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| CommunicationPrior to Day of Giving | Purpose/Message | Author | Audience (#) | Timing | Measures of Success |
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| CommunicationDuring The Big Day | Purpose/Message | Author | Audience (#) | Timing | Measures of Success |
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| CommunicationStewardship | Purpose/Message | Author | Audience (#) | Timing | Measures of Success |
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