

# 2023 Nonprofit Fundraising & Marketing Calendar

Where you'll gain exposure and help nonprofits around the world stay focused on the metrics that matter.



## **Are you looking to target smart nonprofit professionals to...**

- Use your software,
- Buy your books,
- Use your services,
- Or attend your conference?

*Or maybe you don't have time to create lead magnets and you're looking for a proven way 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 *2023 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 find tips on growing individual giving, telling their best stories, donor stewardship, 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. Because our 2023 Calendar will be offered in both online PDF format and print format, your message gains enduring \*multichannel\* exposure throughout 2023 in a way that internet marketing does not.

*It's a fun, affordable way to get your services out there (and no travel required). Sponsorships are filling up fast! Read on to see the options available to you.*



## ONE MONTH SPONSOR (~~12~~ 8 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 sponsored by Bloomerang. Held every Monday at 1:00 pm EST, MM featured guests have included Ken Burnett, Harvey McKinnon, Beth Kanter, Erica Waasdorp, and more).
- One sponsored email to our email subscriber base (35,000)
- I'll promote you to my 20k Twitter following
- The opportunity to use the Calendar as your own lead-generating piece
- Two print calendars



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

\$5000

As a *Full Page* Sponsor, you'll receive the most prominent Calendar placement with a full 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 Individual Giving Program*
  - *Keep Your GivingTuesday Donors Coming Back*

- *Your Step-by-Step Guide to Writing Your Best Direct Mail Appeal*
- *Creating Your Nonprofit's Year-End Fundraising Campaign*
- *Easy Tools to Create Your Fundraising Board*
- *How to Use Outsourcing to Scale Your Nonprofit Fast*
- *How to Build Your Nonprofit's Culture of Abundance...and Why It Matters*
- *Creating Your Revenue Generating Nonprofit Annual Report*
- *Fundraising for Introverts*
- *Launch and Grow Your Nonprofit's Monthly Giving Program*
- *Fundraising Planning for Your New Normal*
- 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. Featured guests have included Ken Burnett, Harvey McKinnon, Tom Ahern, Erica Waasdorp, and more).
- One sponsored email to our email subscriber base (35,000)
- I'll promote you to my 20k Twitter following
- The opportunity to use the Calendar as your own lead-generating piece
- Two print calendars



## **HALF PAGE (Two 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 Individual Giving With Lifetime Donor Attraction Systems*
  - *Keep Your GivingTuesday Donors Coming Back*
  - *Your Step-by-Step Guide to Writing Your Best Direct Mail Appeal*
  - *Creating Your Nonprofit's Year-End Fundraising Campaign*
  - *Easy Tools to Create Your Fundraising Board*
  - *How to Use Outsourcing to Scale Your Nonprofit Fast*
  - *How to Build Your Nonprofit's Culture of Abundance...and Why It Matters*
  - *Creating Your Revenue Generating Nonprofit Annual Report*

- *Fundraising for Introverts*
- *Fundraising Planning for Your New Normal*
- 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. Featured guests have included Ken Burnett, Harvey McKinnon, Beth Kanter, Erica Waasdorp, and more*).
- One dedicated email to our email subscriber base (35k)
- I'll promote your company to my 20k Twitter following
- The opportunity to use the Calendar as your own lead-generating piece
- Two print calendars



## FOOTER LOGO

**\$250**

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



## 2023 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 \_\_\_\_\_

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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 2023 Calendar is October 1, 2022.

# Example One Month Sponsorship CALENDAR

## SPONSORSHIP



**gratavid**

Collect and send personalized video



### About us

We built Gratavid because so much of what makes us human has been stripped out of digital communication. In a time of increasing automation, it's our mission to bring human connection to a digital world. In personal life and in business, people are our most precious asset. They shouldn't be talked to like a line item on a spreadsheet.

Integrations



### 12 Ways Fundraisers Can Use Personalized Video

Communicating effectively is hard. Luckily, video can help. Here are 12 ideas...



# THANK YOU!

We look forward to including your business in the 2023 Fundraising & Marketing Calendar.



