

Month	Cover Story	Feature	Strategy Study*
<b>January</b> Ad Close: 12/13/07 Materials Due: 12/20/07	Fundraiser Profile	<ul style="list-style-type: none"> <li>• Direct Mail</li> <li>• Education</li> </ul>	Mobile
<b>FEBRUARY</b> Ad Close: 1/15/08 Materials Due: 1/22/08	Fundraising Professionals of the Year Awards <i>MUST-BUY!</i>	<ul style="list-style-type: none"> <li>• Global Vision Series: Fundraisers from around the world share their strategies, successes and challenges</li> <li>• Database/data mining</li> </ul>	Acquisition
<b>MARCH</b> Ad Close: 2/12/08 Materials Due: 2/19/08	Fundraiser Profile	<ul style="list-style-type: none"> <li>• E-philanthropy</li> <li>• Strategy</li> </ul>	Major Gifts
<b>APRIL</b> Ad Close: 3/10/08 Materials Due: 3/17/08	Fundraiser Profile	<ul style="list-style-type: none"> <li>• Direct Mail</li> <li>• Legal</li> </ul>	Web-based
<b>MAY</b> Ad Close: 4/10/08 Materials Due: 4/17/08	Global Vison <i>MUST-BUY!</i>	<ul style="list-style-type: none"> <li>• E-philanthropy</li> <li>• Creative Strategies</li> </ul>	Lapsed Donors
<b>JUNE</b> Ad Close: 5/09/08 Materials Due: 5/16/08	Fundraiser Profile	<ul style="list-style-type: none"> <li>• Lists/E-philanthropy</li> <li>• Intergenerational Fundraising</li> </ul>	Face-to-face
<b>JULY</b> Ad Close: 6/11/08 Materials Due: 6/18/08	Fundraising 3.0: The Emerging Technologies Issue <i>MUST-BUY!</i>	<ul style="list-style-type: none"> <li>• Direct Mail</li> <li>• Relationships</li> </ul>	Planned Giving
<b>AUGUST</b> Ad Close: 7/11/08 Materials Due: 7/18/08	Fundraiser Profile	<ul style="list-style-type: none"> <li>• Global Vision Series</li> <li>• Lists</li> </ul>	Telefundraising
<b>SEPTEMBER</b> Ad Close: 8/8/08 Materials Due: 8/15/08	Gold Awards for Fundraising Excellence <i>MUST-BUY!</i>	<ul style="list-style-type: none"> <li>• DRM</li> <li>• E-philanthropy</li> </ul>	Mid-level Giving
<b>OCTOBER</b> Ad Close: 9/10/08 Materials Due: 9/17/08	Fundraiser Profile	<ul style="list-style-type: none"> <li>• Direct Mail</li> <li>• Strategy</li> </ul>	Social Networks
<b>NOVEMBER</b> Ad Close: 10/9/08 Materials Due: 10/16/08	Fundraiser Profile	<ul style="list-style-type: none"> <li>• Global Vision Series</li> <li>• Planned Giving</li> </ul>	Integrated Campaigns
<b>DECEMBER</b> Ad Close: 11/10/08 Materials Due: 11/17/08	Resource Guide <i>MUST-BUY!</i>	<ul style="list-style-type: none"> <li>• State of the Sector</li> <li>• Article Archive</li> </ul>	Monthly Giving



Advantages	Bonus Distribution
2-for-1 Advertorial Issue	<ul style="list-style-type: none"> <li>• DMA Nonprofit Federation Washington, D.C. Conference, January 24-25</li> </ul>
Proprietary Research Study	
List Usage Issue	<ul style="list-style-type: none"> <li>• AFP International Conference, March 30-April 2, San Diego</li> </ul>
Ad Awareness Issue	<ul style="list-style-type: none"> <li>• DMA Nonprofit Federation Critical Issues, TBD</li> <li>• CADM, April 29-30, Chicago</li> </ul>
List Usage Issue	<ul style="list-style-type: none"> <li>• Annual Conference for Catalog and Multichannel Merchants, May 19-21, Orlando, FL</li> </ul>
List Insider	<ul style="list-style-type: none"> <li>• Fundraising Day New York, June 13</li> <li>• DMDNY, June 10-12, New York</li> <li>• DMA Nonprofit Federation Summit, June 3-5</li> </ul>
Proprietary Research Study	<ul style="list-style-type: none"> <li>• Bridge Conference, Washington, D.C. July 23-25</li> </ul>
List Usage Issue	<ul style="list-style-type: none"> <li>• DMA Nonprofit Federation New York, Conference, TBD</li> <li>• DMA List Day, TBD</li> </ul>
	<ul style="list-style-type: none"> <li>• National Catholic Development Conference September 28-October 1, Orlando, FL</li> <li>• DMA08 Pre-Show Issue</li> </ul>
2-for-1 Advertorial Issue	<ul style="list-style-type: none"> <li>• DMA08, October 11-16, Las Vegas</li> <li>• AFP Chicago, TBD</li> </ul>
List Usage Issue	<ul style="list-style-type: none"> <li>• AFP Massachusetts Conference, TBD</li> </ul>

## Regular Columns & Departments

### Columns

#### Easier Said Than Done

Jeff Brooks closes out the FS print experience each month with a back-of-book column that pulls no punches and takes no prisoners.

#### NEW! Keeping It Real

Trent Stamp gives an eagle's-eye view of the fundraising world in terms of accountability, proper stewardship and just basically keeping it real.

#### NEW! To the Point

Katya Andresen challenges nonprofit fundraisers to work with passion and creativity.

**NEW! Ahead of the Curve** Fundraising pros lay out the latest in each of four areas over the course of the year: Emerging Technologies, Database/Analytics, Web 2.0 and Guerilla Fundraising.

### Departments

#### \*NEW! Strategy Study

A monthly case study outlining the specifics of a successful campaign, an innovative technique or a new twist on an old standard.

#### Briefings

A compilation of advice, tactics and insights culled from the fundraising sector.

#### Web Watch

Consultant Sarah Durham critiques nonprofit organizations' Web sites and offers practical tips they can use right away to enhance their user experience.

#### DM Diagnosis

Direct-mail pro Kimberly Seville explores trends and offers insights on specific fundraising packages to explain what works, what doesn't and why.