

THE NONPROFIT TIMES 2009 Editorial Calendar

MONTH	EDITORIAL FOCUS	GUIDES/SUPPLEMENTS	BONUS DISTRIBUTION	ONLINE COVERAGE
1-Jan Orders - 12/2/08 Materials - 12/9/08	Special Report - Accounting Software •Online - Making Subject Lines Sing •Boards - Occupational Diversity			
15-Jan Orders - 12/16/08 Materials - 12/23/08	Special Focus - The Most Influential Fundraisers •Fundraising Lists - Assessing After The Holidays •Faith-Based Fundraising - Attracting New Audiences With Internet Radio		•DMA Nonprofit Federation DC, January 29-30, Washington, DC •National Religious Broadcasters (NRB) Annual Conference, February 7-10, Nashville, TN	•DMA DC - Show Daily eNewsletters
1-Feb Orders - 1/7 Materials- 1/14	Special Report - SR - Salary/Benefits Survey •Regulation - Who's Watching You •Donor Management Software	Healthcare Guide		
15-Feb Orders - 1/20 Materials - 1/27	Special Report - Hot Nonprofit Web Sites •Online Auctions - Using Star Power •Telefundraising			
1-Mar Orders - 1/30 Materials - 2/6	Special Report - Exclusive NPT Research TBA •Insurance - What's New in D&O •Online - Micro Campaign Sites	AFP Supplement AFP Map Fundraising Guide I		
15-Mar Orders - 2/17 Materials - 2/24	Special Focus - Professional FR Education •Web 2.0 - Text this! •Online - Subject Lines •Planned Giving	Cause Marketing Supplement Technology Guide I		•AFP - Show Daily eNewsletters
1-Apr Orders - 3/4 Materials - 3/11	Special Report - Social Network Software •Direct Mail - Beating the Postal Increase •Donor Recognition - What Medium Donors Want		•AFP National Conference, March 29-April 1, New Orleans, LA	
15-Apr Orders - 3/17 Materials - 3/24	Special Focus - Planned Giving •Database •Special Events - Picking A Venue •Professional Development	Professional Development Guide I	•Nonprofit Technology Network (NTEN), April 26-28, San Francisco, CA	•NTEN - Show Daily eNewsletters
1-May Orders - 4/2 Materials - 4/9	Special Report - Online Solicitation •Donor Management Software - Data Security •Lists - What Donors are Reading			
15-May Orders - 4/21 Materials - 4/28	Special Focus - Fundraising Lists •Direct Mail - Why Campaigns Bomb •Donors - Hot Wealth Profiling Ideas	Nonprofit Management Guide I	•AHP Midwest Regional Conference, May 17-19, Bloomington, MN •AHP Mid-Atlantic Regional Conference, May 31-June 2, Richmond, VA	•AHP - Show Daily eNewsletters
1-Jun Orders - 5/1 Materials - 5/8	Special Report - NPT Research •Board Development - Going Younger •Online - Payment Systems •Risk Management	FRDNY Map	•Fundraising Day New York - June 12, New York NY	
15-Jun Orders - 5/15 Materials - 5/22	Special Focus - Religious Fundraising •Fundraising - Cross-border Appeals •Finance - Finding Fraud Before it Happens		•Points of Light, June 1-3, Atlanta, GA •DMA Nonprofit Federation, June 15-17, Naples, FL •DM Days New York, June 15-18, New York, NY	•DM Days NY - Show Daily eNewsletters

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1-Jul Orders - 6/3 Materials - 6/10	Special Report - Giving USA •Cause Marketing - Getting Mentioned in the Movies •DRTV	Bridge Conference Map	•Council for Advancement and Support of Education (CASE), July 9-11, San Francisco, CA	
15-Jul Orders - 6/17 Materials - 6/24	Special Focus - Holiday Campaigns •Prospect Research •Fundraising - Debunking Urban Legends on Giving		•AMA Nonprofit Marketing Conference, July 15-17, Chicago, IL •Bridge Conference, July 21-23, Washington, DC	•AMA - Show Daily eNewsletters •Bridge Conf. - Show Daily eNewsletters
1-Aug Orders - 7/6 Materials - 7/13	Special Report - SR - Power & Influence Top 50 •Fundraising - What's New in Sweepstakes •Fundraising Lists - Swap Or Rent?	Association Guide	•DMA NY Nonprofit Conference, August 9-13, Atlanta, GA	•DMA - Show Daily eNewsletters
15-Aug Orders - 7/24 Materials - 7/31	DIGITAL EDITION ONLY An Overview of the Top Stories of 2009 for the First Half of 2009		•American Society of Association Executives (ASAE), August 15-18, Toronto, Canada	•ASAE - Show Daily eNewsletters
1-Sep Orders - 8/4 Materials - 8/12	Special Report - Donor Management Software •Human Resources •Online - Using Video Streaming	AHP Map Technology Guide II		
15-Sep Orders - 8/18 Materials - 8/25	Special Focus - Healthcare Fundraising •Healthcare Fundraising •Faith-Based Fundraising	Catholic Fundraising Guide	•National Catholic Development Conference (NCDC), September 20-23, Arlington, VA •Association of Healthcare Professionals (AHP), September 23-26, San Francisco, CA	•AHP - Show Daily eNewsletters
1-Oct Orders - 9/4 Materials - 9/11	Special Report - SR - Religious Fundraising •Risk Management •Email - Search Engine Optimization •Direct Mail - Holiday Mail	Fundraising Guide II	•National Committee on Planned Giving (NCPG) - October 14-17, National Harbor, MD	•NCPG - Show Daily eNewsletters
15-Oct Orders - 9/18 Materials - 9/25	Special Focus - Professional Development - Back To School •Telefundraising •Web 2.0 - Nonprofit Games	Professional Development Guide II	•DMA Annual Conference - October 17-22, San Diego, CA •California Association of Nonprofits Conference, October 22-23, Los Angeles, CA	
1-Nov Orders - 10/5 Materials - 10/12	Special Report - NPT Top 100 •Online - The 10 Hottest Widgets •Finance - Payroll Software		•Independent Sector Conference (ISC) - November 15-17, Detroit, MI	•ISC - Show Daily eNewsletters
15-Nov Orders - 10/20 Materials - 10/27	Special Focus - Premiums •Auctions •Direct Mail - Key Words For Letters	Nonprofit Management Guide II	•ARNOVA - November 19-21, Cleveland, OH •BoardSource Annual Conference - November 20-21, Orlando, FL	
1-Dec Orders - 10/30 Materials - 11/6	Special Report - NPT Year in Review •Management - Getting Ready For '10 •Lists - Getting Your House File in Shape			
15-Dec Orders - 11/23 Materials - 11/30	DIGITAL EDITION ONLY An Overview of the Top Stories of 2009 and a Look to the Year Ahead.	Annual Buyers' Guide		