

2025 Nonprofit Fundraising Calendar

Put your company in front of over 35,000 of the world's smartest fundraisers.

Instantly!



Is your company in search of smart nonprofit professionals to...

- Use your software,
- Buy your books,
- Engage your services,
- Or attend your conference?

Or maybe you're looking for a proven lead magnet to engage new subscribers and legions of fans?

Whatever your goal, there's no better way to get your message in front of thousands of engaged nonprofit organizations than the upcoming *2025 Nonprofit Fundraising & Marketing Calendar*.

Since 2014, nonprofit professionals have come to know and trust the *Fundraising & Marketing Calendar* (found at thefundraisingcalendar.com) where they'll get tips on growing individual giving, telling their best stories, donor stewardship, major gift fundraising, trusted nonprofit companies, online giving, and more. The Calendar also highlights our sector's top conferences.

Why be a part of the 2025 *Fundraising & Marketing Calendar*?

"I always refer to "The Grow Report" for expert advice and guidance. There's a lot of differing opinions out there but Pamela's is the one I trust most."

With the rise of tech companies' deluge of impersonal marketing to nonprofits, having a trusted, personal connection by your side benefits your brand. Time and time again, fundraisers have informed us that the *Calendar* plays a critical role in their planning throughout the year.

"I genuinely believe you have one of the golden lists in the sector!" — Past sponsor

And, because our 2025 Calendar will be offered in both online PDF format and print format, your message gains enduring *multichannel* exposure throughout 2025 in a way that a conference booth or internet marketing does not.

"We're in for 2023, wouldn't miss it!"

Josh Meyer, VP, Demand Generation. Bloomerang

The Fundraising Calendar is a fun and surprisingly affordable way to get your brand known AND establish trust with a personal connection (and no travel required). Sponsorships are filling up fast! Read on to see the options available to you.

2025 Sponsorship Opportunities

ONE MONTH SPONSOR (~~12~~ 2 available)

\$1750

As a *One Month* Sponsor, your company's name and logo will feature prominently in the design and copy of the month of your choice (if available).

You'll also receive:

- The opportunity to present for one of our *MotivateMonday* sessions. **About *MotivateMonday*:** MM is a free *flash* 30-minute training session. Held every Monday at 1:00 pm EST, MM featured guests have included some of the top thought leaders in our sector such as Ken Burnett, Julia Campbell, Christal Cherry, Harvey McKinnon, Beth Kanter, Erica Waasdorp, and more). Authors Brian Saber and John Lepp both chose MM to launch their successful books, *Fundraising for Introverts: Harnessing Our Powers for What Matters* and *Creative Deviations: how you can infuse your storytelling, fundraising and direct response with more creativity*.
- Potential inclusion as a recommended vendor in *Basics & More* classes (current lineup includes classes in direct mail, monthly giving, legacy giving, major gift fundraising, online fundraising, board fundraising, acquisition, and more)
- (One sponsored email to our email subscriber base (35,000), and/or sponsored blog post ([example](#)))
- The opportunity to use the *Fundraising Calendar* as your own lead-generating piece
- Two print calendars



FULL PAGE (~~Two~~ 1 available)

\$5000

As a *Full Page Sponsor*, you'll receive the most prominent Calendar placement with a full 8.5 X 10" page — and you'll be featured on the cover as well as throughout the calendar.

You'll also receive:

- The opportunity to present for one of our *MotivateMonday* sessions. **About *MotivateMonday*:** MM is a free *flash* 30-minute training session. Held every Monday at 1:00 pm EST, MM featured guests have included some of the top thought leaders in our sector such as Ken Burnett, Julia Campbell, Christal Cherry, Harvey McKinnon, Beth Kanter, Erica Waasdorp, and more). Authors Brian Saber and John Lepp both chose MM to launch their successful books, *Fundraising for Introverts: Harnessing Our Powers for What Matters* and *Creative Deviations: how you can infuse your storytelling, fundraising and direct response with more creativity*.
- **Looking to grow your company's educational resources?** I'll present to your audience one of the following popular live trainings:
 - *Growing Your Nonprofit's General Operating Support*
 - *A Plan for Growing Your Monthly Giving: Make it Happen in 2025!*
 - *Your Step-by-Step Guide to Writing Your Best Direct Mail Appeal*
 - *Nonprofit Storytelling: How to Nail It!*
 - *Charting Your First 100 Days as a New Development Director*
- One sponsored email to our email subscriber base (35,000), and/and/or sponsored blog post (example) (*Email/s and posts be tailored to your needs*)
- Potential inclusion as a recommended vendor in *Basics & More* classes (current lineup includes classes in direct mail, monthly giving, legacy giving, major gift fundraising, online fundraising, board fundraising, acquisition, and more)
- Participate in our Fundraising Advent Calendar
- The opportunity to use the Fundraising Calendar as your own lead gen piece
- Two print calendars
- Linked inclusion in our weekly newsletter, *The Grow Report* (example).



HALF PAGE (Two One available)

\$3000

As a Half Page Sponsor, your advertisement will appear on half of an 8.5 X 10" page.

You'll also receive:

- Looking to grow your company's educational resources? I'll present to your audience one of the following popular live trainings:
 - *Growing Your Nonprofit's General Operating Support*
 - *A Plan for Growing Your Monthly Giving: Make it Happen in 2025!*
 - *Your Step-by-Step Guide to Writing Your Best Direct Mail Appeal*
 - *Nonprofit Storytelling: How to Nail It!*
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- One sponsored email to our email subscriber base (35,000), and/or sponsored blog post ([example](#)) (*Email/s and posts be tailored to your needs*)
- Potential inclusion as a recommended vendor in *Basics & More* classes (current lineup includes classes in direct mail, monthly giving, legacy giving, major gift fundraising, online fundraising, board fundraising, acquisition, and more)
- Participate in our Fundraising Advent Calendar
- The opportunity to use the Fundraising Calendar as your own lead gen piece
- Two print calendars
- Linked inclusion in our weekly newsletter, *The Grow Report* ([example](#)).