For more information, please contact Pamela Grow at [pamelagrow@gmail.com](mailto:pamelagrow@gmail.com)

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

# 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 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 the Michael Chatman Giving Show. 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

# 2022 Fundraising & Marketing Calendar

Brought to you by



Basics & More™

[www.fundraisingcalendar.com](http://www.fundraisingcalendar.com)



# Start Your Year Strong with a SMART Fundraising Plan

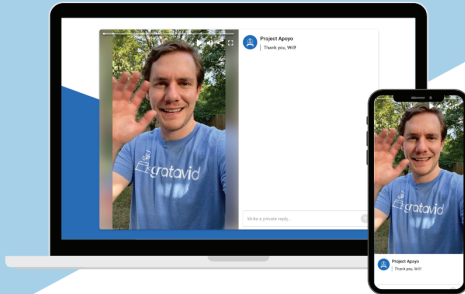
## Have you ever felt like you're spinning your wheels?

Great things happen when you plan for success. In fact, a 2020 research study revealed just how important a plan is to how a nonprofit's fundraising performs.

### You need a SMART fundraising plan.

- How will you grow your organization's individual giving?
- Do you have a system in place for how you'll be acquiring new donors? How will you be growing those new relationships?
- How will you grow your monthly giving program?

Sponsored by



### About us

We built Gratavid because so much of what makes us human has been stripped out of digital communication. In a time of increasing automation, it's our mission to bring human connection to a digital world. In personal life and in business, people are our most precious asset. They shouldn't be talked to like a line item on a spreadsheet.

Integrations



### 12 Ways Fundraisers Can Use Personalized Video

Communicating effectively is hard. Luckily, video can help. Here are 12 ideas...

These past two years have been tough. January marks a new beginning for you and your organization. You can move forward confidently. Knowing that you have a plan in place — one that can overcome anything life throws at you.



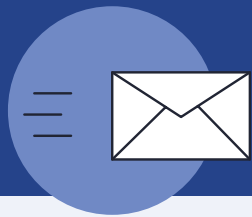
## January's Basics & More™ Courses

Basics & More™ online training was created to integrate seamlessly with your busy nonprofit life — and your budget. They have the added benefit of bringing all of the members of your organization on board, engaged in working, learning, and implementing — together!

- **Your Fundraising Plan & Case for Support**
- **Your Donor Communications Calendar**

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


— Warren Buffett



# JANUARY

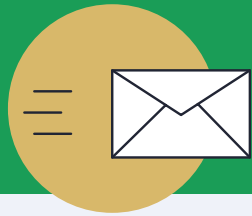


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# FEBRUARY



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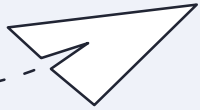
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**February 1** | Chinese New Year

**February 2** | Groundhog Day

**February 3** | World Cancer Day February

**February 14** | Valentine's Day

**February 20** | Day of Social Justice

**February 21** | Presidents' Day  
Family Day (CA)

**February 28** | Rare Disease Day

# Focus on Monthly Giving Month

## What was the number one lesson coming out of the past two years?

More than anything, your donors wanted to do something positive. To help and to feel good. Our biggest lesson here at Basics & More? Those organizations who stayed the course did far, far better than those who were distracted by the pandemic.

**You simply cannot be afraid to fundraise.**

What else? Erica Waasdorp, the woman who literally wrote the book on monthly giving notes: "In 2020, we learned that monthly donors are crucial for sustainable revenue."

Sponsored by



### 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.*

Our clients have had success with more focus on monthly gifts... which is great of course... and adding buttons to emails. Some organizations have sent out more cultivation than I've seen before."

This month, put your focus on growing your monthly giving program. Make it easy for your donors to give. And steward, steward, steward.



### March's Basics & More™ Courses

Basics & More™ online training was created to integrate seamlessly with your busy nonprofit life — and your budget. They have the added benefit of bringing all of the members of your organization on board, engaged in working, learning, and implementing — together!

- **Monthly Giving Intensive**
- **Your Spring Fundraising Campaign**

### Conferences

**March 23–25**  
2022 NTEN

"Testimonials from your current monthly donors are a great way to showcase your program."

