ANNUAL FUNDRAISING PLANNING CALENDAR

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.
### 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.

### 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.

### 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.

### APRIL

- **APR 1** Easter Sunday
- **APR 14** 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.

### 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.

### 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.

### 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.

### 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.

### 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.

### 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.

### 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.

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