FOOTER LOGO

\$250

Ideal for consultants. Your 150 X 100 px logo (clickable url) appears on the date page of every month's footer.



2025 CALENDAR SPONSORSHIP

Sponsorship Form

WE WISH TO BE RECOGNIZED AS A:

- Monthly Sponsor (\$1750) Remit online
- Full Page Sponsor (\$5000) Remit online
- Half Page Sponsor (\$3000) Remit online
- Footer Sponsor (\$250) Remit online

Company Name _____

Contact _____

Address _____

Phone _____

Email _____

Date _____

Signature _____

Sample sponsorship ad appears on the following page.
Please email me at pamelagrow@gmail.com with any questions. The deadline to be included in the 2025 Calendar is August 31, 2024.

Example One Month Sponsorship CALENDAR SPONSORSHIP



**Fundraising
made easier.**

- Donor Management
- Online Fundraising
- Email Marketing
- Reporting & Analytics
- Integration Hub



Learn more at:
bloomerang.com/grow-2023



THANK YOU!

We look forward to including your business in the 2025 Fundraising & Marketing Calendar.



For more information, please contact Pamela Grow at pamelagrow@gmail.com

thefundraisingcalendar.com

About Pamela

Pamela Grow is the founder of *Basics & More™ Fundraising*, providing comprehensive training to thousands of small to mid-sized nonprofit organizations worldwide. She's also the author of *Simple Development Systems: Successful Fundraising for the One-Person Shop* and the founder of *Thefundraisingcalendar.com*



A pioneer in creating online training for nonprofit professionals, Pam developed the first online nonprofit storytelling class in 2010, as well as the first online nonprofit stewardship training. Partnering with Chris Davenport of the *Nonprofit Storytelling Conference*, she created the landmark program, *100 Donors in 90 Days*, and *The Donor Retention Project*. In 2016/2017, Pam developed the curriculum, branding, systems, and launch for the Veritus Group's *Major Gift Academy*, the preeminent online training for nonprofit major gift officers.

Pamela was recently named one of the *Top 30 Nonprofit IT Influencers Worth a Follow* by BizTech magazine. She was named one of the *50 Most Influential Fundraisers* by UK's Civil Society magazine, and she was named one of the *Top 25 Fundraising Experts* by NonprofitFundraising.com. She's

been featured by the *Bloomerang*, *DonorPerfect*, *Chronicle of Philanthropy*, *CharityHowTo*, the *Foundation Center*, and countless other nonprofit resources.

Her weekly newsletter, *The Grow Report*, reaches roughly 35,000 nonprofit professionals.

PAMELA GROW

Trusted by over 10,000 nonprofits worldwide and dozens of companies and associations, including...





**Pamela
Grow's**

2024

**Your Fundraising &
Marketing Calendar**



Basics & More™

January 2024

This month...

Planning

Whatever 2024 holds in store for your nonprofit, here's what I do know:

You matter. Your mission matters.

But how will you fund it?

What will be important going forward is, no, not new tech. No, not relentlessly texting donors who never signed up to hear from you in the first place. No, not the latest new AI prompt in that free webinar you signed up for and forgot to attend.

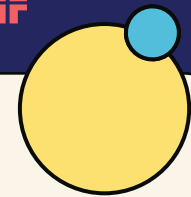
It will be your focus on your plan, your donors, and your systems.

The fundamentals.

January marks a new beginning for your nonprofit.

And there's no better time than now to get a firm handle on your own Ask+Thank+Report systems for revenue.

It's possible!



Reader Tip:

While our Master Gardeners were pruning back the lavender plants in our gardens here at The Mark Twain House & Museum, I asked if they would put together sachets of lavender for our leadership donors. They made 50 sachets and I mailed them out to our donors last week.

– Veillette Diana
Director of Development



[Click here for a free "Fix My Event" zoom with A.J.](#)

BASICS & MORE COURSES

- Your Fundraising Plan & Case for Support
- Creating Your Donor Communications Plan

 Basics & More™

Create your Fundraising Plan that gets results with our free Planner. [Click here to download.](#)



Successful Events start HERE!

QueenBee Fundraising

Create engaging and profitable events with:

- Less stress for your staff
- More sponsorship revenue
- Active and happy committees
- Engaged and enthused Board

YES you can!

Coaching . Training . Production
sponsorships . committee management
stage programs . event basics

www.QueenBeeFundraising.com
AJ@QueenBeeFundraising.com

January 2024



January is Gratitude Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	1 New Year's Day Veganuary Emancipation Proclamation International Self-Help Day	2 World Introvert Day	3 National Science Fiction Day International Mind-Body Wellness Day	4 World Braille Day	5 National Bird Day	6
7 Orthodox Christmas	8	9	10	11 National Human Trafficking Awareness Day	12	13
14 National Dress Up Your Pet Day World Logic Day	15 Martin Luther King's Birthday	16 Civil Rights Day Idaho Human Rights Day Martin Luther King Day	17	18 National Thesaurus Day	19 National Popcorn Day	20 National Cheese Lovers Day
21 National Hugging Day World Religion Day	22 Roe V. Wade	23 National Pie Day	24 International Day of Education	25 Opposite Day	26	27 International Holocaust Remembrance Day
28	29 National Bubble Wrap Appreciation Day	30 National Croissant Day	31 National Hot Chocolate Day	1	2	3

February 2024

This month...