— **Pamela Grow**



# MARCH



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**March 1** | Mardi Gras March

**March 2** | Read Across America Day

**March 4** | Employee Appreciation Day

**March 8** | International Women's Day

**March 13** | Daylight Savings March

**March 17** | St. Patrick's Day

**March 21** | World Down Syndrome Day  
International Day of Forests

**March 24** | World Tuberculosis Day

**March 30** | National Doctors' Day

**March 31** Transgender Day of Visibility

# Create the Storytelling Systems that Fuel Your Fundraising

**Seth Godin says,** “The story’s about the donor. Every time someone donates to a good cause, they’re buying a story, a story that’s worth more than the amount they donated. It might be the story of doing the right thing, or fitting in, or pleasing a friend or honoring a memory, but the story has value. For many, it’s the story of what it means to be part of a community.”

Make April the month you focus on your storytelling systems. How are you capturing and sharing your organization’s stories? Your donor stories? Your volunteer stories?

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**GrantStation**  
Your Fast Track To Funding

**GET THE TOOLS YOU NEED  
TO WIN GRANT AWARDS!**

*GrantStation Membership* includes a hand-crafted, curated database of active funders, in-depth proposal writing tutorials, tools to build a strong grants program, the Decision Matrix to determine priorities, and the GS dashboard to keep organized. Let GS guide your organization to successful grantseeking.



## April's Basics & More™ Courses

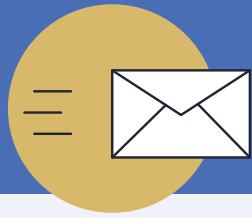
Basics & More™ online training was created to integrate seamlessly with your busy nonprofit life — and your budget. They have the added benefit of bringing all of the members of your organization on board, engaged in working, learning, and implementing — together!

- **Power of Thank You.** The quintessential class on nonprofit stewardship
- **Nonprofit Storytelling.** Create the storytelling systems that propel your fundraising.

“There is no greater power on this earth than story.”

— **Libba Bray**





# APRIL



S M T W R F S



**April 7** | World Heath Day April

**April 20** | Volunteer Recognition Day

**April 22** | Earth Day

**April 25** | World Malaria Day

**April 27** | Marine Mammal Rescue Day

**April 30** | World Pancreatic Cancer Day

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# Let Your Donors Leave a Legacy

## Chances are good that you're leaving money on the table!

Chances are good that you're leaving money on the table!

It's time to debunk some myths. How old is the typical donor? The numbers may surprise you. Donors aged 65 and older comprise the largest slice of the American charity pie and those under age 35 comprise the smallest slice.

Do you think that bequests are "something only the wealthy do?" Fact: the

majority of bequests are left by middle-class women. So if you haven't been actively promoting planned giving, you're not only leaving money on the table, but you're robbing your donors of the opportunity to leave a lasting legacy.

And, no, your nonprofit doesn't need one of those outrageously overpriced legacy marketing companies. Get started now with Legacy Giving Intensive | Basics & More.

