in on call progress.*