

ANNUAL FUNDRAISING PLANNER

Workbook and Calendar to Maximize Your Success





Keep Your Plan Donor-Centric

Make donors feel valued and involved in your cause—this builds meaningful connections to your supporters and creates less work for you.

JUMPSTART YOUR PLAN

Success Starts with Solid Communication Strategy and Tactics

Plotting your annual fundraising calendar can be an exciting time—adding important dates, events and campaigns to each month to help your nonprofit reach its goals. Promoting those campaigns with effective messaging and donor engagement strategies, however, is another task entirely. One that, if left to the last minute, can leave valuable giving opportunities on the table.

We want to help your nonprofit grow by reaching and inspiring more donors throughout the year. Our annual workbook provides a deep dive into expert communication strategies and tactics aimed at creating deeper connections and boosting donations with:

- Pro Tips from our Digital Fundraising Experts
- Editable writing samples that you can easily customize
- An interactive workbook you can save and use for future planning needs

HOW TO USE

The Workbook and Messaging Strategy

01

JAN 2020

JANUARY AWARENESS

Cervical Health Awareness Month
National Glaucoma Awareness Month
Slavery and Human Trafficking Prevention Month

PRO TIP

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

SUN	MON	TUE	WED	THU	FRI	SAT
			1 New Year's Day	2	3	4
5	6	7	8	9	10 Cut Energy Costs Day	11
12 National Youth Day	13	14	15	16	17	18
19	20 Martin Luther King, Jr. Day	21 National Hugging Day	22	23	24 National Compliment Day	25 Opposite Day Chinese New Year
26	27	28	29	30	31 Backwards Day	

Your Communication Plan (update the fields below to customize)

1/2/20
Direct Mail (Headline and Call-to-action)

Happy New Year from [Org Name]!
Make a difference in people's lives this year [Explain 2020 goals]
Exposition Visit [orgname].com to find out how you can help

1/10/20
Social Post (Video Link)

We care about those in need today and always. Watch how generous gifts helped the [Family] get through the cold winter.
Impact #CutEnergyCostDay

1/21/20
Text (Subscribe)

Sending a virtual hug from [Org Name]
Ask The homeless need more than a hug right now.
[LINK] to donate any amount you can.

1/31/20
Email (Embed Image or Video)

Subject: You helped turn a family's life around
Dear [Name], Meet the [Family], they were able to get housing this winter because of your donation...
Stewardship

- Awareness Month**

Notable month-long observations to commemorate or raise awareness of events and issues.
- Pro Tips**

We highlight insider communication and engagement ideas to help amplify your results.
- Calendar**

Each month showcases major holidays, giving days, awareness days and more to help plan and inspire your outreach strategy.
- Your Communication Plan**

The best communication plan is a multichannel one. Not only will this increase your visibility, but it also creates a more compelling and cohesive experience for your donors across channels and from program to program.

Our pre-written sample messages are provided each month for you to modify for your organization. Simply click into any date or text field to customize the message to convey your organization's brand and story. Save it and then share it with your supporters, volunteers and donors.

Messaging Strategy

Your campaign messages should fall into one of the four types detailed below and then be scheduled in advance. This saves you both time and hassle by automating your messaging process while cultivating a long-term relationship that leads to long-term results.

<p>Exposition</p> <p>Explain to your donors who you are and why they should care about your cause. Communicate strategically in the beginning of the campaign through direct mail, email, social posts and texts.</p>	<p>Impact</p> <p>Ramp up communications in the middle of your campaign to let donors know how they can make a difference. Feature those who benefit from your organization in a post or newsletter.</p>	<p>Ask</p> <p>Use all your channels to make heartfelt appeals to donors, paying particular attention to both text message and social media to help bolster giving.</p>	<p>Stewardship</p> <p>Cultivate your relationship with donors through prompt thank yous and storytelling via social media, email and text dialogue. This helps retain supporters and inspire more recurring giving.</p>
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01

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Your Communication Plan (update the fields below to customize)

Exposition

Impact

Ask

Stewardship

02

FEB 2020

FEBRUARY AWARENESS

- American Heart Month
- Spay/Neuter Awareness Month
- Black History Month



>> PRO TIP

Show donors the love this Valentine's Day with personalized messages of gratitude for their ongoing support.

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2 Groundhog Day Super Bowl Sunday	3	4  World Cancer Day	5	6	7 National Wear Red Day	8
9 National Pizza Day	10	11  National Make a Friend Day	12	13 World Radio Day Galentine's Day	14  Valentine's Day	15 Single Awareness Day
16	17 President's Day Random Acts of Kindness Day	18	19	20 World Day of Social Justice	21	22
23	24	25 Mardi Gras	26 Ash Wednesday	27	28	29

Your Communication Plan (update the fields below to customize)

Stewardship

Exposition

Impact

Ask

03

MAR 2020

MARCH AWARENESS

Women's History Month
March Madness



PRO TIP

Show donors what their dollars have done for your organization by sharing your impact in an infographic.