Sponsored by



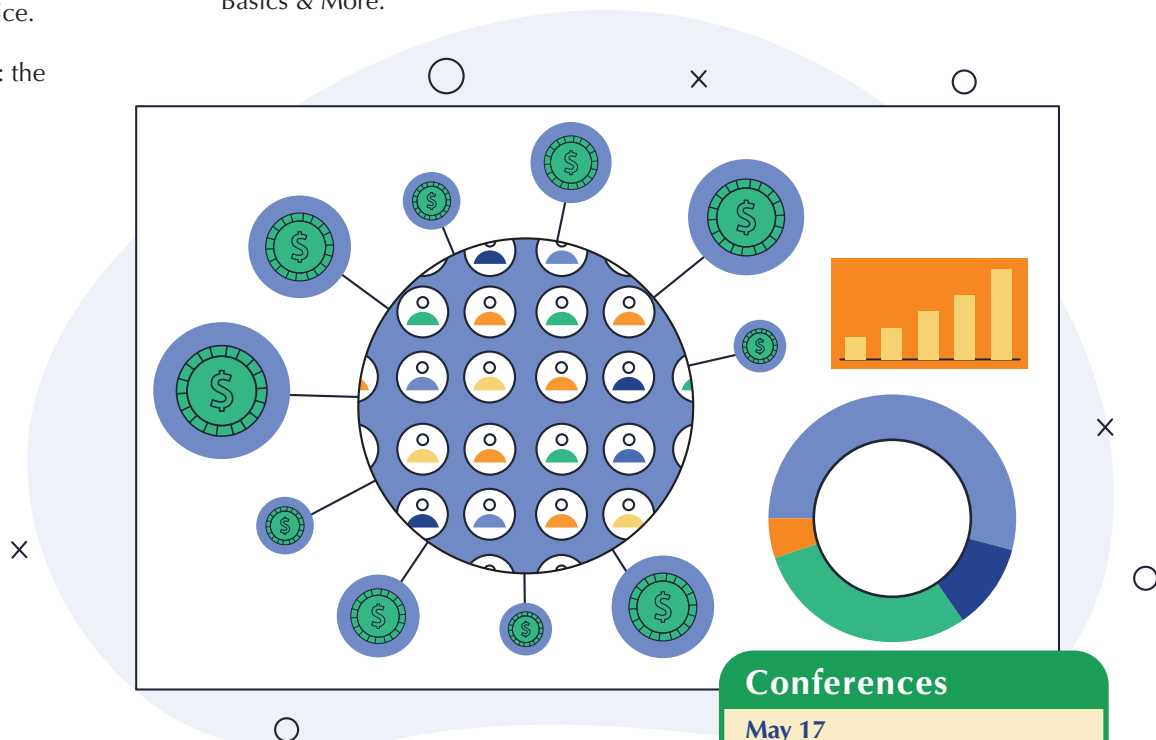
A DONOR DATABASE  
TRUSTED BY THOUSANDS OF NONPROFITS

**bloomerang**

DONOR MANAGEMENT SOFTWARE THAT  
NONPROFITS ACTUALLY LOVE TO USE.

We have pooled together the latest in best practices for donor engagement and retention to create a simple donor database solution that helps nonprofits decrease donor attrition and increase revenue.

Bloomerang's donor management software plugs into the latest technologies and delivers them with a clean, modern interface. Our cloud-based system is your "go-to" for better fundraising!



## May's Basics & More™ Courses

Basics & More™ online training was created to integrate seamlessly with your busy nonprofit life — and your budget. They have the added benefit of bringing all of the members of your organization on board, engaged in working, learning, and implementing — together!

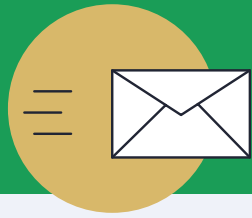
- Legacy Giving Intensive
- Nonprofit Crowdfunding

## Conferences

**May 17**  
Salesforce Nonprofit Summit  
Virtual

"...dead people, through their estates, give away more money year after year than all US corporations combined."

— **Andy Robinson**



# MAY



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29	30	31	<div data-bbox="932 1328 1230 1523"></div> <div data-bbox="1260 1344 1661 1484"><p><b>May 2</b>   Teacher Appreciation Week <b>May 4</b>   International Firefighters Day <b>May 5</b>   Cinco de Mayo <b>May 7</b>   International Astronomy Day</p></div> <div data-bbox="1686 1344 2051 1533"><p><b>May 8</b>   Mother's Day Start of National Women's Health Week <b>May 10</b>   World Lupus Day <b>May 23</b>   Victoria Day (CA) <b>May 30</b>   Memorial Day (US)</p></div>			

# New Donors? Yes, Please!

## Could your organization use new donors?

Silly question, right? Factoring in new donor acquisition should play a role in your development plan. Sure, smart nonprofit professionals know to focus on donor retention and building lifetime donor relationships. But even with the best donor retention practices, your organization will still regularly lose donors every year.

How are you factoring new donor acquisition into your organization's fundraising plan?