Your Impact Matters!

How are you showing your donors what their gift is accomplishing? *No, they don't want to know how many programs you have or how they operate.*

Your supporters want to know about impact. What is the difference they're making...*through you?*

Getting the impact part right in your Ask+Thank+Report fundraising systems will build real partnerships. The kind that leads to genuine change.

And decades of research has shown that the lowly print donor newsletter is one of the best ways to accomplish that. You see, print donor newsletters have a "sticky" quality that emails can't ever touch.

NEWS FLASH! Donor newsletters done according to our easy formula can raise as much (or more!) than an appeal.

And that's not even counting the long-term value from legacy gifts.

February is the month to finalize your newsletter plan for the year. It's hard for the small shop development staffer to keep up and hold tight to this aspect of your fundraising. You've got so many balls in the air. But the long-term future of your funding will thank you.

BASICS & MORE COURSES

- Your Donor Communications System
- Profitable Donor-Centered Newsletters



You are here to make a difference, to either improve the world or worsen it. And whether or not you consciously choose to, you will accomplish one or the other.

– Richelle E. Goodrich



Print Donor Newsletters can raise as much revenue as an appeal! [Click here](#) to download your FREE Newsletter Template.

SAVE \$50

CALENDAR HOLDERS CAN SAVE \$50 OFF THE PRICE OF ENROLLMENT IN ANY BASICS & MORE FUNDRAISING FUNDAMENTALS CLASS. ENTER BASICSSAVE50 IN THE COUPON CODE FIELD AT CHECKOUT AND CLICK THE CHECKMARK TO SEE YOUR SAVINGS.

ShopRaise for your Org

Supporters shop your cause earns!

- Shop at over 1300 stores
- Buy 250 gift cards
- Custom Marketing Toolkit
- Access your data with our cause admin
- Replace lost AmazonSmile Revenue with ShopRaise

ShopRaise



Learn More
ShopRaise.com/organization



February 2024



February is Black History Month

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

28

29

30

31

1

Black History Month
National Freedom Day
World Interfaith
Harmony Week

2

Groundhog Day 2024
National Wear Red Day
Treaty of Guadalupe Hidalgo
Candlemas Day

3

National Women
Physicians Day

4

World Cancer Day
Rosa Parks Day

5

National Weatherperson's
Day

6

National Frozen Yogurt Day
International Day of Zero
Tolerance for Female Genital
Mutilation
National Chopsticks Day

7

National Signing Day
Safer Internet Day
National Send a Card to a
Friend Day
e-Day

8

National Boy Scout Day

9

National Toothache Day
National Pizza Day

10

Lunar New Year

11

Super Bowl Sunday
National Inventors' Day
International Day of Women
and Girls in Science
Thomas Edison's Birthday

12

Lincoln's Birthday
Darwin Day
International Epilepsy Day

13

Mardi Gras
Galentine's Day
World Radio Day
Paczki Day 2024 (Shrove
Tuesday, Fat Tuesday)

14

Valentine's Day
Arizona Statehood Day
Ash Wednesday
National Donor Day
International Book Giving Day

15

Singles Awareness Day
Susan B. Anthony's Birthday
International Childhood
Cancer Day
World Anthropology Day

16

National Almond Day

17

Random Acts of Kindness Day

18

Pluto Day

19

Presidents' Day HOLIDAY
Daisy Gatson Bates Day
International Tug of War
Day

20

National Love Your Pet Day
World Day of Social Justice

21

International Mother
Language Day

22

National Walking the Dog Day
World Thinking Day
National Chili Day 2024
George Washington's Birthday
National Margarita Day

23

Battle of the Alamo
National Banana Bread Day

24

25

National Clam Chowder Day

26

National Pistachio Day

27

National Pokemon Day
World Spay Day
World Non-governmental
Organization Day

28

Rare Disease Day
National Pancake Day 2024

29

Bachelor's Day

1

2

March 2024

This month...

Make March Monthly Giving Month!

Wouldn't it be wonderful to start out every month, knowing that you had a growing and reliable stream of general operating support?

That's the power of monthly giving!

Did you know...

- 40% of Millennial donors are enrolled in a monthly giving program.
- 49% of Gen X donors are enrolled in a monthly giving program.
- 49% of Baby Boomer donors are enrolled in a monthly giving program.
- Revenue from monthly giving grew 23% compared to 13% growth for one-time giving.
- Pre-selecting monthly giving on your donation page can increase conversions of monthly donations by up to 35%.

Monthly giving programs provide predictable cash flow that helps with budgeting and planning for the future. And these programs also offer an opportunity to enhance donor retention, as they encourage long-term investment in the organization's mission and programs, creating a more engaged donor base.

Additionally, monthly giving programs lead to legacy giving, where donors make bequests or planned gifts to the organization in their wills or estates, ensuring ongoing support for the nonprofit beyond their lifetimes.

Prioritize your monthly giving program in 2024!

We are responsible for the world in which we find ourselves, if only because we are the only sentient force which can change it.

— James Baldwin



A FREE Monthly Giving Ask Template is yours. [Click here](#) to download!



BASICS & MORE COURSES

- Direct Mail Masterclass
- Nonprofit Storytelling Masterclass



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Fundraising made easier.

