Young & Healthy Development Plan
July 2020 – June 2021

The following is a summary of the key proposed events and outreach activities for fiscal year 2020-2021.

July 2020:	**Social Media Topic: Summer Fun**
ED & New Board members meet individually	TBD
Board Menu's & Donor Lists Due	July 9
Executive Memo	July 15
Story of the Month	July 15
Gala Patron Returns	July 24

August 2020:	**Social Media Topic: Back to School**
Gala Invitation Mailing	August 13
Multiple Year Pledge bill mailing	August 17
Executive Memo	August 14
Story of the Month	August 14

September 2020:	**Social Media Topic: Gala 2020**
Executive Memo	September 15
Story of the Month	September 15
Trauma Campaign-Major donor meetings	TBD

October 2020:	**Social Media Topic: YH Impact on Community**
Executive Memo	October 15
Story of the Month	October 15
Trauma Campaign-Major donor meetings	TBD
Gala Oktoberfest	October 2

November 2020:	**Social Media Topic: Giving Thanks**
Holiday Card Sale begins	November 9
Update website & FB with holiday giving information	November 9
Executive Memo	November 13
Story of the Month	November 13
Thanksgiving card mailing (major donors/foundations)	November 16
Alternative Gift Markets	November TBD
Annual Appeal Direct Mail-update webpage	November 24
Trauma Campaign-Major donor meetings	TBD

December 2020: **Social Media Topic: The Faces of Y&H**

Alternative Gift Markets	December TBD
Executive Memo	December 15
Story of the Month	December 15
Trauma Campaign-Major donor meetings	TBD

January 2021: **Social Media Topic: Strengthening Families, Educating Parents**

Executive Memo	January 15
Story of the Month	January 15
Trauma Campaign-Major donor meetings	TBD

February 2021: **Social Media Topic: Dental Health Month**

Invitation mailing for MDC tours	February TBD
Executive Memo	February 15
Story of the Month	February 15
Virtual Fundraiser-Dental Clinic Theme	TBD
Mobile Dental Clinic Donor Tours	TBD
Trauma Campaign-Major donor meetings	TBD

March 2021: **Social Media Topic: Health & Professional Volunteers**

Spring Appeal Direct Mail	March 15
IP Invitation Mailing	March 17
Executive Memo	March 15
Story of the Month	March 15
Donor Thank you	March 12-17
Legacy Society Luncheon	March 25
Trauma Campaign-Major donor meetings	TBD

April 2021: **Social Media Topic: Volunteer Recognition Month**

Executive Memo	April 15
Story of the Month	April 15
National Volunteer Week – Bundt Cake Delivery	April 22
Trauma Campaign-Major donor meetings	TBD

May 2021:	**Social Media Topic: Mental Health Awareness Month**
It's Possible	May 6
Executive Memo	May 14
Story of the Month	May 14
Trauma Campaign-Major donor meetings	TBD

June 2021:	**Social Media Topic: Donors/Year End Happenings**
Donor Recognition Reception	TBD
Executive Memo	June 15
Story of the Month	June 15
Trauma Campaign-Major donor meetings	TBD

Note:

1) Grant proposals submitted throughout the year based on individual foundation guideline schedules.