

# THE NONPROFIT TIMES 2012 Editorial Calendar

ISSUE DATE	SPECIAL REPORTS & EDITORIAL FEATURES	COLUMNS, GUIDES & SUPPLEMENTS	BONUS DISTRIBUTION
January 1 Orders - 12/2/10 Materials - 12/12/10	Special Report -- Accounting Software	<ul style="list-style-type: none"> <li>• Online -- Developing Social-Media Policies for Employees</li> <li>• Fundraising -- Strategies for Upgrading Donors</li> </ul>	
February 1 Orders - 1/3 Materials - 1/10	Special Report -- 2012 NPT Salary and Benefits Survey	<ul style="list-style-type: none"> <li>• Lists -- Making Co-Op Databases Work for You</li> <li>• Social Media -- Where You Really Need to Be</li> </ul>	<ul style="list-style-type: none"> <li>• DMA Nonprofit Conference Washington, DC</li> </ul>
March 1 Orders - 2/6 Materials - 2/13	Special Report -- CRM Systems: Deciding which features are most important	<ul style="list-style-type: none"> <li>• Mobile -- The Nonprofit Flash Mob</li> <li>• Human Resources -- Tricks &amp; Tips for Using LinkedIn</li> </ul>	<ul style="list-style-type: none"> <li>• SouthxSouthwest Austin - 3/10-20</li> </ul>
March 15 Orders - 2/17 Materials - 2/24	Special Focus -- Putting Your Best Face(book) Forward	<ul style="list-style-type: none"> <li>• Grants -- Advanced Research Techniques</li> <li>• Direct Mail -- Driving Donors to Give Online</li> <li>• <b>Fundraising Guide</b></li> <li>• EXEMPT: The Financial Magazine for Nonprofit Executives</li> </ul>	<ul style="list-style-type: none"> <li>• AFP</li> </ul>
April 1 Orders - 3/5 Materials - 3/12	Special Report -- The Best Nonprofits To Work For	<ul style="list-style-type: none"> <li>• Social Media -- Tweets Heard 'round the World</li> <li>• Regulation -- Hot Topics In the States</li> </ul>	<ul style="list-style-type: none"> <li>• NTEN Conference</li> </ul>
April 15 Orders - 3/19 Materials - 3/27	Special Focus -- Retail: Product and Premium Fulfillment	<ul style="list-style-type: none"> <li>• Cause Marketing -- Tie Your Own Ribbon</li> <li>• Online -- Improving Results on Yahoo! and Bing</li> </ul>	
May 1 Orders - 4/6 Materials - 4/13	Special Report -- NPT Exclusive Donor Research	<ul style="list-style-type: none"> <li>• Mobile -- When and What to Text to Donors</li> <li>• Risk Management -- Deciding On D&amp;O Insurance</li> <li>• Special Supplement -- Nonprofit Higher &amp; Continuing Education</li> <li>• <b>Cause Marketing Guide</b></li> </ul>	<ul style="list-style-type: none"> <li>• Cause Marketing Forum Chicago</li> <li>• National Conference on Volunteering</li> </ul>
June 1 Orders - 5/4 Materials - 5/11	Special Report -- The State of National Service/Volunteering	<ul style="list-style-type: none"> <li>• Finance -- How Electronic Payment Systems Work</li> <li>• Human Resources -- Where the Nonprofit Jobs Are</li> <li>• <b>Technology Guide I</b></li> </ul>	<ul style="list-style-type: none"> <li>• Fund Raising Day in NY New York City</li> <li>• AICPA Nonprofit Conference Washington, DC</li> </ul>
June 15 Orders - 5/18 Materials - 5/25	Special Focus -- Fundraising Auctions	<ul style="list-style-type: none"> <li>• Telemarketing -- Donor Acquisition Strategies</li> <li>• Special Events -- Premiums Donors Want To Take Home</li> <li>• EXEMPT: The Financial Magazine for Nonprofit Executives</li> </ul>	
July 1 Orders - 6/4 Materials - 6/12	Special Report -- Giving USA	<ul style="list-style-type: none"> <li>• Technology -- Nonprofit Gaming</li> <li>• Database -- What You Should Be Capturing</li> <li>• <b>Travel and Convention Guide</b></li> </ul>	
August 1 Orders - 7/2 Materials - 7/13	Special Report -- NPT Power & Influence Top 50	<ul style="list-style-type: none"> <li>• Mobile -- If Your Nonprofit Had an App, What Would It Do?</li> <li>• Technology -- The Impact of Cloud Computing on Flow</li> <li>• <b>Donor Recognition Guide</b></li> </ul>	<ul style="list-style-type: none"> <li>• DMA Nonprofit Federation</li> <li>• Bridge Conference</li> </ul>
September 1 Orders - 8/3 Materials - 8/13	Special Report -- Professional Development/Continuing Education	<ul style="list-style-type: none"> <li>• Online -- Purchasing Key Search Terms Donors Use</li> <li>• Religious Fundraising -- TBD</li> <li>• <b>Faith-Based Fundraising Guide</b></li> </ul>	<ul style="list-style-type: none"> <li>• National Catholic Development Conference - Chicago</li> </ul>
September 15 Orders - 8/17 Materials - 8/24	Special Focus -- Donor Management Software	<ul style="list-style-type: none"> <li>• Fundraising -- 57 Channels and Nothing On</li> <li>• Planned Giving -- TBD</li> <li>• EXEMPT: The Financial Magazine for Nonprofit Executives</li> </ul>	
October 1 Orders - 9/4 Materials - 9/11	Special Report -- Exclusive NPT National Research on Donor Wealth	<ul style="list-style-type: none"> <li>• Healthcare Fundraising -- Competition with "like" diseases</li> <li>• Technology -- Is there an "app" for you?</li> <li>• <b>Technology Guide II</b></li> </ul>	<ul style="list-style-type: none"> <li>• Association for Healthcare Philanthropy</li> </ul>
October 15 Orders 9/17 Materials 9/24	Special Focus -- Grants Management	<ul style="list-style-type: none"> <li>• Human Resources -- Making Staffing Decisions for 2013</li> <li>• Grants -- Getting Foundations To Move Quickly</li> </ul>	<ul style="list-style-type: none"> <li>• The Independent Sector</li> </ul>
November 1 Orders - 10/4 Materials - 10/12	Special Report -- The NPT 100: America's Largest Charities	<ul style="list-style-type: none"> <li>• Fundraising -- Innovative Ideas For Donor Recognition</li> <li>• Online -- Improving Your Google Ranking</li> </ul>	
December 1 Orders - 11/2 Materials - 11/9	Special Report -- Impact of the November Election on Nonprofits	<ul style="list-style-type: none"> <li>• Fundraising -- Weird Fundraising Ideas To Plan Now</li> <li>• Major Gifts -- What Is A Major Gift To Your Organization?</li> <li>• <b>Annual Buyers' Guide</b></li> <li>• EXEMPT: The Financial Magazine for Nonprofit Executives</li> </ul>	