Volunteer Management
Donor Management
Online Fundraising
Payment Processing
Email Marketing
Reporting & Analytics
Integration Hub



Learn more!
bloomerang.com/grow-2024



March 2024



March is Women's History Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	29	1 Employee Appreciation Day Women's History Month Zero Discrimination Day World Music Therapy Day	2 Read Across America
3 National Anthem Day World Hearing Day World Wildlife Day World Birth Defects Day	4 Casimir Pulaski Day	5 International Day for Disarmament and Non-Proliferation Awareness	6 Dred Scott Casey	7 National Be Heard Day	8 International Women's Day	9 National Meatball Day
10 Daylight Saving Time Starts National Hug Your Dog Day Harriet Tubman Day	11 National Napping Day	12 National Girl Scout Day	13 National K9 Veterans Day	14 Pi Day National Popcorn Lover's Day	15 World Consumer Rights Day	16 National Corn Dog Day
17 Saint Patrick's Day	18 Awkward Moments Day	19 World Social Work Day International Read to Me Day	20 Spring Equinox (Start of Spring) International Day of Happiness	21 World Down Syndrome Day International Day of Forests International Day for the Elimination of Racial Discrimination	22 World Water Day National Goof Off Day	23 National Puppy Day
24 World Tuberculosis Day	25 National Physician's Week	26 National Spinach Day Purple Day	27 National Joe Day World Theatre Day	28 Respect Your Cat Day	29 National Vietnam War Veterans Day	30 National Doctors' Day Earth Hour 31 Easter Sunday César Chávez Day Trans Day of Visibility

April 2024



This month...

How Are You Marketing Your Planned Giving Program?

Legacy giving accounted for \$45 million in 2022.

You work hard on growing your fundraising, on developing your relationships with your donors, on planning that next big gala, on tweaking your website, and writing your thank you letters. But chances are good that you're missing out on one opportunity that could be costing you millions — *and saving your organization at times of crisis.*

As I speak daily with nonprofit organizations, one of my first questions is always “do you have a planned giving program?” Nine out of ten times the answer is no.

Individual giving accounts for nearly 70% of all charitable giving in the US—and of that, bequest giving accounts for 9%.

So what's the number one reason your donors aren't adding your charity to their wills?

“It never occurred to me.”

Without a focused legacy giving program, you're depriving your donors of the opportunity to leave something behind...*to know that their life mattered.*

Plant the seed. If you don't already have one, this month develop your organization's legacy giving tagline. Don't stress over it. Just do it. Remember, it goes on everyone's signature line, on your website, and in every donor communication.

Everyone must leave something behind when he dies . . . Something your hand touched some way so your soul has somewhere to go when you die . . . It doesn't matter what you do, so long as you change something from the way it was before you touched it into something that's like you after you take your hands away.

– Ray Bradbury



Save \$50 when you enroll in this month's Basics & More class, Legacy Giving Intensive.

Enter LEGACY2024SAVE in the Coupon Code field at checkout. Click the checkmark to see your savings.

BASICS & MORE COURSES

Legacy Giving Intensive



**AUCTRIA.COM**
Fundraising events made easy



PLAN Set up your organization, event & auction
Solicit for auction donations • Sell tickets • tables & sponsorships • Event Website

RUN In-person events: Print catalog • Bid sheets • Optional mobile bidding
Online events: Max-bid • Bid-extension

CLOSE Streamline final bids & checkout
Record final bids, donations & sales • Bidders self-pay • GPay • Pay • Batch checkout • Automated emails for clear communication • Reports too!



Happy to help! email us: hello@aucτρια.com



April 2024

 April is Earth Month

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

31

1

April Fool's Day

2

Autism Awareness Day
International Children's
Book Day

3

National Find a Rainbow
Day

4

National School Librarian
Day
Qingming Festival

5

Gold Star Spouses Day

6

International Day of Sport
for Development and Peace

7

World Health Day

8

9

National Former Prisoner of
War Recognition Day

10

National Siblings Day

11

National Pet Day
National Alcohol
Screening Day

12

Day of Silence

13

Thomas Jefferson's Birthday

[AFP ICON CONFERENCE \(CLICK FOR INFO\)](#)

14

Ambedkar Jayanti
International Moment of
Laughter Day
RAINN Day

15

Assassination of
Abraham Lincoln
Jackie Robinson Day

16

Emancipation Day

17

18

Tax Day

19

20

Chinese Language Day

21

International Creativity
and Innovation Day
National Kindergarten Day

22

Earth Day
International Mother
Earth Day

23

National Picnic Day
World Book Day

24

International Guide Dog Day
World Immunization Week

25

National DNA Day
Take our Daughters and
Sons to Work Day
World Malaria Day
Parental Alienation
Awareness Day (PAAD)

26

Arbor Day
Pretzel Day
World Intellectual
Property Day
International Chernobyl
Disaster Remembrance Day

27

National Rebuilding Day
International Sculpture Day

28

National Great Poetry
Reading Day
Workers' Memorial Day
World Day for Safety and
Health at Work

29

International Dance Day

30

International Jazz Day
Honesty Day

1

2

3

4

May 2024

Nothing is impossible. The word itself says 'I'm possible!'

– Audrey Hepburn

This month...

Create the Rockstar Board of Your Dreams!

Is your board holding you back from successful fundraising?

You may have even made one of the following statements...

"They say they'll do anything EXCEPT raise money (in spite of signing a give/get pledge)."

"They don't know how to fundraise...but they want to tell US what we need to do in fundraising!"

"They don't follow through. They say they'll do something and then they don't do it."

"They say they want to move the organization forward but then do next to nothing outside of the one board meeting a month they attend."

"They're dysfunctional: more than 50% do not contribute financially or in effort."

