

Plan your email marketing year-round by establishing an email marketing calendar to track campaign types, content and email schedules. Doing so will ensure you are engaging with your audiences on a consistent basis and not hitting one audience more than another. To get started, set up the following template using rows and columns in the spreadsheet app of your choosing (i.e. Google Sheets, Microsoft Excel, etc.). We have populated a few rows as examples within the calendar.

Month	Send Date	Draft Due	Owner	Call to Action	Type	Audience	Subject Line	Lead Story	Secondary Story	Status/Notes
January										
	1/5/2020	12/21/2019	Meg P.	Support Our Environment Fund	Annual Fund	Lapsed Donors	Change the world, one gift at a time	Monica's impact story	Holiday drive	12/21: Sent v1 for edits/review
	1/12/2020	12/29/2019	Alex F.		e-News	All	Monthly News from PFE	2019 Year-In-Review	Upcoming Kids Workshop	1/10: Final edits 1/12: Sent
February										

Calendar Tips

- Use A/B testing.** In your subject line column you can craft two different subject lines to test which ones work best for open rates, clicks and engagement.
- Add more stories.** Our example calendar is set up with a lead story and secondary story. If you have additional components to your email campaigns, insert additional columns for each story type or content block.
- Set campaign types.** Create an email calendar key that outlines all campaign types you'll use throughout the year. Types may include e-News, Annual Fund, Year-End Drive, Capital Campaign or Partner News, to name a few.

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