



Annual Fundraising Calendar

For Nonprofit Marketing & Resource Development Professionals

Use this calendar to plan, execute, and track your nonprofit's fundraising efforts throughout the year. Customize it to align with your organization's goals and key dates.

Q1: Laying the Foundation

January

- New Year Campaign:** Kick off the year with a "New Year, New Impact" campaign encouraging recurring donations.
- Donor Appreciation:** Send thank-you emails, handwritten notes, or social media shoutouts to donors from the previous year.
- Plan Events:** Set dates and goals for fundraising events, campaigns, and initiatives.

February

- Share Impact Stories:** Highlight how donations made a difference last year through emails, blogs, and social media.
- Valentine's Day Campaign:** Promote a "Share the Love" donation drive or peer-to-peer fundraising challenge.
- Grant Applications:** Research and apply for new grant opportunities.

March

- Spring Appeal:** Launch a campaign centered around renewal and growth (e.g., planting seeds for change).
 - Engage Volunteers:** Organize a volunteer appreciation event or a recruitment drive for spring projects.
 - Social Media Strategy:** Update your calendar with spring-themed content and fundraising posts.
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Q2: Building Momentum

April

- Spring Giving Day:** Host a one-day fundraising blitz with clear goals and live updates.
- Easter/Passover Appeal:** Tie a campaign to themes of hope and renewal.
- Corporate Partnerships:** Reach out to businesses for matching gift programs or sponsorships.

May

- Mother's Day Campaign:** Honor mothers with a tribute giving campaign.
- Event Prep:** Finalize plans for any upcoming summer fundraising events (e.g., walkathons, golf tournaments).
- Community Engagement:** Host an open house or info session to connect with your supporters.

June

- Mid-Year Appeal:** Update donors on your progress toward your annual goals and ask for mid-year contributions.
 - Father's Day Campaign:** Offer a way to honor dads with donations or sponsorships.
 - Juneteenth Celebration:** Partner with community leaders to host an event celebrating resilience and empowerment, tying it to your mission.
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Q3: Summer Strategy

July

- Independence Day Campaign:** Promote a campaign focused on freedom and independence, tied to your nonprofit's mission.
- Summer Fundraising Event:** Host a family-friendly fundraiser like a picnic, carnival, or sports tournament.
- Social Media Push:** Share fun and engaging summer-themed content to keep supporters engaged during vacation months.

August

- Back-to-School Drive:** Run a campaign supporting families, children, or educational programs.
- Storytelling Campaign:** Focus on compelling stories of impact from beneficiaries or donors.

Donor Retention: Analyze donor data and reach out to lapsed donors with personalized appeals.

September

Fall Appeal: Launch a campaign themed around change, harvest, or preparing for the future.

Event Planning: Finalize plans for end-of-year galas or GivingTuesday campaigns.

Major Donor Outreach: Schedule in-person or virtual meetings with top donors to discuss their continued support.

Q4: The Giving Season

October

Themed Campaign: Tie your fundraising efforts to Breast Cancer Awareness Month, Halloween, or fall-themed initiatives.

Donor Stewardship: Host a thank-you event or virtual appreciation gathering for donors.

Pre-GivingTuesday Prep: Finalize messaging, graphics, and strategies for GivingTuesday.

November

Thanksgiving Appeal: Focus on gratitude and giving back. Encourage donors to give in honor of what they're thankful for.

GivingTuesday Campaign: Launch a high-energy, multi-platform campaign with clear goals and real-time updates.

Year-End Push: Send reminders to donors about year-end giving opportunities and tax-deductible contributions.

December

Holiday Appeal: Run a heartwarming campaign focused on the impact of giving during the holiday season.

Matching Gifts: Promote any year-end matching gift programs.

Final Appeal: Send an email countdown for last-minute donations before December 31.

Pro Tips for Success:

1. **Review and Reflect:** At the end of each quarter, evaluate the success of your campaigns and adjust plans as needed.
2. **Leverage Technology:** Use fundraising platforms, CRM tools, and analytics to optimize your efforts.
3. **Engage Year-Round:** Maintain consistent communication with your supporters, even between campaigns.

This calendar ensures your nonprofit stays proactive and focused on building meaningful donor relationships while achieving your annual fundraising goals.

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