"Our board has next to no knowledge of or interest in fundraising. And it wasn't even anything that they were told or encouraged to do when they join the board. Our executive director doesn't encourage it, either. Help!"

TRUTH BOMB. Fabulous fundraising boards aren't made by attending another *free* webinar.

Or even hiring a consultant for one off-training.

Your amazing board requires a plan. And it requires a system. How are you creating your rockstar board?



Is your Board Member giving not all it should be? Grab our sample Board Letter! [Click here to download.](#)

BASICS & MORE COURSES

- Your Fundraising Board
- Donor Acquisition 101



Illuminating Data. Advancing Nonprofits.

Relationship Management with the right balance of power and flexibility.

Our detailed dashboard lets you see your constituents as people, not just donors.

Little Green Light is your natural next step to simplify your donor management. With our intuitive fundraising platform, you can consolidate your spreadsheets, letting you see and analyze your data more clearly than ever before.

Little Green Light

"I can't tell you how excited I am to have found Little Green Light. I love that it is accessed via the Internet (anywhere), and it has all the functionality we need...and for a great price."
Amy Maritz, Center for Transforming Communities.

May 2024



May is Mental Health Awareness Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	1 Loyalty Day Global Love Day	2 World Password Day Kentucky Derby Astronomy Day	3 National Space Day World Press Freedom Day	4 Rhode Island Independence Day Star Wars Day Kent State Shootings Haymarket Riot
5 Cinco de Mayo African World Heritage Day International Day of the Midwife World Portuguese Language Day	6 National Nurses Day	7 Teacher's Day National Foster Care Day	8 World Red Cross Day Buddha Day	9	10 World Lupus Day	11 Pullman Strike Fair Trade Day
12 Mother's Day	13 National Apple Pie Day National Third Shift Workers Day	14	15 Peace Officers Memorial Day International Day of Families	16 International Day of Light	17 Malcolm X Day Endangered Species Day	18 International Museum Day National Learn to Swim Day
19	20 Homestead Act National Rescue Dog Day Whit Monday World Bee Day National Defense Transportation Day	21 World Day for Cultural Diversity for Dialogue and Development National Talk Like Yoda Day	22 Harvey Milk Day International Day for Biological Diversity	23 World Turtle Day	24 National Brother's Day World Schizophrenia Day	25 National Wine Day Shavuot National Missing Children's Day
26	27 Memorial Day HOLIDAY	28 World Blood Cancer Day	29 International Day of United Nations Peacekeepers	30 Corpus Christi National Creativity Day World Multiple Sclerosis Day Red Nose Day (Comic Relief)	31 National Smile Day	1

June 2024

This month...

Make June Survey Your Donors Month!

Quick! What's the easiest, least expensive way to raise more money?

If you answered donor surveying, you're right! Donor surveys can and should play a major role in your retention fundraising efforts.

Here are just some of the reasons why surveying (and feedback opportunities) will grow your nonprofit's fundraising.

- Surveys help to uncover your supporters' BIG WHY. In other words, why do they give? How does their story connect with your mission?
- Surveys are a terrific way to engage your donors in a non-financial way.
- Surveys help you uncover leads for monthly, major and bequest gifts. Every capital campaign should begin with a survey.
- Surveys also help uncover your supporter's communication preferences and clean up your mailing list.
- Surveys help you discover which programs they care about most and why.
- Surveys help you to gauge your supporters' commitment to your mission.
- Surveys pay for themselves (and even raise money) when they're done correctly.
- Surveys make your donors feel good since you invited them to participate.

Make June your month to survey your supporters!

BASICS & MORE COURSES

- Raise More Money With Supporter Surveys**



In a growth mindset, challenges are exciting rather than threatening. So rather than thinking, oh, I'm going to reveal my weaknesses, you say, wow, here's a chance to grow.

– Carol Dweck




You'll save \$50 on our *Raise More Money With Supporter Surveys* class.

Enter **DONORSURVEY24SAVE** in the Coupon Code field at checkout. Click the checkmark to see your savings.

COMMUNITY CONFERENCE
SPARK
FREE & VIRTUAL | JUNE 4-5
REGISTER NOW

June 2024

 June is LGBTQ+ Pride Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	1 World Reef Awareness Day
2 National Cancer Survivor's Day	3 World Bicycle Day	4	5 World Environment Day	6 National Higher Education Day	7 National Donut Day	8 World Oceans Day Global Wellness Day
9 National Children's Day	10 National Iced Tea Day	11 Kamehameha Day	12 National Loving Day World Day Against Child Labor	13 International Albinism Awareness Day	14 World Blood Donor Day	15 World Elder Abuse Awareness Day
16 Father's Day International Day of the African Child	17 Bunker Hill Day	18 International Sushi Day	19 Juneteenth HOLIDAY	20 World Refugee Day	21 Summer Solstice	22 World Rainforest Day
23 International Women in Engineering Day	24 National Swim A Lap Day	25 Global Beatles Day	26	27 Helen Keller Day National PTSD Awareness Day	28	29  30 World Social Media Day International Asteroid Day

July 2024

This month...

Bring Back Lapsed Donors Month

What's your donor retention rate?

And do you have a plan for bringing back lost donors?

Reclaiming these lapsed donors involves five key steps: First, understand why they stopped giving, considering factors like relocation or a lackluster donor experience.

Second, initiate personalized communication through letters or emails, expressing gratitude and showcasing the impact of their past support.

Third, every donor shouldn't be getting the same letter or email. Diversify your appeals based on donor data.

Fourth, simplify the giving process by providing various channels and ensuring a hassle-free online experience.

