



## JUNE

### UPDATE YOUR DONATION PAGE



Your Personal Family Donation Page is the easiest and best way to share how it works with potential donors. You can edit these pages by requesting your Family Records and uploading a new photo for the coming school year.

[Set Up a Personal Family Donation Page](#)

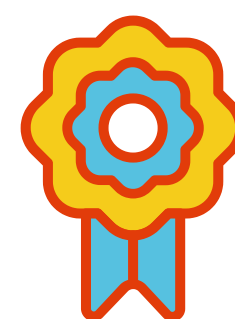
[Edit Your Page - Family Records](#)

## JULY

### ENTER SUMMER CHALLENGES

APESF usually has a summer challenge with scholarship awards. This is a fun and easy opportunity to earn scholarships!

[See Past Summer Challenge Information](#)



## AUG



### FIRST TOUCHPOINT WITH DONORS

Send out initial contact to potential donors. Add a first day of school photo to make it more personal!

[Sample Text Messages](#)

[Initial Support Email](#)

## SEP

### THANK YOU AND REMINDER

Send out 'Thank You' email or text as a follow-up or reminder to potential donors. By law, donor information cannot be given, so it helps if you keep track of those who respond.

[Thank You Email Sample](#)

[Thank You Text Sample](#)



## OCT



### SOCIAL MEDIA APPEAL

Edit and post a social media graphic from your Digital Backpack to your Instagram and Facebook. This allows you to share with a wider network of donors!

[Digital Backpack & Graphics](#)

## NOV

### GIVING TUESDAY

Giving Tuesday is the first Tuesday after Thanksgiving. It's a day when APESF awards 100% of all donations received, which can be an extra motivator for donors! Use APESF's Giving Tuesday graphics to send out to your network.

[Giving Tuesday Info](#)



## DEC



### END OF YEAR & HOLIDAY TOUCHPOINT

Send out an end-of-the-year appeal to your donors as Tax Season kicks off. You can also use the holiday season to reach out to friends and family with an update and photo!

Want some help identifying new potential donors?

The list below can help you think of who to ask.

[Sample Email](#)

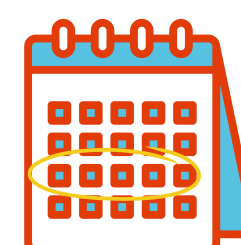
[Potential Donors List](#)

## JAN

### SCHOOL CHOICE WEEK

National School Choice Week is a time to share the opportunity for donors to give and support school choice. Share on social media or text the following info page to donors.

[National School Choice Week Info.](#)



## FEB



### TAX SEASON REMINDERS

APESF will be posting reminders throughout February and March about Tax Day deadline. Most people are starting to file taxes during this time and are more willing to donate! Follow us and tag donors or repost to your page to keep it in front of them.

[APESF Instagram](#)

[APESF Facebook](#)

## MAR/APR

### FOLLOW UP WITH DONORS

Most taxpayers wait to file their taxes until March or April, AND most donors wait to donate until they file. This is the season to follow up with all those who haven't donated yet and to make a list of those who have confirmed. Also, watch for APESF March Madness opportunities to earn scholarships!

