

# 2024 Nonprofit Fundraising Calendar

Reach over 35k smart nonprofit professionals throughout the year with your messaging.



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

- Use your software,
- Buy your books,
- Use 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 *2024 Nonprofit Fundraising & Marketing Calendar*.

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

*"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."*

**Now you can be a part of the *Fundraising & Marketing Calendar*.**

Time and time again, fundraisers have informed us that the Calendar plays a critical role in their planning throughout the year. With the rise of various software companies marketing to nonprofits, having a trusted, personal connection by your side benefits your brand. And, because our 2024 Calendar will be offered in both online PDF format and print format, your message gains enduring \*multichannel\* exposure throughout 2024 in a way that 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 affordable way to get your brand out there (and no travel required). Sponsorships are filling up fast! Read on to see the options available to you.**

[thefundraisingcalendar.com](http://thefundraisingcalendar.com)

## ONE MONTH SPONSOR (12 1 available)

\$1500

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 (*MotivateMonday* 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).
- One sponsored email to our email subscriber base (35,000), or sponsored blog post ([example](#))
- Participate in our Fundraising Advent Calendar
- The opportunity to use the Fundraising Calendar as your own lead-generating piece
- Two print calendars



## FULL PAGE (One 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 (*MotivateMonday* 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).

- Looking to grow your company's educational resources? I'll present to your audience one of the following popular live trainings:
  - *Keep Your GivingTuesday Donors Coming Back*
  - *Your Step-by-Step Guide to Writing Your Best Direct Mail Appeal*
  - *Easy Tools to Create Your Fundraising Board*
  - *Charting Your First 100 Days as a New Development Director*
- One sponsored email to our email subscriber base (35,000), or sponsored blog post ([example](#))
- Participate in our Fundraising Advent Calendar
- The opportunity to use the Fundraising Calendar as your own lead gen piece
- Two print calendars

## HALF PAGE (~~Two~~ One available)

**\$2500**

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*
  - *Keep Your GivingTuesday Donors Coming Back*
  - *Your Step-by-Step Guide to Writing Your Best Direct Mail Appeal*
  - *Easy Tools to Create Your Fundraising Board*
  - *Charting Your First 100 Days as a New Development Director*
- The opportunity to present for one of our MotivateMonday sessions (MotivateMonday 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).
- One sponsored email to our email subscriber base (35,000), or sponsored blog post ([example](#))
- Participate in our Fundraising Advent Calendar



- The opportunity to use the Fundraising Calendar as your own lead gen pieceTwo print calendars



## FOOTER LOGO

**\$250**

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



# 2024 CALENDAR SPONSORSHIP

## Sponsorship Form

### WE WISH TO BE RECOGNIZED AS A:

- Monthly Sponsor (\$1500) Remit online
- Full Page Sponsor (\$5000) Remit online
- Half Page Sponsor (\$2500) 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](mailto:pamelagrow@gmail.com) with any questions. The deadline to be included in the 2024 Calendar is September 30, 2023.

# 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](https://bloomerang.com/grow-2023)





# About Pamela

Pamela Grow is the founder of *Basics & More™ Fundraising*, providing comprehensive training to thousands of 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](http://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 *Chronicle of Philanthropy*, and the *Foundation Center*.

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



PAMELA  
GROW'S

2023

FUNDRAISING & MARKETING CALENDAR

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Basics & More™

# January 2023

These times we find ourselves living through have been described as “surreal,” “unsettling,” and, yeah, my personal favorite. A **“RAGING DUMPSTER FIRE.”**

**But in the midst of all this muck, here’s what I do know: you matter. Your mission matters.**

And now the future’s not holding any promises. We keep hearing noise about a major recession, and you want to be prepared.

What will be important going forward is, no, not AI. No, not relentlessly texting donors who never signed up to hear from you in the first place. No, not the latest new “trick” 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.**

January marks a new beginning for your nonprofit. And there’s no better time than now to get a firm handle on a concrete rinse-and-repeat systems for revenue. **It’s possible!**

## QUOTE/TIP FROM READER:

“I’ve increased stewardship and added a few different touch-points this year. My favorite thing I’ve added this year was a personalized thank you video to donors”

Stephanie King  
Development Officer  
she/her/hers



## BASICS & MORE COURSES:

- ★ **Your Fundraising Plan & Case for Support**
- ★ **Basics & More The All-Access Ticket for Fundraising Success**



Basics & More™

## Find Your FOCUS in 2023

You’re drowning in fundraising information, some of it good, a lot of it bad.

You need a plan. You need to know exactly what will finally move the needle on your fundraising.

Join us over the course of two days, and get your hands on the most effective digital and direct response strategies that are REALLY working for nonprofits RIGHT NOW.

Get a blueprint for exactly what you need to implement now to make the most of 2023!

The Online Conference for Smart Nonprofit Pros - Like You!

January 18 and 19

<https://www.jeremyhaselwood.com/fundraising-focus-forum>



FUNDRAISING FOCUS FORUM

Basics & More™

# JANUARY 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
NEW YEAR'S DAY 1 VEGANUARY EMANCIPATION PROCLAMATION	2 WORLD INTROVERT DAY	3 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	17	18 FUNDRAISING FOCUS FORUM	19 FUNDRAISING FOCUS FORUM	20 NATIONAL CHEESE LOVERS DAY	21 NATIONAL HUGGING DAY WORLD RELIGION DAY
22 ROE V. WADE	23	24 INTERNATIONAL DAY OF EDUCATION	25 OPPOSITE DAY	26	27 INTERNATIONAL HOLOCAUST REMEMBRANCE DAY	28
29	30 NATIONAL BUBBLE WRAP APPRECIATION DAY	31 NATIONAL BACKWARD DAY				