SUN	MON	TUE	WED	THU	FRI	SAT
1	2 Read Across America	3 World Wildlife Day	4	5	6  Employee Appreciation Day	7
8 International Women's Day Daylight Savings Time	9 National Napping Day	10	11	12	13	14 National Pi Day
15	16	17  St. Patrick's Day	18	19 Spring Equinox	20  International Day of Happiness	21 World Poetry Day World Down Syndrome Day
22 World Water Day	23 National Puppy Day	24	25 Medal of Honor Day	26 MLB Opening Day	27	28
29	30 World Doctor's Day	31				

Your Communication Plan (update the fields below to customize)

Ask

Exposition

Stewardship

Impact

04

APR 2020

APRIL AWARENESS

Keep America Beautiful Month
Prevention of Cruelty to Animals Month



>> PRO TIP

Rally your supporters to participate in your cause through peer-to-peer campaigns and/or volunteer days.

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2 World Autism Awareness Day National Burrito Day	3	4
5	6 National Student Athlete Day	7 World Health Day	8 Passover Begins	9	10 Good Friday National Siblings Day	11
12 Easter Sunday National Grilled Cheese Day	13	14	15 Tax Day	16	17	18
19	20 National Lookalike Day	21	22 Earth Day Administrative Professionals' Day	23 Take Your Child to Work Day World Book Day	24 Arbor Day	25 World Malaria Day
26	27	28 Superhero Day	29 Denim Day	30 International Jazz Day		

Your Communication Plan (update the fields below to customize)

Impact

Ask

Stewardship

Exposition

05

MAY 2020

MAY AWARENESS

- National Teen Pregnancy Prevention Month
- Mental Health Month
- Lupus Awareness Month
- American Stroke Awareness Month
- Arthritis Awareness Month
- Asian American and Pacific Islander Heritage Month



PRO TIP

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

SUN	MON	TUE	WED	THU	FRI	SAT
					1 May Day	2
3	4 Star Wars Day	5 Cinco de Mayo	6 National Nurses Day	7	8	9
10  Mother's Day	11	12	13	14	15 International Day of Families Endangered Species Day	16 Armed Forces Day
17	18	19	20	21	22  National Maritime Day	23
24	25 Memorial Day Geek Pride Day	26	27	28  International Burger Day	29	30
31 World No Tobacco Day						

Your Communication Plan (update the fields below to customize)

Exposition

Impact

Ask

Stewardship

06

JUN 2020

JUNE AWARENESS

- Pride Month
- PTSD Awareness Month
- Alzheimer's & Brain Awareness Month



>> PRO TIP

Send new and first-time donors a request or reminder to become monthly donors a few months after they give.

SUN	MON	TUE	WED	THU	FRI	SAT
	1 National Say Something Nice Day	2	3 Repeat Day Global Running Day	4  National Cheese Day	5 National Donut Day World Environment Day	6  Higher Education Day
7 Cancer Survivors Day	8 World Oceans Day National Best Friends Day	9	10	11	12	13 International Albinism Awareness Day
14 Flag Day World Blood Donor Day	15	16	17	18	19	20 First Day of Summer The Longest Day (Alzheimer's Association)
21 Father's Day National Selfie Day	22	23 Public Service Day	24	25	26  Take Your Dog to Work Day	27
28	29	30				

Your Communication Plan (update the fields below to customize)

Stewardship	
Exposition	
Ask	
Impact	

07

JUL 2020

JULY AWARENESS

Juvenile Arthritis Awareness Month
Sarcoma Awareness Month



>> PRO TIP

Develop compelling metrics that show people the impact and importance a \$25, \$50 or \$75 gift can make each month.

SUN	MON	TUE	WED	THU	FRI	SAT
			1 International Joke Day	2 I Forgot Day	3	4  Independence Day
5	6	7 World Chocolate Day	8	9	10	11  World Population Day
12	13	14	15 National Give Something Away Day	16	17	18 Nelson Mandela Day
 19 National Ice Cream Day	20	21	22 National Hot Dog Day	23	24	25 National Hot Fudge Sundae Day
26 Parents' Day Aunt & Uncle Day	27	28 World Hepatitis Day	29	30 International Day of Friendship	31  National Mutt Day	

Your Communication Plan (update the fields below to customize)

Ask	
Stewardship	
Exposition	
Impact	

08

AUG 2020

AUGUST AWARENESS

National Immunization Awareness Month



>> PRO TIP

Incorporate stories about the impact of giving to your cause by featuring donor thank you profiles.