Finally, invite them to engage in alternative ways, such as volunteering or advocacy. Reactivating lapsed donors requires ongoing efforts, but the return on investment will be well worth it!



*Make new friends,
but keep the old. One
is silver; the other is
gold. A circle is round;
it has no end. That's
how long I will be
your friend.*

– Girl Scouts song

Download our
FREE gift to you:
Module Two from our
groundbreaking class,
*Getting Started With Major
Gift Fundraising*.
[Click here](#)
to download!

BASICS & MORE COURSES

Getting Started With Major Gift Fundraising



GrantStation
Your Fast Track To Funding

Do you struggle to identify new funding sources?

Do you have a grants strategy for 2024?

Does the lack of time limit your ability to submit grant requests?

July 2024



July is National Minority Mental Health Awareness Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	1 Canada Day National Postal Worker Day	2 Civil Rights Act	3 International Plastic Bag Free Day	4 Independence Day HOLIDAY	5 National Workaholics Day	6 International Day of Cooperative
7 Global Forgiveness Day	8	9	10	11 World Population Day	12 Malala Day	13
14 Bastille Day	15 National Give Something Away Day National Clean Beauty Day	16 National Cherry Day World Snake Day	17 World Emoji Day National Lottery Day	18 Nelson Mandela International Day World Listening Day	19 Seneca Falls Convention	20 International Chess Day
21 National Ice Cream Day	22 National Hammock Day	23 National Gorgeous Grandma Day	24 National Tequila Day	25 National Hire A Veteran Day Christmas In July	26	27 National Disability Independence Day
28 World War I	29 National Lasagna Day	30 World Day Against Trafficking in Persons	31 World Ranger Day	1	2	3

August 2024

This month...

Your end-of-year campaign. The time to start is now!

Summer is coming to an end...

And before you know it, the end of the year will be rushing at you like a freight train. Remember, a third of all annual giving occurs in the month of December. So there's no better month than August to get a head start on your multi-channel campaign.

GivingTuesday is a day — not a strategy. I've seen too many organizations put all their eggs in giving day baskets...only to be disappointed. Think of GivingTuesday as a complement to your EOY plan and put your focus on gratitude.

The first step in planning your EOY involves taking stock. Ask yourself these questions:

How much have you raised to date this year via individual giving, grants, events, earned income, etc.?

What has worked for your organization in the past in terms of email, direct mail, social media? Do you know which stories resonate the most with your supporters?

How have you been reporting back to your donors and how have you been thanking them?

December 31 will be here before you know it. You'll be glad you planned ahead!

Someone's sitting in the shade today because someone planted a tree a long time ago.

— Warren Buffett

Another FREE gift for you: our Year-End Fundraising Checklist to ensure that your campaign goes off without a hitch. [Click here to download!](#)



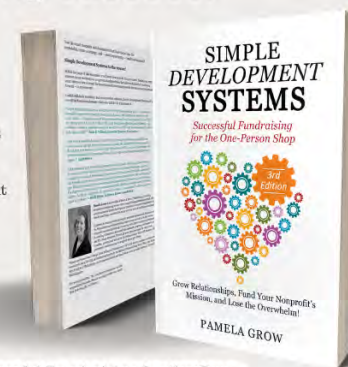
BASICS & MORE COURSES

- Your Annual Gratitude Report
- Foolproof EOY Fundraising



The Ask+Thank+Report systems for your fundraising success!

"It's the best kind of small but mighty. I savored reading it because I learned a lot from every page. So many good nuts and bolts in one convenient package. Brilliant!"
Brett Cooper



Successful Fundraising for the One-Person Shop

August 2024



August is National Breastfeeding Month

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

28

29

30

31

1

National Minority Donor Awareness Day
Lammas Day
Be An Angel Day

2

International Beer Day
National Ex-Girlfriend Day

3

National Watermelon Day

4

Coast Guard Birthday
National Friendship Day
Barack Obama's Birthday

5

6

Hiroshima Day

7

Purple Heart Day

8

International Cat Day
International Infinity Day

9

National Book Lovers Day
International Day of the World's Indigenous People

10

Lazy Day
National Spoil Your Dog Day

11

National Son and Daughter Day

12

International Youth Day
World Elephant Day

13

National Filet Mignon Day

14

Social Security Act

15

International Homeless Animals Day

16

Hawaii Statehood Day

17

National Nonprofit Day

18

National Fajita Day

19

World Humanitarian Day
World Photography Day

20

National Radio Day

21

Senior Citizens Day
International Day of Remembrance and Tribute to the Victims of Terrorism

22

23

International Day for the Remembrance of the Slave Trade and its Abolition

24

Kobe Bryant Day

25

26

Women's Equality Day
Janmashtami
National Dog Day

27

28

March on Washington

29

International Day Against Nuclear Tests

30

National Grief Awareness Day

31

International Overdose Awareness Day

September 2024

This month...

Thank you, Gracias, Merci, Danke

To always lead with gratitude is a lesson I learned at my grandma's knee (you probably did too!).

When you keep your supporter front and center at all times, and make sure you're letting them know how much their support matters — not only with your thank you letter, but throughout the year — you'll find that your fundraising flows.

I've seen major gifts happen, without an ask!

Remember: fundraising magic happens through gratitude.

Write a thank you that encourages repeat giving. Download your FREE thank you letter template. [Click here.](#)

BASICS & MORE COURSES

The Power of Thank You



Thank you, always say thank you; it's the greatest gift. you can give someone; because thank you is what you. say to God.