## IMPORTANT DATES IN JANUARY:

01 SUN	NEW YEAR'S DAY	16 MON	IDAHO HUMAN RIGHTS DAY
01 SUN	VEGANUARY	18 WED	FUNDRAISING FOCUS FORUM
01 SUN	EMANCIPATION PROCLAMATION	19 THU	FUNDRAISING FOCUS FORUM
02 MON	WORLD INTROVERT DAY	20 FRI	NATIONAL CHEESE LOVERS DAY
03 TUE	INTERNATIONAL MIND-BODY WELLNESS DAY	21 SAT	NATIONAL HUGGING DAY
04 WED	WORLD BRAILLE DAY	21 SAT	WORLD RELIGION DAY
05 THU	NATIONAL BIRD DAY	22 SUN	ROE V. WADE
07 SAT	ORTHODOX CHRISTMAS	24 TUE	INTERNATIONAL DAY OF EDUCATION
11 WED	NATIONAL HUMAN TRAFFICKING AWARENESS DAY	25 WED	OPPOSITE DAY
14 SAT	NATIONAL DRESS UP YOUR PET DAY	27 FRI	INTERNATIONAL HOLOCAUST REMEMBRANCE DAY
14 SAT	WORLD LOGIC DAY	30 MON	NATIONAL BUBBLE WRAP APPRECIATION DAY
15 SUN	MARTIN LUTHER KING'S BIRTHDAY	31 TUE	NATIONAL BACKWARD DAY
16 MON	CIVIL RIGHTS DAY		

# February 2023

## THIS MONTH...

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

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

**Getting the impact part right in your Ask/Thank/Report 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 exactly that. You see, donor newsletters have a "sticky" quality that emails can't touch.

**SURPRISE SURPRISE!** Donor newsletters done according to our easy formula can raise as much as an appeal. That's not even counting the long-term value from legacy gifts.

February is the month to sketch out 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 for the sake of your future you must.



## QUOTE:

"I raise up my voice - not so I can shout but so that those without a voice can be heard... We cannot succeed when half of us are held back."

Malala Yousafzai

## BASICS & MORE COURSES:

- ★ **Your Donor-Centered Communications Calendar**
- ★ **Profitable Donor-Centered Newsletters**



Basics & More™

## BONUS:

Calendar holders can save \$20 off the price of



All-in-One Nonprofit CRM

**Engage More.  
Raise More.  
Change the World.**



Download the **FREE Essential Guide to Nonprofit Fundraising**

Decades of road-tested tricks & tips for nonprofits of any size

# FEBRUARY 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 NATIONAL FREEDOM DAY	2 GROUNDHOG DAY	3 NATIONAL WOMEN PHYSICIANS DAY	4 THANK YOUR MAILMAN DAY WORLD CANCER DAY ROSA PARKS DAY
5 WORLD NUTELLA DAY NATIONAL WEATHERPERSON'S DAY	6 INTERNATIONAL DAY OF ZERO TOLERANCE FOR FEMALE GENITAL MUTILATION	7 NATIONAL SEND A CARD TO A FRIEND DAY	8 NATIONAL BOY SCOUT DAY	9 NATIONAL PIZZA DAY	10	11 INTERNATIONAL DAY OF WOMEN AND GIRLS IN SCIENCE
12 SUPER BOWL SUNDAY	13 INTERNATIONAL EPILEPSY DAY	14 VALENTINE'S DAY	15 INTERNATIONAL CHILDHOOD CANCER DAY	16 WORLD ANTHROPOLOGY DAY	17 RANDOM ACTS OF KINDNESS DAY	18
19	20 PRESIDENTS' DAY NATIONAL LOVE YOUR PET DAY WORLD DAY OF SOCIAL JUSTICE	21 MARDI GRAS	22 NATIONAL WALKING THE DOG DAY	23	24	25
26	27 WORLD NON-GOVERNMENTAL ORGANIZATION DAY	28 RARE DISEASE DAY WORLD SPAY DAY				

## IMPORTANT DATES IN FEBRUARY:

- |        |   |        |   |
|--------|---|--------|---|
| 01 WED | NATIONAL FREEDOM DAY  | 12 SUN | SUPER BOWL SUNDAY                       |
| 02 THU | GROUNDHOG DAY   | 13 MON | INTERNATIONAL EPILEPSY DAY              |
| 03 FRI | NATIONAL WOMEN PHYSICIANS DAY                                     | 14 TUE | VALENTINE'S DAY                         |
| 04 SAT | THANK YOUR MAILMAN DAY  | 15 WED | INTERNATIONAL CHILDHOOD CANCER DAY      |
| 04 SAT | WORLD CANCER DAY  | 16 THU | WORLD ANTHROPOLOGY DAY                  |
| 04 SAT | ROSA PARKS DAY  | 17 FRI | RANDOM ACTS OF KINDNESS DAY             |
| 05 SUN | WORLD NUTELLA DAY   | 20 MON | PRESIDENTS' DAY                         |
| 05 SUN | NATIONAL WEATHERPERSON'S DAY                                      | 20 MON | NATIONAL LOVE YOUR PET DAY              |
| 06 MON | INTERNATIONAL DAY OF ZERO TOLERANCE FOR FEMALE GENITAL MUTILATION | 20 MON | WORLD DAY OF SOCIAL JUSTICE             |
| 07 TUE | NATIONAL SEND A CARD TO A FRIEND DAY                              | 21 TUE | MARDI GRAS                              |
| 08 WED | NATIONAL BOY SCOUT DAY  | 22 WED | NATIONAL WALKING THE DOG DAY            |
| 09 THU | NATIONAL PIZZA DAY  | 27 MON | WORLD NON-GOVERNMENTAL ORGANIZATION DAY |
| 11 SAT | INTERNATIONAL DAY OF WOMEN AND GIRLS IN SCIENCE                   | 28 TUE | RARE DISEASE DAY                        |
|        |   | 28 TUE | WORLD SPAY DAY                          |

# March 2023

## THIS MONTH...

In all of the craziness of our collective world over the past three years, a major discovery in fundraising occurred.

### **Shout it from the rooftops. Monthly giving is important!**

Starting and growing your organization's monthly giving program plays a key role in our Basics & More "Life-time Donor Attraction" model.

Donors appreciate the ease and convenience of monthly support. Nonprofits appreciate the reliable monthly revenue. And monthly giving donor retention rates, your best indicator of your fundraising success, hover at 90% and up.

