

# ANNUAL FUNDRAISING PLANNING CALENDAR

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Get your annual planning started off right with this handy 2018 calendar and cheat sheet of major holidays, giving days, and awareness days to begin organizing your fundraising plan.

# 01

## JANUARY

**JAN 1**  
New Year's Day

**JAN 15**  
Martin Luther King, Jr. Day

**JAN 19**  
Get to Know Your Donor Day

### INSIDER TIP

Send a survey to your donors to ask about the programs that matter the most to them throughout the year

# 02

## FEBRUARY

**FEB 2**  
Groundhog Day

**FEB 14**  
Valentine's Day

**FEB 19**  
President's Day

### INSIDER TIP

Show your donors how much you love them by sending personal messages on random days in February

# 03

## MARCH

**MAR 2**  
Employee Appreciation

**MAR 14**  
National Pi Day

**MAR 17**  
St. Patrick's Day

### INSIDER TIP

Remind donors what their dollars have done for your organization already in Q1 by sharing stats in an infographic

# 04

## APRIL

**APR 1**  
Easter Sunday  
April Fools Day

**APR 20**  
Get to Know Your Donor Day

**APR 22**  
Earth Day

### INSIDER TIP

Encourage peer-to-peer campaigns or rally your donors together for volunteer days to help the earth stay healthy

# 05

## MAY

**MAY 5**  
Cinco De Mayo

**MAY 13**  
Mother's Day

**MAY 28**  
Memorial Day

### INSIDER TIP

Organically grow your donor base by sending personal messages to families and small businesses

# 06

## JUNE

**JUN 1**  
National Doughnut Day

**JUN 17**  
Father's Day

**JUN 21**  
First Day of Summer

### INSIDER TIP

Have fun with your message and surprise donors by announcing your Running Day event on Doughnut Day

# 07

## JULY

**JUL 4**  
Independence Day

**JUL 16**  
Ice Cream Day

**JUL 20**  
Get to Know Your Donor Day

### INSIDER TIP

Celebrate the mid-year milestone with your donors by shooting a video to show them how their dollars helped

# 08

## AUGUST

**AUG 5**  
Day of Friendship

**AUG 9**  
Book Lovers Day

**AUG 26**  
Women's Equality Day

### INSIDER TIP

Plan a day or weekend camp supporting your organization and others to involve donors on a personal level

# 09

## SEPTEMBER

**SEP 3**  
Labor Day

**SEP 5**  
Day of Charity

**SEP 13**  
Positive Thinking Day

### INSIDER TIP

Recruit volunteers for your Day of Charity by appealing to them before Labor Day and right after to stay timely

# 10

## OCTOBER

**OCT 8**  
Columbus Day

**OCT 19**  
Get to Know Your Donor Day

**OCT 31**  
Halloween

### INSIDER TIP

Before the busiest time of the year for giving, send out a survey to ask donors how and why they want to give

# 11

## NOVEMBER

**NOV 13**  
World Kindness Day

**NOV 22**  
Thanksgiving

**NOV 27**  
#GivingTuesday

### INSIDER TIP

Build up communication before #GivingTuesday by teaming up with local businesses to appeal to donors personally

# 12

## DECEMBER

**DEC 2**  
Hanukkah Begins

**DEC 25**  
Christmas Day

**DEC 31**  
New Year's Eve

### INSIDER TIP

Create an end-of-year wrap-up video to show your donors how much they did to help your organization all year

# 01

## JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

# 02

## FEBRUARY

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	1	2	3

# 03

## MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

# 04

## APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

# 05

## MAY

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

# 06

## JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

# 07

## JULY

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

# 08

## AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

# 09

## SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 30	24	25	26	27	28	29

# 10

## OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

# 11

## NOVEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

# 12

## DECEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 30	24 31	25	26	27	28	29



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#### **SOURCES**

**1.** <https://sparkflow.co/us-world-holidays-to-plan-your-marketing-calendar-around/> **2.** ThriveHive Marketing Calendar