

| JANUARY | MARCH | MAY |
|--|---|--|
| <p>COVER STORY Little Shop Of Fundraising: Insights and tips for those working in small and/or new development offices</p> <p>FEATURES Analytics: Digging deep to make the most of your database</p> <p>SPECIAL OPPORTUNITY 2-for-1 Advertorial</p> <p><i>Ad close: 12/10/10 Materials due: 12/15/10</i></p> | <p>COVER STORY Case Studies! Case Studies! Case Studies: Breaking Down the Winning Elements - Part 1 of a Four-Part Series Showcasing Winning Campaigns</p> <p>FEATURES Mobile Campaigns</p> <p>BONUS DISTRIBUTION AFP International Conference, 3/20 - 23, Chicago</p> <p><i>Ad close: 2/10/11 Materials due: 2/15/11</i></p> | <p>COVER STORY Fundraiser Profile</p> <p>FEATURES The Organization/Agency Relationship: Making Your Partnership Work</p> <p>SPECIAL OPPORTUNITY List Usage</p> <p><i>Ad close: 4/12/11 Materials due: 4/15/11</i></p> |
| FEBRUARY | APRIL | JUNE |
| <p>COVER STORY 2011 Fundraising Professionals of the Year Awards</p> <p>FEATURE Aggressive Retention: Keep Your Donors Loyal and Active</p> <p>BONUS DISTRIBUTION DMA Nonprofit Federation DC Conference, 2/17 - 2/18</p> <p>SPECIAL OPPORTUNITY List Usage</p> <p><i>Ad close: 1/17/11 Materials due: 1/20/11</i></p> | <p>COVER STORY Fundraiser Profile</p> <p>FEATURE Social Media Best Practices: Tips for Making the Best of Any Social Site</p> <p>SPECIAL OPPORTUNITY Ad Awareness</p> <p><i>Ad close: 3/11/11 Materials due: 3/16/11</i></p> | <p>COVER STORY Case Studies! Case Studies! Case Studies: Breaking Down the Winning Elements - Part 2 of a Four-Part Series Showcasing Winning Campaigns</p> <p>FEATURES Donor Demographics: What Promotes Giving Among Various Racial/Ethnic Groups?</p> <p>BONUS DISTRIBUTION Fund Raising Day NY. 6/10</p> <p><i>Ad close: 5/12/11 Materials due: 5/17/11</i></p> |

| JULY | SEPTEMBER | NOVEMBER |
|---|---|--|
| <p>COVER STORY Fundraiser Profile</p> <p>FEATURES Telefundraising: What's New?</p> <p>SPECIAL OPPORTUNITY Ad Awareness</p> <p>BONUS DISTRIBUTION Bridge Conference, 7/21 - 7/22, National Harbor, MD</p> <p><i>Ad close: 6/10/11 Materials due: 6/15/11</i></p> | <p>COVER STORY 2011 Gold Awards for Fundraising Excellence</p> <p>FEATURES E-mail: Creative Strategies You Need to Know About</p> <p>BONUS DISTRIBUTION NCDC, 9/11 - 9/14 Orlando</p> <p><i>Ad close: 8/12/11 Materials due: 8/17/11</i></p> | <p>COVER STORY Case Studies! Case Studies! Case Studies: Breaking Down the Winning Elements - Part 4 of a Four-Part Series Showcasing Winning Campaigns</p> <p>FEATURES Educating, Training, Retaining Tomorrow's Fundraising Superstars</p> <p>SPECIAL OPPORTUNITY List Usage</p> <p><i>Ad Close: 10/12/11 Materials Due: 10/17/11</i></p> |
| AUGUST | OCTOBER | DECEMBER |
| <p>COVER STORY Case Studies! Case Studies! Case Studies: Breaking Down the Winning Elements - Part 3 of a Four-Part Series Showcasing Winning Campaigns</p> <p>FEATURES DRTV: What's New?</p> <p>SPECIAL OPPORTUNITY List Usage</p> <p>BONUS DISTRIBUTION DMA Nonprofit Federation Conference, New York, TBD</p> <p><i>Ad close: 7/13/11 Materials due: 7/18/11</i></p> | <p>COVER STORY Fundraiser Profile</p> <p>FEATURES Grant Writing: Basics of Writing a Winning Proposal</p> <p>SPECIAL OPPORTUNITY 2-for-1 Advertorial</p> <p>BONUS DISTRIBUTION DMA Annual & Nonprofit Day Sessions, 10/1 - 10/6, Boston</p> <p>AFP Chicago, 11/1</p> <p><i>Ad close: 9/8/11 Materials due: 9/13/11</i></p> | <p>COVER STORY 2012 Fundraising Resource Guide</p> <p>FEATURES *The Year in Review/The Year Ahead</p> <p>SPECIAL OPPORTUNITY List Usage</p> <p>BONUS DISTRIBUTION AFP Massachusetts, TBD</p> <p><i>Ad Close: 11/ 10/11 Materials Due: 11/15/11</i></p> |

*Editorial Content Subject to Change