### **A robust monthly giving program leads to a major uptick in legacy giving too.**

Now, moving forward from a tough year into what will most assuredly be a tough economy, monthly giving is more important than ever.

You don't need a program name dreamed up by Ogilvy. You don't have to have a splashy landing page or a celebrity endorsing your monthly giving program.

You just need to get it started. And work it. Regularly. Make monthly giving a priority going forward and don't let anything stop you.

## QUOTE:

"Being in the habit of saying "Thank you," of making sure that people receive attention so they know you value them, of not presuming that people will always be there--this is a good habit, regardless...make sure to give virtual and actual high-fives to those who rock and rock hard."

— Sarah Wendell



## GrantStation

Your Fast Track To Funding

Don't struggle to find new funding sources. Our curated database of carefully vetted grantmakers provides you with potential funders that accept inquiries.

### The Tools You Need To Win Grant Awards!



## BASICS & MORE COURSES:

- ★ Monthly Giving Intensive
- ★ Direct Mail Masterclass



Basics & More™

## THE FUNDAMENTALS WORK!

"It might not be very creative, but we have been making a point to spend time each week (usually on Fridays) to thank each donor and volunteer for their gifts to time, treasure, and talent."

Laurie Curtin

# MARCH 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 SELF-INJURY AWARENESS DAY	2 WORLD TEEN MENTAL WELLNESS DAY	3 WORLD WILDLIFE DAY	4 WORLD OBESITY DAY
5	6 DRED SCOTT CASE	7 NATIONAL BE HEARD DAY	8 INTERNATIONAL WOMEN'S DAY	9 NATIONAL GET OVER IT DAY	10 HARRIET TUBMAN DAY	11
12 DAYLIGHT SAVING TIME STARTS	13 NATIONAL GOOD SAMARITAN DAY	14 PI DAY	15 WORLD CONSUMER RIGHTS DAY	16	17 SAINT PATRICK'S DAY	18 NATIONAL BIODIESEL DAY
19 INTERNATIONAL READ TO ME DAY	20 SPRING EQUINOX	21 INTERNATIONAL DAY FOR THE ELIMINATION OF RACIAL DISCRIMINATION WORLD DOWN SYNDROME DAY	22 FIRST DAY OF RAMADAN	23 WORLD METEOROLOGICAL DAY	24 NATIONAL CHEESESTEAK DAY	25 EARTH HOUR
26 PURPLE DAY	27 WORLD THEATRE	28 RESPECT YOUR CAT DAY	29 NATIONAL VIETNAM WAR VETERANS DAY	30 NATIONAL DOCTORS' DAY	31 CESAR CHAVEZ DAY	

## IMPORTANT DATES IN MARCH:

01	WED	SELF-INJURY AWARENESS DAY	13	MON	NATIONAL GOOD SAMARITAN DAY	27	WED	FIRST DAY OF RAMADAN
02	THU	WORLD TEEN MENTAL WELLNESS DAY	14	TUE	PI DAY	23	THU	WORLD METEOROLOGICAL DAY
03	FRI	WORLD WILDLIFE DAY	15	WED	WORLD CONSUMER RIGHTS DAY	24	FRI	NATIONAL CHEESESTEAK DAY
04	SAT	WORLD OBESITY DAY	17	FRI	SAINT PATRICK'S DAY	25	SAT	EARTH HOUR
06	MON	DRED SCOTT CASE	18	SAT	NATIONAL BIODIESEL DAY	26	SUN	PURPLE DAY
07	TUE	NATIONAL BE HEARD DAY	19	SUN	INTERNATIONAL READ TO ME DAY	27	MON	WORLD THEATRE DAY
08	WED	INTERNATIONAL WOMEN'S DAY	20	MON	SPRING EQUINOX (START OF SPRING)	28	TUE	RESPECT YOUR CAT DAY
09	THU	NATIONAL GET OVER IT DAY	21	TUE	INTERNATIONAL DAY FOR THE ELIMINATION OF RACIAL DISCRIMINATION	29	WED	NATIONAL VIETNAM WAR VETERANS DAY
10	FRI	HARRIET TUBMAN DAY			WORLD DOWN SYNDROME DAY	30	THU	NATIONAL DOCTORS' DAY
12	SUN	DAYLIGHT SAVING TIME STARTS	21	TUE		31	FRI	CESAR CHAVEZ DAY

# April 2023

## THIS MONTH...

We place a lot of our focus in the nonprofit sector on donor retention and lifetime donor value. With good reason. Donors who make a second gift, and then a fourth, become your monthly donors and your legacy donors.

### They become your partners.

But filling the pipeline is also a critical component of your fundraising success systems. You need to be adding new prospects regularly.

Are they coming in by way of a direct mail acquisition campaign? Perhaps they're coming in the door by way of that helpful resource you're offering for download on your website. Or your board members might be regularly hosting small "friendraising" events.

While there are many ways to bring new prospects into your organization, you'll want to focus in on just one to two. Make an investment. Make a commitment. Your stewardship and follow-up processes need to be solidly in place for it to be worth your while.

### How is your nonprofit bringing in new donors?

## QUOTE:

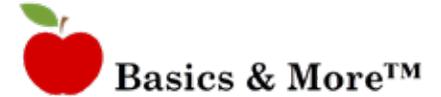
"That's the funny thing about America--the blessed thing. As many people as there are to hold you back, there are angels whose humanity makes up for all the others. I've had my share of angels."

— Abraham Verghese



## BASICS & MORE COURSES:

- ★ Nonprofit Storytelling
- ★ Power of Thank You



## Fundraising made easier.

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



Learn more at:  
[bloomerang.com/grow-2023](https://bloomerang.com/grow-2023)



## TIPS FROM OUR READERS

"All our fundraisers were cancelled... We quickly focused on increasing membership and added major perks, the most popular being one-hour private visits for members and up to four friends. We then asked our members to recruit friends and family to join. It was an easy sell and we quickly doubled our membership. We also heavily marketed "micro-weddings" (weddings between 2-10 persons) and managed to have at least one couple per weekend get married in The Gardens. Between micro-weddings and membership we are staying afloat this year!

