

Carver Center – FY 19 Timeline Overview

MONTH	ACTIVITY
July	<p><i>First Quarter</i></p> <ul style="list-style-type: none"> • New Annual Fund solicitations, promotional materials, etc. • Continued ongoing CAP registration
August	<ul style="list-style-type: none"> • Helping Hands 2018 Mission Backpack Project • Collection of Back to School supply • Annual Unity Day communal event at Columbus Park • ACME College Drive
September	<ul style="list-style-type: none"> • First Senior Breakfast • Halloween Costume Drive • Promotion of recurring giving and matching gifts • CAP Kindergarten registration (2 Sites: JFK and Edison) • CAP Parent Orientations/Workshops • CAP Swim – Flyer to CAP Parents • Teen Center recruitment – approximately 200 registrants • Advertisement Adult English & Citizenship Classes* • Aquatics Program* enrollment • Health and Wellness: Women’s Circle enrollment • Boot Camp Fitness for Adults enrollment • Press Release – Carver Scholars’ Program
October	<p><i>Second Quarter</i></p> <ul style="list-style-type: none"> • Haunted House – Advertisement early October • Dalio Foundation Coat Drive • Partner with Walgreens – free flu shots for clients & staff • Advertisement of Saturday Program offerings – promotional materials and outreach (2nd week of October) • 1st Annual Carver Spelling Bee • 2018 Annual Impact Report
November	<ul style="list-style-type: none"> • Thanksgiving dinner for teens and their families (Early November) • Giving Season solicitations & Giving Tuesday peer-to-peer campaigns • Advertising – “Give the Gift of Learning for the Holidays” • Children’s Hope Chest Annual Coat Drive & Thanksgiving Dinner • Winter Markets • Thanksgiving food collections and drives • All District Spelling Bee (Grade 3) • Prep Materials for December/January Exhibitions
December	<ul style="list-style-type: none"> • 75th Anniversary Community Event • Solicitations for the last month of giving in the tax season • Collection of gift and food donations for clients • CAP Program Winter Exhibitions Advertisements • Saturday Offerings recruitment • Teen Center holiday gathering
January	<p><i>Third Quarter</i></p> <ul style="list-style-type: none"> • Carver Center’s 76th Birthday (January 6th) • Carver Winter Exhibition

	<ul style="list-style-type: none"> • CAP Program Winter Exhibitions • Promotion of Benefit (TBD) • Advertisement: Science Fair for Grade 5 Event in February
February	<ul style="list-style-type: none"> • Black History Month celebration • Promotion of Benefit (TBD) • Major donor recruitments – referrals from current major donors, prospective recruitment event • Science Fair for Grade 5 Event • Advertisement: Carver Classic for 4th & 5th Grades in March
March	<ul style="list-style-type: none"> • Carver Classics Basketball Tournament (4th & 5th Grades) • Promotion of Spring Break courses (e.g., lifeguard training, Saturday Adventures, or college tours) • Promotion of Camp Carver/start of enrollment • Teen College Tours
April	<p><i>Fourth Quarter</i></p> <ul style="list-style-type: none"> • Carver Center 76th Annual Benefit (TBD) • Volunteer Appreciation Month
May	<ul style="list-style-type: none"> • Gratitude campaign – benefit outcomes/ mailing • CAP Spring Exhibitions • CAP Advertisements for Fall • Promotion of giving before the fiscal yearend
June	<ul style="list-style-type: none"> • “Still Time to Register for CAP” Campaign • CAP Registration • Parent info meetings for upcoming school year (CAP) • Promotion of Senior Programs* • Prospective pool party fundraiser

*Year-round sessions and promotion