

ANNUAL FUNDRAISING PLAN CALENDAR

Quick Reference Guide & Recurring Giving Tips

2019



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

– Warren Buffett

Get your annual planning started off right with this handy 2019 calendar of major holidays, giving days, awareness days and recurring giving tips to start organizing your fundraising plan for success.

01 JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
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	2

- JAN 16** National Religious Freedom Day
- JAN 21** Martin Luther King, Jr. Day
- JAN 22** National Hugging Day

TIP RECURRING GIVING

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

02 FEBRUARY

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	1	2

- FEB 4** World Cancer Day
- FEB 18** President's Day
- FEB 20** World Day of Social Justice

TIP RECURRING GIVING

Make language about recurring giving prominent on your website with a strong call-to-action to give

03 MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
24	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

- MAR 3** World Wildlife Day
- MAR 20** International Day of Happiness
- MAR 22** World Water Day

TIP RECURRING GIVING

Send new and first-time donors a request or reminder via email to become monthly donors a month after they give

04 APRIL

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	1	2	3	4

- APR 7** World Health Day
- APR 21** Easter
- APR 22** Earth Day

TIP RECURRING GIVING

Optimize your online giving forms to feature recurring giving prominently and make sure it is pre-selected

05 MAY

SUN	MON	TUE	WED	THU	FRI	SAT
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	24	25
26	27	28	29	30	31	1

- MAY 3** World Press Freedom Day
- MAY 15** International Day of Families
- MAY 27** Memorial Day

TIP RECURRING GIVING

Send new donors a welcome packet to thank them for their gift and share inspirational stories that show impact

06 JUNE

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	24	25	26	27	28	29

- JUN 5** World Environment Day
- JUN 14** Flag Day
- JUN 20** World Refugee Day

TIP RECURRING GIVING

Create visible recognition opportunities for recurring donors in all of your communication and marketing channels

07 JULY

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

- JUL 4** Independence Day
- JUL 11** World Population Day
- JUL 30** World Day Against Human Trafficking

TIP RECURRING GIVING

Develop compelling metrics that show people the impact and importance of \$25, \$50 or \$75 per month

08 AUGUST

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

- AUG 12** International Youth Day
- AUG 17** National Nonprofit Day
- AUG 19** World Humanitarian Day

TIP RECURRING GIVING

Incorporate stories about the impact of recurring giving on your cause and feature profiles of recurring donors to thank them

09 SEPTEMBER

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

- SEP 2** Labor Day
- SEP 5** International Day of Charity
- SEP 21** International Day of Peace

TIP RECURRING GIVING

Recruit current recurring donors to promote recurring giving on their own social media and personal networks

10 OCTOBER

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

- OCT 4** World Animal Day
- OCT 10** World Mental Health Day
- OCT 16** World Food Day

TIP RECURRING GIVING

Secure a limited-period match for recurring donations to create a sense of urgency leading into the season of giving

11 NOVEMBER

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

- NOV 13** World Kindness Day
- NOV 16** International Day for Tolerance
- NOV 20** Universal Children's Day

TIP RECURRING GIVING

Share impact stories on social media to show what a higher level and recurring gifts can do to help your cause

12 DECEMBER

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

- DEC 3** Giving Tuesday
- DEC 5** International Volunteer Day
- DEC 10** International Human Rights Day

TIP RECURRING GIVING

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

MobileCause provides an innovative suite of digital fundraising and donor engagement solutions that help nonprofits do more good.

To speak directly to an expert about implementing MobileCause software and strategy for your organization please call **(888) 661-8804** or go to <https://hubs.ly/H0cRdct0> to take a 4-Minute Platform Tour.

SOURCES

- <https://sparkflow.co/us-world-holidays-to-plan-your-marketing-calendar-around/>
- <http://www.nptechforgood.com/2018/12/03/2019-cause-awareness-giving-day-calendar-for-nonprofits/>
- ThriveHive Marketing Calendar