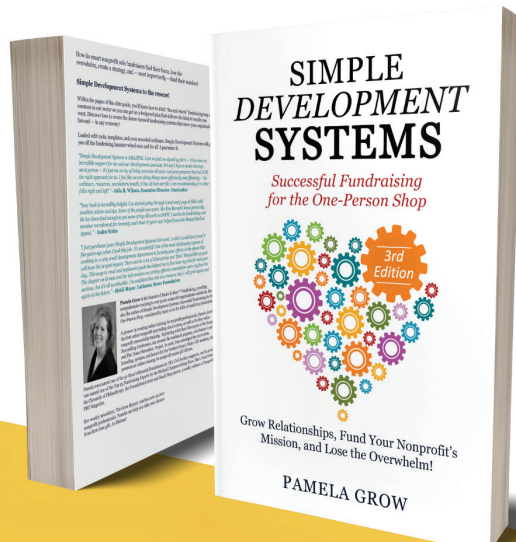
New donor acquisition when measured and executed well, leads to monthly giving ... mid-level giving ... upgrading to major gifts ... and eventually legacy giving. If you don't have a plan in place for acquisition, over time your revenue will plummet.

Sponsored by

## Nonprofits are complicated. Your fundraising doesn't have to be.

★★★★★ Best ever fund development investment!

"If you are a one-person development office, or a committed board member (why else?!), or a founder of a nonprofit, you need this book!! All the essentials are here. Follow Pamela Grow's advice to the letter! Read this book through to the end, make your to-do list, and then read it again! Don't sign up for more free webinars, just follow her advice for one year. With 20 years of fund development experience, I can say this is the best ever fundraising investment! Ever. Do this."



## June's Basics & More™ Courses

Basics & More™ online training was created to integrate seamlessly with your busy nonprofit life — and your budget. They have the added benefit of bringing all of the members of your organization on board, engaged in working, learning, and implementing — together!

- **Getting Started with Major Gift Fundraising.** Discover how you can start a major donor program with limited resources.
- **Donor Acquisition 101**

"You'll have your most efficient fundraising systems when you focus on donor retention. But new donors are essential too. Keep your donor pipeline full by prospecting continuously."

– Pamela Grow





# JUNE



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27	28	29	30	<div><div><b>June 5</b>   World Environment Day National Cancer Survivors Day</div><div><b>June 8</b>   World Oceans Day</div><div><b>June 12</b>   World Day Against Child Labor</div><div><b>June 14</b>   World Blood Day</div></div> <div><div><b>June 19</b>   Father's Day/Juneteenth</div><div><b>June 20</b>   World Refugee Day</div><div><b>June 22</b>   World Rainforest Day</div><div><b>June 23</b>   Public Service Day</div></div>		



# Your Secret Sauce: Your Donor's Big WHY

## Would it surprise you to know that great fundraising isn't about how many programs you operate?

Truth. The more you learn about your donors' passions and interests, the stronger your nonprofit's individual giving program becomes. You'll be amazed at all the relationships you begin building, purely by osmosis.

### But how?

You do it through a consistent blend of supporter surveys, donor feedback,

phone calls, analytics, and non-financial engagement.

What are your donors' stories? Why do they give? Make July your month to find out.



Sponsored by

The Nonprofit Fixer



Sean Kosofsky | Mind the Gap Consulting

"I am most proud that my career has been dedicated to those who need an advocate; minorities, women, bullied youth, under-represented voters and the environment."

## July's Basics & More™ Courses

Basics & More™ online training was created to integrate seamlessly with your busy nonprofit life — and your budget. They have the added benefit of bringing all of the members of your organization on board, engaged in working, learning, and implementing — together!

- **Raise More Money With Supporter Surveys**
- **Organizational Culture Change**

## Conferences

July 27-29  
Bridge Conference  
National Harbor, Maryland

"Instead of grouping donors primarily based on giving amounts, you can group them based on their reasons for giving."



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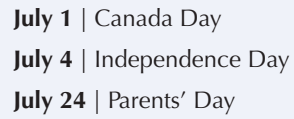
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# Tidy Up Your Fundraising in Preparation for Year-End!

## Lapsed, But Not Forgotten...

You have so much potential in that donor database of yours that you might sometimes forget to really take advantage of it, and forget how.

