

	DATE	Need (What is the Reader Thinking About)	Focus of the Email	Email Subject Line
MARCH				
Friday	3/20			
Saturday	3/21			
Sunday	3/22			
Monday	3/23			
Tuesday	3/24			
Wednesday	3/25			
Thursday	3/26			
Friday	3/27			
Saturday	3/28			
Sunday	3/29			
Monday	3/30			
Tuesday	3/31			
APRIL				
Wednesday	4/1			
Thursday	4/2			
Friday	4/3			
Saturday	4/4			
Sunday	4/5			
Monday	4/6			
Tuesday	4/7			
Wednesday	4/8			
Thursday	4/9			
Friday	4/10			
Saturday	4/11			
Sunday	4/12			
Monday	4/13			
Tuesday	4/14			
Wednesday	4/15			
Thursday	4/16			
Friday	4/17			
Saturday	4/18			
Sunday	4/19			
Monday	4/20			
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Wednesday	4/22			
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Wednesday	4/29			
Thursday	4/30			