Our public outreach has included strengthening our BLM statement/mission. We have provided Family Memberships to our local public grade school (the most diverse school in Seattle, 56% free lunch program) for families that might not otherwise be able to visit Dunn Gardens. We are also working with other nonprofits to offer them a peaceful place to socially distance for staff meetings."

Carolyn Cox  
Executive Director

# APRIL 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 APRIL FOOL'S DAY
2 AUTISM AWARENESS DAY	3	4 NATIONAL SCHOOL LIBRARIAN DAY	5 PASSOVER	6	7 WORLD HEALTH DAY	8
9 NATIONAL FORMER PRISONER OF WAR RECOGNITION DAY	10 NATIONAL SIBLINGS DAY	11 NATIONAL PET DAY	12 NATIONAL GRILLED CHEESE SANDWICH DAY	13 NATIONAL ALCOHOL SCREENING DAY	14 INTERNATIONAL MOMENT OF LAUGHTER DAY	15 HUSBAND APPRECIATION DAY
16 EMANCIPATION DAY	17 WORLD HEMOPHILIA DAY	18 NATIONAL HAIKU POETRY DAY	19 ADMINISTRATIVE PROFESSIONALS DAY	20 LAST DAY OF RAMADAN	21 SAN JACINTO DAY NATIONAL KINDERGARTEN DAY	22 INTERNATIONAL MOTHER EARTH DAY
23 WORLD BOOK DAY	24 WORLD IMMUNIZATION WEEK	25 WORLD MALARIA DAY	26 INTERNATIONAL GUIDE DOG DAY	27 TAKE OUR DAUGHTERS AND SONS TO WORK DAY	28 WORLD DAY FOR SAFETY AND HEALTH AT WORK	29 NATIONAL REBUILDING DAY

30  
INTERNATIONAL JAZZ DAY

- |        |   |        |                                      |        |   |
|--------|---|--------|--------------------------------------|--------|---|
| 01 SAT | APRIL FOOL'S DAY                                | 14 FRI | INTERNATIONAL MOMENT OF LAUGHTER DAY | 23 SUN | WORLD BOOK DAY                          |
| 02 SUN | AUTISM AWARENESS DAY                            | 15 SAT | HUSBAND APPRECIATION DAY             | 24 MON | WORLD IMMUNIZATION WEEK                 |
| 04 TUE | NATIONAL SCHOOL LIBRARIAN DAY                   | 16 SUN | EMANCIPATION DAY                     | 25 TUE | WORLD MALARIA DAY                       |
| 05 WED | PASSOVER  | 17 MON | WORLD HEMOPHILIA DAY                 | 26 WED | INTERNATIONAL GUIDE DOG DAY             |
| 07 FRI | WORLD HEALTH DAY                                | 18 TUE | NATIONAL HAIKU POETRY DAY            | 27 THU | TAKE OUR DAUGHTERS AND SONS TO WORK DAY |
| 09 SUN | NATIONAL FORMER PRISONER OF WAR RECOGNITION DAY | 19 WED | ADMINISTRATIVE PROFESSIONALS DAY     | 28 FRI | WORLD DAY FOR SAFETY AND HEALTH AT WORK |
| 10 MON | NATIONAL SIBLINGS DAY                           | 20 THU | LAST DAY OF RAMADAN                  | 29 SAT | NATIONAL REBUILDING DAY                 |
| 11 TUE | NATIONAL PET DAY                                | 21 FRI | SAN JACINTO DAY                      | 30 SUN | INTERNATIONAL JAZZ DAY                  |
| 12 WED | NATIONAL GRILLED CHEESE SANDWICH DAY            | 21 FRI | NATIONAL KINDERGARTEN DAY            |        |   |
| 13 THU | NATIONAL ALCOHOL SCREENING DAY                  | 22 SAT | INTERNATIONAL MOTHER EARTH DAY       |        |   |

**IMPORTANT DATES IN APRIL:**

# May 2023

## THIS MONTH...

This little mistake that could be costing you millions...

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.

## QUOTE:

“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



## BASICS & MORE COURSES:

★ Legacy Giving Intensive

★ Build Your Better Board



Basics & More™



### WHY CHOOSE DONORPERFECT?

*Nonprofits raise 20% more funds in their first year using DonorPerfect.*

*Imagine what your team could accomplish with software that's proven to help nonprofits grow.*

## TIPS FROM OUR READERS

“We had a new donor give us \$10,000 early on during the pandemic. Fast forward, now we are working on a plan with him to build a legacy gift.”

Bridgett Brown  
Development Coordinator

# MAY 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 GLOBAL LOVE DAY	2 NATIONAL FOSTER CARE DAY	3 WORLD PRESS FREEDOM DAY	4 STAR WARS DAY	5 CINCO DE MAYO AFRICAN WORLD HERITAGE DAY	6 NATIONAL NURSES DAY
7 WORLD LAUGHTER DAY	8 BUDDHA DAY	9 NATIONAL TEACHER'S DAY	10 WORLD LUPUS DAY	11 NATIONAL EAT WHAT YOU WANT DAY	12 NATIONAL PROVIDER DAY	13 WORLD MIGRATORY BIRD DAY WORLD COCKTAIL DAY
14 MOTHER'S DAY	15 INTERNATIONAL DAY OF FAMILIES	16 INTERNATIONAL DAY OF LIGHT	17 WORLD HYPERTENSION DAY	18	19 MALCOLM X DAY ENDANGERED SPECIES DAY	20 NATIONAL RESCUE DOG DAY
21	22 HARVEY MILK DAY	23	24 WORLD SCHIZOPHRENIA DAY	25 NATIONAL MISSING CHILDREN'S DAY	26	27
28 NATIONAL BRISKET DAY	29 MEMORIAL DAY	30 WORLD MULTIPLE SCLEROSIS DAY	31 NATIONAL SMILE DAY	<b>IMPORTANT DATES IN MAY:</b>		

- 01 MON GLOBAL LOVE DAY
- 02 TUE NATIONAL FOSTER CARE DAY
- 03 WED WORLD PRESS FREEDOM DAY
- 04 THU STAR WARS DAY
- 05 FRI AFRICAN WORLD HERITAGE DAY
- 05 FRI CINCO DE MAYO
- 06 SAT NATIONAL NURSES DAY
- 07 SUN WORLD LAUGHTER DAY
- 08 MON BUDDHA DAY