— Maya Angelou



September 2024



September is National Suicide Prevention Awareness Month

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

1

Emma M Nutt Day
World Letter Writing Day

2

Labor Day HOLIDAY
West Indian Day Parade

3

Signing of the Treaty of Paris
Telephone Tuesday

4

National Wildlife Day
World Sexual Health Day

5

International Day of Charity

6

Read a Book Day
National Food Bank Day

7

International Day of Clean
Air for Blue Skies

8

International Literacy Day
Worldwide Cystic Fibrosis Day

9

International Day to Protect
Education from Attack

10

World Suicide Prevention Day

11

12

National Day of Encouragement
International Day for
South-South Cooperation
National Chocolate
Milkshake Day

13

Positive Thinking Day

14

National Pet Memorial Day
National Live Creative Day

15

World Lymphoma
Awareness Day
Wife Appreciation Day
International Day of Democracy
National Hispanic Heritage
Month

16

International Day for the
Preservation of the
Ozone Layer

17

Constitution Day

18

National Cheeseburger Day

19

Talk Like a Pirate Day

20

National POW/MIA
Recognition Day

21

National Clean Up Day
World Gratitude Day
World Alzheimer's Day

22

Autumnal Equinox
(Start of Fall)
World Rivers Day

23

International Day of Sign
Languages
Bi Visibility Day

24

National Voter Registration
Day

25

World Dream Day

26

International Day for the
Total Elimination of Nuclear
Weapons

27

Native American Day
(CA and NV)

28

National Family Health and
Fitness Day USA

29

World Heart Day
Veterans of Foreign Wars
(VFW) Day

30

National Love People Day
World Maritime Day
National Day for Truth and
Reconciliation

1

2

3

4

5

This month...

Direct Mail: The Little Engine that Could

In 2020 one of my subscribers wrote to me. Their organization had ceased all direct mail communication with donors and gone solely digital.

The result? They lost over two-thirds of their donor base.

Direct mail continues to provide an exceptionally strong ROI, and our research shows that both students and clients rank it as the most valuable tool in their arsenal.

According to the USPS:

- 55% of people say they "look forward" to seeing what's in their mailbox.
- 56% of people find print-based marketing to be the most trustworthy type of marketing.
- 70% of people agree that direct mail feels more personal than digital methods.

Even looking at generational differences, direct mail is a win. Who looks forward to reading their mail?

- 79% of Millennials
- 72% Gen Z
- 70% Baby boomers
- 70% Gen X

In a market crowded with email, TikTok, Facebook, and everything digital, direct mail has that "sticky" quality that continues to perform.

Direct mail remains one of the most powerful and engaging channels producing excellent ROI. It stimulates all five senses, as against digital channels which only affect three senses."

– Malcolm Auld



Never get stuck writing your fundraising appeal with our proven *Fundraising Appeal Letter Template*. [Click here to download!](#)

BASICS & MORE COURSES

Foolproof Year-End Fundraising

 Basics & More™

Make Your Mission a Movement

Connect with your donors year-round with our smart, simple fundraising and donor management software and a partner invested in your success

GiveSmart
by communitybrands

Let's talk!
www.givesmart.com/demo

October 2024



October is ADHD Awareness Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	1 World Vegetarian Day Breast Cancer Awareness Month	2	3 World Temperance Day	4 World Smile Day National Vodka Day	5 World Teachers' Day
6 National Coaches Day World Cerebral Palsy Day	7 Child Health Day	8 Ada Lovelace Day National Depression Screening Day	9 National Emergency Nurses Day National Stop Bullying Day	10 World Day Against the Death Penalty World Mental Health Day World Homeless Day	11 National Coming Out Day	12 Farmers Day World Hospice and Palliative Care Day
13 Navy Birthday	14 Columbus Day (Most Regions) HOLIDAY Native Americans' Day	15 White Cane Safety Day	16 Global Dignity Day	17 International Day for the Eradication of Poverty	18 World Okapi Day	19 Sweetest Day
20 World Osteoporosis Day	21 National Pets for Veterans Day National Medical Assistants Day National Apple Day National Clean Your Virtual Desktop Day Back to the Future Day	22 National Nut Day International Stuttering Awareness Day	23 National Paralegal Day	24 United Nations Day National Bologna Day World Development Information Day World Polio day	25 National I Care About You Day	26 National Make A Difference Day
27 National Mentoring Day	28 National Immigrants Day National First Responders Day	29 World Stroke Day	30 Dhanteras	31 Halloween	1	2



\$6.2+
billion
raised

95%
customer
satisfaction
rating

50+
million
individual
supporters

Make Your Mission a Movement

Connect with your donors year-round with our
smart, simple fundraising and donor management
software and a partner invested in your success

GiveSmart[®]
by communitybrands

Let's talk!
www.givesmart.com/demo

November 2024

This month...

Data Rules

You spend countless hours and put so much effort into creating fundraising campaigns, communicating with donors, and simply running your nonprofit. But do you actually know if your efforts are effective?

If you're not tracking data, you can't know if your methods are aligning with your donors' needs or how you should improve going forward. When it comes to ensuring donor engagement, data is the holy grail.

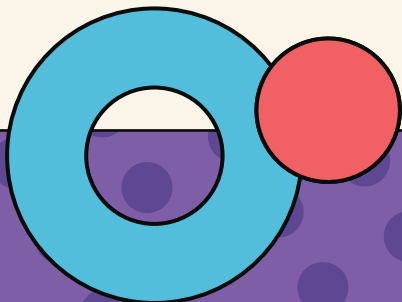
How do you know what types of data you should be collecting and how you can use that information to improve your strategies? In this article, we'll discuss these five types of data:

1. Donor Data
2. Fundraising Campaign Data
3. Event Data
4. Engagement Data
5. Website Traffic Data

Every nonprofit needs a strong welcome email. Even better? An email WELCOME series! Download your FREE guide by [clicking here.](#)

Data are just summaries of thousands of stories—tell a few of those stories to help make the data meaningful.

