



2016 GENEROSITY COMMUNICATION CALENDAR

Thank you for reading the “**Generosity Speaks: Designing Communication to Leverage Generosity**” e-book! Now that you have been thinking about the many ways you can intentionally plan communication to accelerate generosity in your church throughout the year, here is an additional resource to help you make practical plans to implement these strategies!

Below is a calendar containing the recommendations provided in the e-book. Please use this sample schedule as the foundation for your plans as you communicate about generosity in the upcoming year.

For more information or for a deeper analysis of your church’s communication, visit kpcommunications.net.

JANUARY

WEEK OF

JANUARY 3
JANUARY 10
JANUARY 17
JANUARY 24

COMMUNICATION METHOD

bulletin insert, social media
newsletter / e-news
pastor's video blog, social media
special worship service element
annual giving statements

FEBRUARY

WEEK OF

FEBRUARY 7
FEBRUARY 14
FEBRUARY 21

FEBRUARY 28

COMMUNICATION METHOD

bulletin insert, social media
newsletter / e-news
pastor's video blog, social media
annual report / annual meeting
special worship service element
update website with annual report

MARCH

WEEK OF

MARCH 6
MARCH 13
MARCH 20
MARCH 27 (EASTER)

COMMUNICATION METHOD

newsletter / e-news, social media
pastor's video blog
special worship service element
bulletin insert, social media
update stories on online giving page

APRIL

WEEK OF

APRIL 3
APRIL 10
APRIL 17
APRIL 24

COMMUNICATION METHOD

pastor's video blog, social media
special worship service element
bulletin insert, social media
newsletter / e-news
quarterly giving statement

MAY

WEEK OF

MAY 1
MAY 8 (MOTHER'S DAY)
MAY 15
MAY 22

COMMUNICATION METHOD

bulletin insert, social media
newsletter / e-news
pastor's video blog, social media
special worship service element

JUNE

WEEK OF

JUNE 5
JUNE 12
JUNE 19 (FATHER'S DAY)
JUNE 26

COMMUNICATION METHOD

bulletin insert, social media
newsletter / e-news
pastor's video blog, social media
special worship service element

JULY

WEEK OF

JULY 3 (JULY 4)
JULY 10
JULY 17
JULY 24

COMMUNICATION METHOD

newsletter / e-news, social media
bulletin insert
pastor's video blog, social media
special worship service element
update stories on online giving page

AUGUST

WEEK OF

AUGUST 7
AUGUST 14

AUGUST 21
AUGUST 28

COMMUNICATION METHOD

newsletter / e-news, social media
bulletin insert
quarterly giving statement
pastor's video blog, social media
special worship service element

SEPTEMBER

WEEK OF

SEPTEMBER 4 (LABOR DAY)
SEPTEMBER 11
SEPTEMBER 18
SEPTEMBER 25

COMMUNICATION METHOD

newsletter / e-news, social media
bulletin insert
pastor's video blog, social media
special worship service element

OCTOBER

WEEK OF

OCTOBER 2
OCTOBER 9
OCTOBER 16
OCTOBER 23

COMMUNICATION METHOD

newsletter / e-news, social media
bulletin insert
pastor's video blog, social media
special worship service element

NOVEMBER

WEEK OF

NOVEMBER 6

NOVEMBER 13
NOVEMBER 20
NOVEMBER 27 (T'GIVING)

COMMUNICATION METHOD

newsletter / e-news
update stories on online giving page
bulletin insert, social media
special worship service element
pastor's video blog, social media

DECEMBER

WEEK OF

DECEMBER 4

DECEMBER 11
DECEMBER 18
DECEMBER 25 (CHRISTMAS)

COMMUNICATION METHOD

newsletter / e-news
quarterly giving statement
bulletin insert, social media
special worship service element