- 10 WED WORLD LUPUS DAY
- 11 THU NATIONAL EAT WHAT YOU WANT DAY
- 12 FRI NATIONAL PROVIDER DAY
- 13 SAT WORLD MIGRATORY BIRD DAY
- 13 SAT WORLD COCKTAIL DAY
- 14 SUN MOTHER'S DAY
- 15 MON INTERNATIONAL DAY OF FAMILIES
- 16 TUE INTERNATIONAL DAY OF LIGHT

- 17 WED WORLD HYPERTENSION DAY
- 19 FRI MALCOLM X DAY
- 19 FRI ENDANGERED SPECIES DAY
- 20 SAT NATIONAL RESCUE DOG DAY
- 22 MON HARVEY MILK DAY
- 24 WED WORLD SCHIZOPHRENIA DAY
- 25 THU NATIONAL MISSING CHILDREN'S DAY
- 28 SUN NATIONAL BRISKET DAY
- 29 MON MEMORIAL DAY
- 30 TUE WORLD MULTIPLE SCLEROSIS DAY
- 31 WED NATIONAL SMILE DAY

# June 2023

## THIS MONTH...

*Close your eyes for a moment...*

Imagine a mega donor like MacKenzie Scott or Oprah stumbling across your website and bestowing a million dollar gift...

It's fun to dream. And every every nonprofit wants to raise more large gifts.

But that's not how major gifts work in the real world.

The truth is that most six and seven figure donors initially come in by way of that first \$25 donation.

**What are your processes for engaging and cultivating that \$25 donor?**

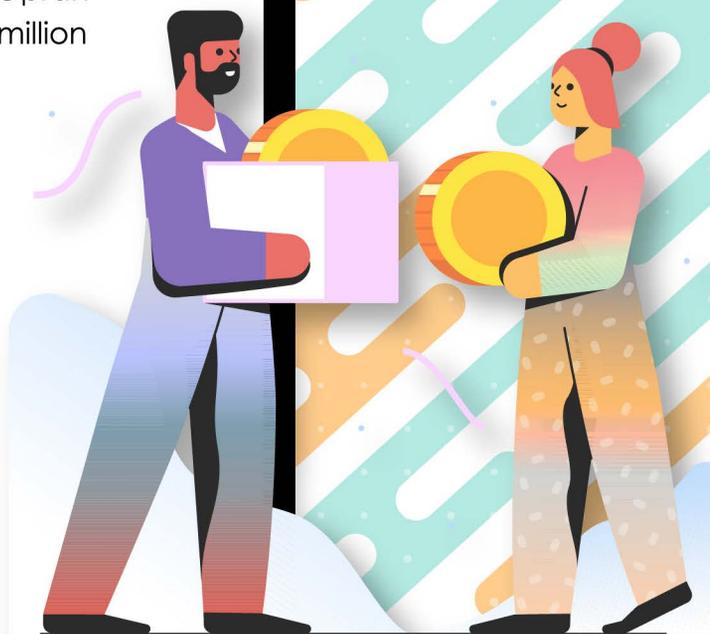
**And what kind of vision are you setting for your potential major donors?**

Even the smallest nonprofit organization will benefit from a solid major donor program. In July focus in on building your major gift pipeline.

## QUOTE:

"Our struggles are the short term lessons we learn to achieve long term success."

— Simon Sinek



## BASICS & MORE COURSES:

★ Donor Acquisition



Basics & More™

## 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 Moritz, Center for Transforming Communities

## TIPS FROM OUR READERS

"I finished my first printed newsletter! My assistant and I took your Newsletter class last year and I've been looking for the right time to implement. I printed it out on Saturday and I'll be folding, stuffing and mailing today. I will email it to everyone on our list but the printed version will be special to receive, I hope, for the donors that receive it. I'm so glad to have taken your class! Thank you for all the experience, strength, and hope!"

Jessica Hird

# JUNE 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 WORLD REEF AWARENESS DAY	2	3 WORLD BICYCLE DAY
4 NATIONAL CANCER SURVIVOR'S DAY NATIONAL HUG YOUR CAT DAY	5 WORLD ENVIRONMENT DAY	6 D DAY, WWII NATIONAL HIGHER EDUCATION DAY	7	8 NATIONAL BEST FRIENDS DAY WORLD OCEANS DAY	9 NATIONAL DONALD DUCK DAY	10 GLOBAL WELLNESS DAY
11	12 WORLD DAY AGAINST CHILD LABOR	13 NATIONAL CALL YOUR DOCTOR DAY INTERNATIONAL AUTISM AWARENESS DAY	14 FLAG DAY WORLD BLOOD DONOR DAY	15 WORLD ELDER ABUSE AWARENESS DAY	16 INTERNATIONAL DAY OF THE AFRICAN CHILD	17
18 FATHER'S DAY	19 JUNETEENTH DAY	20 WORLD REFUGEE DAY	21 SUMMER SOLSTICE	22 WORLD RAINFOREST DAY	23	24
25	26	27 HELEN KELLER DAY	28	29	30	

## IMPORTANT DATES IN JUNE:

01 THU WORLD REEF AWARENESS DAY  
 03 SAT WORLD BICYCLE DAY  
 04 SUN NATIONAL CANCER SURVIVOR'S DAY  
 05 MON WORLD ENVIRONMENT DAY  
 06 MON D DAY, WWII  
 06 TUE NATIONAL HIGHER EDUCATION DAY  
 08 THU NATIONAL BEST FRIENDS DAY  
 08 THU WORLD OCEANS DAY  
 09 FRI NATIONAL DONALD DUCK DAY  
 10 SAT GLOBAL WELLNESS DAY

12 MON WORLD DAY AGAINST CHILD LABOR  
 13 TUE NATIONAL CALL YOUR DOCTOR DAY  
 13 TUE INTERNATIONAL ALBINISM AWARENESS DAY  
 14 WED WORLD BLOOD DONOR DAY  
 15 THU WORLD ELDER ABUSE AWARENESS DAY  
 16 FRI INTERNATIONAL DAY OF THE AFRICAN CHILD  
 19 MON JUNETEENTH

20 TUE WORLD REFUGEE DAY  
 21 WED SUMMER SOLSTICE  
 22 THU WORLD RAINFOREST DAY  
 27 TUE HELEN KELLER DAY

# July 2023

## THIS MONTH...

You can probably describe your organization's programs inside and out. And I know you can provide all kinds of statistics that explain why your work matters.