SUN	MON	TUE	WED	THU	FRI	SAT
						1 National Girlfriends Day
2 National Icecream Sandwich Day National Sisters Day	3	4	5	6	7	8 National Dollar Day
9 Book Lovers Day	10 S'Mores Day	11	12 International Youth Day	13	14	15 National Relaxation Day
16	17	18	19 Humanitarian Day	20	21 Senior Citizens Day	22
23	24	25 Secondhand Wardrobe Day	26 Women's Equality Day National Dog Day	27	28	29
30	31					

Your Communication Plan (update the fields below to customize)

Impact

Ask

Stewardship

Exposition

09

SEP 2020

SEPTEMBER AWARENESS

- National Childhood Cancer Awareness Month
- National Prostate Month
- National American Heritage Month
- World Alzheimer's Month



>> PRO TIP

Add an encouragement pop up to motivate supporters to turn their one-time donation into a recurring gift.

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4 College Colors Day	5 Day of Charity
6	7 Labor Day	8 International Literacy Day	9	10 Swap Ideas Day World Suicide Prevention Day	11	12
13 Positive Thinking Day	14	15	16 Working Parents Day	17	18 Rosh Hashanah Begins	19 National Dance Day
20 Rosh Hashanah Ends	21 International Day of Peace	22 First Day of Fall	23	24	25	26 National Public Lands Day
27 Yom Kippur Begins	28 Yom Kippur Ends National Good Neighbor Day World Rabies Day	29 International Coffee Day	30			

Your Communication Plan (update the fields below to customize)

Exposition

Impact

Ask

Stewardship

10

OCT 2020

OCTOBER AWARENESS

- National Domestic Violence Awareness Month
- Breast Cancer Awareness Month
- Down Syndrome Awareness Month
- SIDS Awareness Month
- National Book Month



>> PRO TIP

Promote a matching gift program with a time limit to create a sense of urgency and momentum going into the giving season.

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2 World Smile Day	3
4 National Taco Day	5 World Teachers Day	6 World Cerebral Palsy Day	7	8 World Sight Day	9	10 World Mental Health Day
11	12 Columbus Day	13	14	15	16 World Food Day	17 Sweetness Day
18	19	20	21	22	23	24 Make a Difference Day United Nations Day
25	26 National Pumpkin Day	27	28	29 National Cat Day	30	31 Halloween

Your Communication Plan (update the fields below to customize)

Exposition

Impact

Ask

Stewardship

11

NOV 2020

NOVEMBER AWARENESS

- National Diabetes Month
- Pancreatic Cancer Awareness Month
- Alzheimer's Awareness Month
- National Epilepsy Month
- November



PRO TIP

Begin sharing your #GivingTuesday goals several weeks ahead of time. Then give updates throughout #GivingTuesday so donors can help you achieve your goals and share in the success.

SUN	MON	TUE	WED	THU	FRI	SAT
1 Extra Mile Day Daylight Savings Ends	2 Día Los Muertos (Day of the Dead)	3	4	5	6	7
8	9	10 Forget Me Not Day	11 Veteran's Day	12	13  World Kindness Day	14
15 National Recycling Day National Philanthropy Day	16	17  National Take a Hike Day	18	19	20	21
22	23 National Adoption Day	24	25	26  Thanksgiving	27 Black Friday	28 Small Business Saturday
29	30 Cyber Monday					

Your Communication Plan (update the fields below to customize)

Ask _____

Stewardship _____

Exposition _____

Impact _____

12

DEC 2020

DECEMBER AWARENESS

National Car Donation Month

Human Rights Month



PRO TIP

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

SUN	MON	TUE	WED	THU	FRI	SAT
		 1 #GivingTuesday World AIDS Day	2	3 Make a Gift Day	4 Cookie Day	5
6	7 Pearl Harbor Day	8	9	 10 Hanukkah Begins	11	12
13	14	15	16	17	18 Hanukkah Ends Ugly Sweater Day	19
20	21 First Day of Winter	22	23	24 Christmas Eve	 25 Christmas Day	26 Thank You Note Day
27	28	29	30	 31 New Year's Eve		

Your Communication Plan (update the fields below to customize)

Impact

Ask

Stewardship

Exposition

These easy-to-use, monthly messaging tools will help your nonprofit easily create a fun and engaging annual fundraising calendar. With our customizable, donor-centric communications you'll build rapport, increase your donor database and inspire more giving all year long. Get ready for your best fundraising year yet!

About MobileCause

MobileCause is more than simply comprehensive fundraising software. We also offer nonprofits the one-on-one strategy and 24/7 support needed to maximize their resources and grow their mission like never before.

Do you have a small team and need digital fundraising expertise? Our Digital Fundraising Specialists can help you create compelling campaigns and ensure your success every step of the way.

CALL (888) 661-8804 OR TEXT MCDEMO TO 51555

SOURCES

1. <http://www.fundraisingip.com/fundraising/cause-awareness-days-months-and-weeks-for-2020/>
2. <https://nationaldaycalendar.com/january/>
3. <https://media.sproutsocial.com/uploads/2019/12/hashtag-holidays-2020-digital.pdf>

