

Identify the times when your donors are more likely to give

Donors love to meet needs. Here are four types of needs to look for as you create your annual plan.

Deadline Driven Needs		Surge Driven Needs	One-Time or Rare Needs	Slice of Ongoing Needs	
Type of Deadline	Deadline Date			Need	Slice
Ex. End of Year	December 31	More refugees in rainy season	Blankets in cold months	Monthly Field Trips	January's field trip

Identify your needs your donors will feel most strongly about. Schedule your appeal letters about 6 weeks before the needs and start your email campaigns about 2 weeks before the needs.

Learn how to turn these needs into a robust annual plan, and into powerful fundraising appeals and e-appeals, go to: <https://worklessraisemore.com/easy>