— Dan Heath

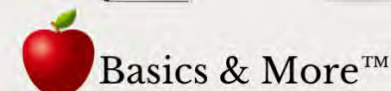


BASICS & MORE COURSES

Digital Fundraising Masterclass



Online training in the systems that matter.



November 2024



November is Native American Heritage Month

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

27

28

29

30

31

1

Diwali
World Vegan Day
Native American Heritage Month
National Adoption Month

2

International Day to End Impunity for Crimes Against Journalists

3

Daylight Saving Time Ends
New York City Marathon

4

Job Action Day

5

World Tsunami Awareness Day
National Redhead Day

6

National Stress Awareness Day

7

National Canine Lymphoma Awareness Day

8

World Urbanism Day

9

International Day Against Fascism and Antisemitism

10

Marine Corps Birthday
World Science Day for Peace and Development

11

Veterans Day HOLIDAY

12

Nurse Practitioner Week

13

World Kindness Day

14

World Diabetes Day

15

National Philanthropy Day

16

International Day for Tolerance

17

National Homemade Bread Day

18

National Princess Day
World Antimicrobial Awareness Week

19

National Entrepreneurs' Day

20

Future Teachers of America Day
Transgender Day of Remembrance
Universal Children's Day
World COPD (Chronic Obstructive Pulmonary Disease) Day

21

Great American Smokeout
World Philosophy Day
World Pancreatic Cancer Day

22

23

National Adoption Day

24

25

International Day for the Elimination of Violence Against Women

26

27

28

Thanksgiving Day HOLIDAY

29

International Day of Solidarity with the Palestinian People

30

Small Business Saturday
Day of Remembrance for all Victims of Chemical Warfare

December 2024

This month...

Making time for you...

If you're reading this calendar, I know that you're a special kind of person. **Because every day you're doing the work that matters.**

Every day you're creating a brighter, more beautiful world. Every day you're tackling the tough stuff. With integrity and courage. With grit and resilience.

I couldn't be more honored to be by your side...

Walker, thank you for supporting and empowering immigrants, asylum seekers and refugees...

Isabel's organization gives families support through their battle with childhood cancer. Thank you...

Kylie, thank you for igniting the power of girls...

Anna's organization is transforming the world's response to conflict. Thank you...

Julie, thank you for enhancing the quality of life of folks with disabilities...

Nicole, thank you for your humanity...

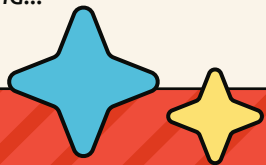
Thank you, Jody, for helping to connect rescue organizations, adopters, and foster families for needy animals...

Thank you, Kelly, for giving the gift of self-esteem to homeless men and women through running...

Lisa, thank you for giving people a reason to smile all over the world...

Rosie, Katya, and Ann, thank you for all you do to build a stronger community...

Nancy, thank you for helping to fund one of the top cancer research centers in the world...



A candle is a small thing. But one candle can light another. And see how its own light increases, as a candle gives its flame to the other. You are such a light. – Moshe Davis



Enjoy this Heritage Buttermilk Sugar Cookie recipe. [Click here](#) to download.

Rene helps people manage their last days with dignity. My heart is with you, thank you...

Priscilla and Maryanne empower individuals and families struggling with addiction...

Kevin, thank you for offering a lifelong alliance to people with disabilities...

Lauren celebrates the glorious beauty, power, and magic of film...

Laura and Beth, thank you for making your community so much stronger...

Elizabeth's work connects donors to help low-income patients without health insurance...

Dawn helps to save homeless and at-risk girls and young women...

Chong-Anna and Cathy's work ensures that history will live on...

Amy brings together donors and businesses to combat climate change...

Chelsea helps fund her organization's mission of providing lifesaving organ transplants. Thank you...

And thank you...

You are community.

The world can't do it without you. Thank you for caring so very much.

**You fight the darkness with light and warmth.
You stand for what's right and good in this world.**



December 2024



December is National Human Rights Month

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

1

World AIDS Day
National Christmas Lights Day

2

International Day for the
Abolition of Slavery

3

Giving Tuesday
International Day of Persons
with Disabilities

4

Wildlife Conservation Day

5

International Volunteer Day

6

St. Nicholas Day

7

Pearl Harbor
Remembrance Day
International Civil
Aviation Day
National Letter Writing Day

8

9

International Day of
Commemoration and
Dignity of the Victims of
the Crime of Genocide
Christmas Card Day

10

Human Rights Day
Nobel Prize Day
International Animal
Rights Day

11

UNICEF Birthday

12

International Day of
Neutrality
International Universal
Health Coverage Day
(ha ha ha)

13

14

National Free Shipping Day

15

Bill of Rights Day

16

17

National Maple Syrup Day

18

Arabic Language Day
International Migrants Day

19

National Emo Day

20

International Human
Solidarity Day

21

Winter Solstice

22

National Cookie
Exchange Day

23

National Roots Day

24

Christmas Eve

25

Christmas Day HOLIDAY
Hanukkah

26

Kwanzaa
Boxing Day

27

International Day of
Epidemic Preparedness

28

29

Wounded Knee

30

National Bacon Day

31

New Year's Eve

1

2

3

4