But that's not what motivates your supporters to give. The truth is, nothing quite motivates your donors like an emotionally compelling story.

We make decisions based on emotions. Narratives with an emotionally compelling hook have the power to trigger your donors' imaginations and will be far more effective in getting them to give, and give generously. You want to create the kind of content that inspires.

## What is your organization's million dollar story?

Chances are, your nonprofit has more than one million dollar story. But how can you bring them to life? How can you ensure that they've got that compelling factor and inspire your supporters to give? Great storytelling, along with what it takes to make it happen, plays an important role in your nonprofit's fundraising systems.



## QUOTE:

"Stories have to be told or they die, and when they die, we can't remember who we are or why we're here."

— Sue Monk Kidd

## BASICS & MORE COURSES:

★ **Organizational Culture Change**

 **Basics & More™**

## TIPS FROM OUR READERS

"This isn't a win but I wanted to share with you something I'm proud of. My wife and I both work in fundraising and have been sharing workspace in a one bedroom apartment throughout this hell year. I'm incredibly proud of the work she has done. She's remained passionate, empathetic, and supportive of her colleagues, advocated for good work life balance, and kept fundraising with donors at the heart of what she does.

She's awesome. And I just wanted to tell you that."

Sarah Beamish  
Pronouns: she/her/hers

# JULY 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 (CANADA DAY (DOMINION DAY))
2 CIVIL RIGHTS ACT	3 INTERNATIONAL PLASTIC BAG FREE DAY	4 INDEPENDENCE DAY	5 NATIONAL WORKAHOLICS DAY	6 INTERNATIONAL KISSING DAY	7 GLOBAL FORGIVENESS DAY	8
9	10 NATIONAL KITTEN DAY INTERNATIONAL TOWN CRIERS DAY	11 WORLD POPULATION DAY	12 MALALA DAY	13 NATIONAL FRENCH FRY DAY	14	15 NATIONAL GIVE SOMETHING AWAY DAY
16 NATIONAL CHERRY DAY	17 WORLD EMOJI DAY	18 NELSON MANDELA INTERNATIONAL DAY	19	20	21	22
23	24	25 NATIONAL HIRE A VETERAN DAY	26	27 NATIONAL INTERN DAY	28	29 NASA IS FOUNDED
30 WORLD DAY AGAINST TRAFFICKING IN PERSONS	31 NATIONAL AVOCADO DAY	<p>01 SAT CANADA DAY (DOMINION DAY)            02 SUN CIVIL RIGHTS ACT            03 MON INTERNATIONAL PLASTIC BAG FREE DAY            04 TUE INDEPENDENCE DAY            05 WED NATIONAL WORKAHOLICS DAY            06 THU INTERNATIONAL KISSING DAY            07 FRI GLOBAL FORGIVENESS DAY            10 MON NATIONAL KITTEN DAY            10 MON INTERNATIONAL TOWN CRIERS DAY</p> <p>11 TUE WORLD POPULATION DAY            12 WED MALALA DAY            13 THU NATIONAL FRENCH FRY DAY            15 SAT NATIONAL GIVE SOMETHING AWAY DAY            16 SUN NATIONAL CHERRY DAY            17 MON WORLD EMOJI DAY            18 TUE NELSON MANDELA INTERNATIONAL DAY            24 MON MOON LANDING</p> <p>25 TUE NATIONAL HIRE A VETERAN DAY            27 THU NATIONAL INTERN DAY            29 SAT NASA IS FOUNDED            30 SUN WORLD DAY AGAINST TRAFFICKING            IN PERSONS            31 MON NATIONAL AVOCADO DAY</p>				

## IMPORTANT DATES IN JULY:

# August 2023

## THIS MONTH...

*Summertime...and the livin' is easy.*

But 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 time like August to get started on your plans for a solid-integrated year-end fundraising campaign.

## GivingTuesday is a day. Not a strategy.

And the first step in doing said planning involves taking stock of what you're already done this year. 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 direct mail, social media, mail? What stories resonate with your supporters?
- Is your website optimized for online giving? Don't assume it. Test it.

...and don't forget to register for our signature class on running a guaranteed successful fundraising campaign, Foolproof Year-End Fundraising.



## QUOTE:

"Dig your well before you're thirsty."

— Seth Godin

## BASICS & MORE COURSES:

★ **Your Annual Gratitude Report**



**Basics & More™**

## TIPS FROM OUR READERS

"So I am a one man shop for both marketing and development for an \$850k nonprofit. I don't have time to do a lot of major donor appointments so I do smaller things like emails, phone calls, cards, etc. We had a fairly large donor fall off of giving about 3 years ago and I tried very hard to win them back. Earlier this year they came forward with a book incentive for our donors and followed that up this summer with a five figure donation. Hard work pays off even it's little touches here and there."

