Available Services Announcement

Share an overview of your services and highlight how your organization can help.

Subject Line:
Check in and see our latest service updates

Recommended Template:
Basic Letter

Call-to-Action:
- See full description
- Share with friends and family
- Make an appointment
- Watch now/view now

Business Result:
- Remind the community of your offerings
- Increase participation
- Increase traffic to your website

Suggested mailing schedule:
Once every quarter
Ways to Get Involved

Encourage your patrons to get involved with your organization by becoming a member, donor or volunteer.

**Subject Line:**
Get involved: Our community needs you

**Recommended Template:**
Basic Newsletter

**Call-to-Action:**
- Become a Volunteer/Member
- Donate Now
- See more details
- Share with friends and family

**Business Result:**
- Increase participation and involvement
- Increase donations
- Get new members

---

Events Announcement

Share upcoming organization or community events.

**Subject Line:**
Don’t miss out, register today to attend

**Recommended Template:**
Event RSVP Request

**Call-to-Action:**
- See full event details
- Share with friends and family

**Business Result:**
- Increase awareness & participation
- Get volunteers
- Increase patrons

---

Suggested mailing schedule:
- Once a month

---

Suggested mailing schedule:
- **4 weeks before** - Announce event
- **2 weeks before** - 2 weeks before - Reminder to registrants or announcement to non-registrants
- **1 day before** - Reminder to registrants
Take advantage of the upcoming holidays by announcing services, news or events related to:

**WINTER**

**December**
- Safe Toys and Gifts Month
- Universal Human Rights Month
- Hanukkah
- Christmas
- Make Up Your Mind Day

**January**
- New Year's Day
- National Thank You Month
- I’m Not Going To Take It Anymore Day
- Get to Know Your Customers Day
- Street Children Day
- Make Your Dream Come True Day

**SPRING**

**March**
- National Social Work Month
- World Compliment Day
- Be Heard Day
- Dream Day
- I want you to be happy day
- Child Life Month

**April**
- Earth Awareness Month
- Fair Housing Month
- Easter
- National Public Health Week
- Community Spirit Days

**SUMMER**

**June**
- World Environment Day
- Father’s Day
- Children’s Sunday
- Family History Day
- America’s Kids Day
- Worldwide Day of Giving

**July**
- The 4th of July
- National Make A Difference to Children Month
- All or Nothing Day
- Get to Know Your Customers Day (Also January 15, April 16, July 26, October 15)
- Parent’s Day
- Made in the USA Day

**August**
- Just Because Day
- Friendship Day
- World Humanitarian Day
- Back-to-school
- Happiness Happens Month
- Be Kind to Humankind week

**FALL**

**September**
- Labor Day
- National Courtesy Month
- National Grandparent's Day
- Boys’ and Girls’ Club Day for Kids
- Good Neighbor Day
- National Child Awareness Month
- National Women’s Friendship Day
- National Keep Kids Creative Week

**October**
- Breast Cancer Awareness Month
- Do Something Nice Day
- Child Health Day
- National Food Bank Week
- Make A Difference Day
- National Medicine Abuse Awareness Month
- Halloween

**November**
- Celebrate Your Unique Talent Day
- National Adoption Month
- Thanksgiving
- Black Friday
- Electronic Greetings Day
- National Hunger & Homeless Awareness Week
- Small Business Saturday

**February**
- Madly in Love with Me Day
- Valentine’s Day
- Give Kids A Smile Day
- Random Acts of Kindness Day
- Relationship Wellness Month
- Love Makes the World Go Round; But, Laughter Keeps Us From Getting Dizzy Week
- Brotherhood / Sisterhood Week

**May**
- Military Appreciation Month
- Mother’s Day
- Family wellness Month
- National Family Week
- Child Care Provider Day
- Heal the Children Month
- Memorial Day

**December**
- Safe Toys and Gifts Month
- Universal Human Rights Month
- Hanukkah
- Christmas
- Make Up Your Mind Day