Cathy Wilson

# AUGUST 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 NATIONAL MINORITY DONOR AWARENESS DAY	2	3	4 BARACK OBAMA'S BIRTHDAY	5
6 NATIONAL FRIENDSHIP DAY	7 NATIONAL LIGHTHOUSE DAY	8 INTERNATIONAL INFINITY DAY	9 INTERNATIONAL DAY OF THE WORLD'S INDIGENOUS PEOPLE NATIONAL BOOK LOVERS DAY	10	11	12 INTERNATIONAL YOUTH DAY
13	14 NATIONAL FINANCIAL AWARENESS DAY	15 INTERNATIONAL HOMELESS ANIMALS DAY	16 TELL A JOKE DAY	17 NATIONAL NONPROFIT DAY	18 HAWAII STATEHOOD DAY	19 NATIONAL AVIATION DAY WORLD HUMANITARIAN DAY
20	21 SENIOR CITIZENS DAY	22	23 INTERNATIONAL DAY FOR THE REMEMBRANCE OF THE SLAVE TRADE AND ITS ABOLITION	24 KOBE BRYANT DAY	25 NATIONAL PARK SERVICE FOUNDERS DAY	26 WOMEN'S EQUALITY DAY
27	28 MARCH ON WASHINGTON	29 INTERNATIONAL DAY AGAINST NUCLEAR TESTS	30 NATIONAL GRIEF AWARENESS DAY	31	<b>IMPORTANT DATES IN AUGUST:</b>	

01 TUE NATIONAL MINORITY DONOR AWARENESS DAY

04 FRI BARACK OBAMA'S BIRTHDAY

06 SUN NATIONAL FRIENDSHIP DAY

07 MON NATIONAL LIGHTHOUSE DAY

08 TUE INTERNATIONAL INFINITY DAY

09 WED INTERNATIONAL DAY OF THE WORLD'S INDIGENOUS PEOPLE

09 WED NATIONAL BOOK LOVERS DAY

12 SAT INTERNATIONAL YOUTH DAY

14 MON NATIONAL FINANCIAL AWARENESS DAY

15 TUE INTERNATIONAL HOMELESS ANIMALS DAY

16 WED TELL A JOKE DAY

17 THU NATIONAL NONPROFIT DAY

18 FRI HAWAII STATEHOOD DAY

19 SAT NATIONAL AVIATION DAY

19 SAT WORLD HUMANITARIAN DAY

21 MON SENIOR CITIZENS DAY

23 WED INTERNATIONAL DAY FOR THE REMEMBRANCE OF THE SLAVE TRADE AND ITS ABOLITION

24 THU KOBE BRYANT DAY

25 FRI NATIONAL PARK SERVICE FOUNDERS DAY

26 SAT WOMEN'S EQUALITY DAY

28 MON MARCH ON WASHINGTON

29 TUE INTERNATIONAL DAY AGAINST NUCLEAR TESTS

30 WED NATIONAL GRIEF AWARENESS DAY

# September 2023

## THIS MONTH...

Just in time for your year-end fundraising campaign, it's clean up your data month!

Every donor is different. How can you use data to make every donor feel like a major donor, while still being strategic? Carve out 30 minutes to watch Focus on What Matters (A data-inspired look at setting fundraising priorities) from MotivateMonday.

Because here's the thing: when it comes to your fundraising plan, numbers matter. Bad data can be your downfall, even if all other systems are in place. When equipped with the right data, you have an idea of where to put your focus, and you can create a plan to match.

[Click here to view this training.](#)



## BASICS & MORE COURSES:

★ **Foolproof Year-End Fundraising: The System**

 **Basics & More™**

## TIPS FROM OUR READERS

"In March, I wrote an article for the Arizona Daily Star about a program we have. It was just a feel good piece and we didn't really think much of it. Friday, we received a \$5,000.00 check from a foundation. They had seen the article and decided to help fund the program. It was a very nice light in what can be dark times."

Julie Glass, Director of Development

# SEPTEMBER 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2 VJ DAY, WWII
3	4 LABOR DAY	5	6	7	8	9
10 GRANDPARENT'S DAY	11 9/11 REMEMBRANCE DAY	12	13	14	15	16 ROSH HASHANAH BEGINS AT SUNDOWN
17 CONSTITUTION DAY	18	19	20	21 INTERNATIONAL PEACE DAY (UN)	22 NATIVE AMERICAN DAY	23
24	25 YOM KIPPUR	26	27	28	29	30

## IMPORTANT DATES IN SEPTEMBER:

- 02 SAT VJ DAY, WWII
- 04 THU LABOR DAY
- 10 SUN GRANDPARENTS DAY
- 11 MON 9/11 REMEMBRANCE
- 16 MON ROSH HASHANAH BEGINS AT SUNDOWN
- 17 SUN CONSTITUTION DAY
- 21 THU INTERNATIONAL PEACE DAY (UN)
- 22 MON NATIVE AMERICAN DAY
- 25 MON YOM KIPPUR

# October 2023

## THIS MONTH...

### October is Warm Up Your Donors Month!

If you've read my book, Simple Development Systems, you know that I talk about making a minimum of "12 touches a year." But what does that look like, especially in a small nonprofit?

**It's a lot less complicated than you might think.**

With your year-end campaign right around the corner, think about the last time you sent an impact update or a thank you to your donors...just because. Plan on incorporating a few touches before your year-end campaign gets started.

**Need inspiration? Download our 12 Touch Portfolio.**



## QUOTE:

"Do the best you can until you know better. Then when you know better, do better"

— Maya Angelou

## BASICS & MORE COURSES:

- ★ Your Year-End Multichannel Campaign
- ★ Mastering Online Fundraising



**Basics & More™**

## TIPS FROM OUR READERS

"My Executive Director and I work as a close team to create a culture of philanthropy! In fact, every Monday at 1pm we kick-off our weekly one-on-one meeting by participating in Motivate Monday! We just completed raising funds to expand a new project, and received the largest gift we've ever secured (as an agency and as individual development people!), to fully fund the capital investment and three years of operations!"

Beth Classroom Central

# OCTOBER 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 INTERNATIONAL DAY FOR THE ELDERLY	2	3	4	5	6	7
8	9 INDIGENOUS PEOPLE DAY THANKSGIVING DAY (CANADA)	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28 MAKE A DIFFERENCE DAY
29	30	31 HALLOWEEN				

## IMPORTANT DATES IN OCTOBER:

- 01 SUN INTERNATIONAL DAY FOR THE ELDERLY
- 09 MON INDIGENOUS PEOPLE DAY
- 09 MON THANKSGIVING DAY IN CANADA
- 28 SAT MAKE A DIFFERENCE DAY
- 31 TUE HALLOWEEN

# November 2023

## THIS MONTH...

### Are there three very simple ways you can improve your foundation grant proposal?

Stop! Before you click “submit” or mail that grant proposal out the door, is there any way you can improve your chances of getting funded?

Yes. If you follow these three tips, you'll improve your proposal exponentially:

1. Eliminate jargon. I worked with a foundation vice president who quite literally took a red pen to every proposal she reviewed, circling every instance of jargon. Get rid of it. Say it simply. Say it from the heart.
2. Have your best friend review your proposal for clarity. Here's a little trick I've been using for over 20 years. When I've finished my first grant proposal for a client, before sending it over I send it off to my best friend. She's never worked for a nonprofit. She doesn't have any idea what the organization I'm working with does. If she can read the proposal and fully understand the organization's mission and work, I know I'm on the right path.
3. Remember the 12/12/12 rule and hook the reader with your narrative. If the book *Storytelling for Grantseekers* isn't on your bookshelf, I highly recommend it. Imagine yourself in the shoes of a program officer. It's midnight and she's been working for 12 hours straight, reviewing grant proposals. Yours is the twelfth one in. How are you going to get her attention? How are you get her to fall in love with your organization's mission? The key lies in the story you tell.



## BASICS & MORE COURSES:

★ **Digital Fundraising Masterclass**



**Basics & More™**

## TIPS FROM OUR READERS

"I received a \$50K grant that I had been working on for the past year! This is one of the largest grant awards we have been awarded. Still jumping up and down with a big goofy smile!"

Cristy Morrell  
Executive Director

# NOVEMBER 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7 ELECTION DAY	8	9	10	11 VETERAN'S DAY
12	13 CAREGIVER APPRECIATION DAY	14	15	16	17	18
19	20 UNIVERSAL CHILDREN'S DAY	21	22	23 THANKSGIVING DAY	24	25
26	27	28	29	30		

## IMPORTANT DATES IN NOVEMBER:

- 07 FRI U.S. GENERAL ELECTION DAY - EXERCISE YOUR RIGHT TO VOTE
- 11 SAT VETERAN'S DAY
- 13 MON CAREGIVER APPRECIATION DAY
- 20 MON UNIVERSAL CHILDREN'S DAY
- 23 SUN THANKSGIVING DAY

# December 2023

## QUOTE:

“Begin with the end in mind.”

— Stephen Covey

## THIS MONTH...

What systems do **YOU** have in place to turn that new donor into a repeat donor?

You get excited when you (finally) finish your first successful event. Or when your GivingTuesday campaign nets 23 new donors. When you launch your enewsletter and get 75 new subscribers, in your mind they're already donors.

## But what happens next?

With the New Donor Timeline, you'll map out your donor's journey. From writing the perfect thank you letter, to getting to know your new donor, to showing the impact of the donor's gift, and more, it's a roadmap — condensed and ultra convenient.

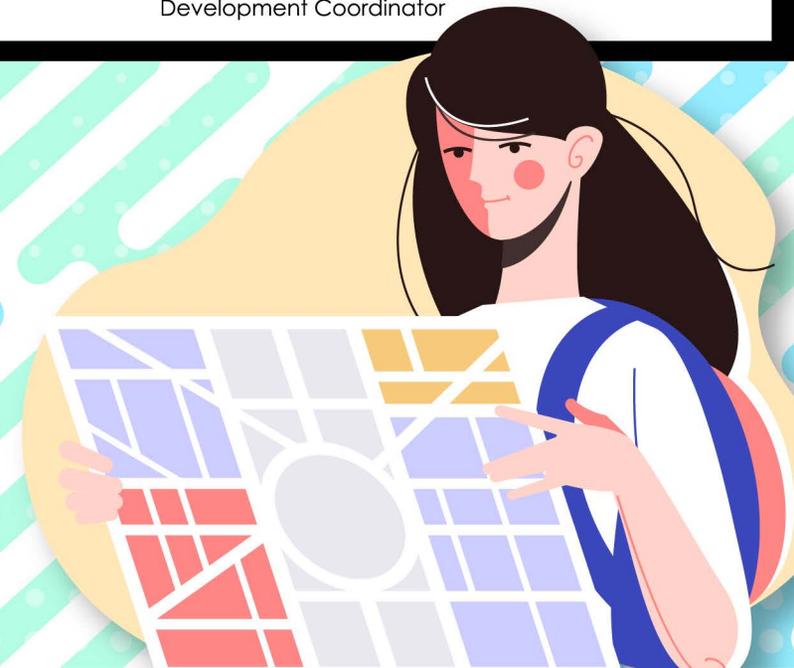
[Click here to download this tool](#) — and make your plan.

## TIPS FROM OUR READERS

“I have been so blessed to have the opportunity to speak with donors! Making time for this each day is so rewarding. Listening to them, I learn why they are with us in our work. And, let them know how much they matter; just the other day, I told the woman I was talking with how much it means to us that she has been a monthly donor for years! How much her donation has accomplished. By the end of our conversation, she actually increased her monthly donation amount significantly! And we both felt better, and more united in our efforts!

Thank you, Pam, for being such a fantastic mentor!”

Karen Shannon  
Development Coordinator



# DECEMBER 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7 CHANUKAH BEGINS	8	9
10	11	12	13	14	15	16
17	18	19	20	21 WINTER SOLSTICE	22	23 FESTIVUS - FOR THE REST OF US
24	25 CHRISTMAS	26 KWANZAA	27	28	29	30

31  
NEW YEAR'S EVE

## IMPORTANT DATES IN DECEMBER:

- 07 SUN CHANUKAH LASTS 8 DAYS
- 21 THU WINTER SOLSTICE (SHORTEST DAY OF THE YEAR)
- 23 SAT FESTIVUS - FOR THE REST OF US!
- 25 MON CHRISTMAS
- 26 TUE KWANZAA
- 31 SUN NEW YEAR'S EVE

# SAVINGS!

Get \$100 off our **Basics & More All Access Ticket** for 2023. Covering board fundraising, digital fundraising, nonprofit culture, direct mail fundraising, monthly giving and more.

Enter **2023TICKET100OFF** in the coupon code at checkout and click the checkmark to see you savings applied.

And don't forget to save your seat for the upcoming Fundraising Focus Forum online conference! You'll get grounded in the fundamentals and leave with a fundraising plan and the tools to move your fundraising forward.

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