August is a great month to do a deep dive of your database in preparation for your year-end campaign. And with an eye to letting your lapsed donors know that not only do you love them, but you miss them and want them back!

Carve out an hour to watch this [MotivateMonday training](#) featuring T. Clay Buck and “Tidy up Your Fundraising” before year-end rolls around!

Sponsored by

**MORE  
DONORS  
IN LESS  
TIME**

**IT'S EASY WITH CAUSEVOX**

CAMPAIGN EVERYDAY THROUGH DONATION  
FORMS, PEER TO PEER FUNDRAISING,  
CROWDFUNDING, AND EVENT TICKETING.



WWW.CAUSEVOX.COM



### August's Basics & More™ Courses

Basics & More™ online training was created to integrate seamlessly with your busy nonprofit life — and your budget. They have the added benefit of bringing all of the members of your organization on board, engaged in working, learning, and implementing — together!

• **Your Annual Gratitude Report**

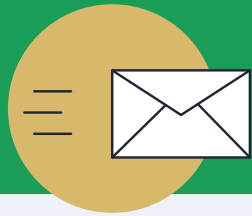
### Conferences

**August 25-27**

A DC Nonprofit Conference  
(formerly DMA: Washington  
Nonprofit Conference)

“Life truly begins after you have  
put your house in order.”

– **Marie Kondo**



# AUGUST



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**Aug 1-7** | World Breastfeeding Week **Aug 21** | World Senior Citizens Day

**Aug 12** | International Youth Day **Aug 26** | Women's Equality Day

**Aug 17** | National Nonprofit Day

**Aug 19** | World Humanitarian Day

# Get a Head Start on EOY Fundraising

## We're barely out of summer...

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 multi-channel 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:

1. How much have you raised to date this year, via individual giving, grants, events, earned income, etc?

2. What has worked for your organization in the past in terms of direct mail, social media, mail? What stories resonate with your supporters?
  3. How have you been reporting back to your donors and how have you been thanking them?
- ...and don't forget to register for Foolproof Year-End Fundraising.

Sponsored by



**swell**  
HYBRID EVENTS SINCE 2012

In 2012, Swell launched the first hybrid event with in-person and virtual guests connected and giving real-time.

**WHY SWELL WORKS**

- 1) Ticketing and fundraising integrate seamlessly. *You really have to see it to believe it.*
- 2) Events, like campaigns, are intrinsically peer-to-peer and we help you lean into that.
- 3) Better software leads to more fundraising and better data for follow up.
- 4) Support - humans breathe life into technology and we make sure you succeed.

With Swell, you can launch hybrid, virtual or in-person events, create online campaigns and/or custom donation pages.

**Find out why Swell is rated #1 in Customer Support.**

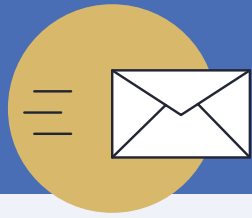


**September's Basics & More™ Courses**

Basics & More™ online training was created to integrate seamlessly with your busy nonprofit life — and your budget. They have the added benefit of bringing all of the members of your organization on board, engaged in working, learning, and implementing — together!

- Smarter Event Fundraising
- Foolproof Year-End Fundraising

**"Always believe something wonderful is about to happen."  
— Anonymous**



# SEPTEMBER



S M T W R F S

**September 5** | Labor Day, International Day of Charity

**September 10** | World Suicide Prevention Day

**September 11** | Patriot Day

**September 21** | International Day of Peace

**September 25** | Start of Rosh Hashanah

**September 29** | World Heart Day

**September 30** | National Day for Truth and Reconciliation (CA)

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# Give Your Donors a Warm Hug

**If you've read my book,** *Simple Development Systems*, you know that our focus is on how to build your individual giving Ask/Thank/Report fundraising systems. But what does that look like, especially in a small nonprofit?

## It's easier 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.

Sponsored by



## October's Basics & More™ Courses

Basics & More™ online training was created to integrate seamlessly with your busy nonprofit life — and your budget. They have the added benefit of bringing all of the members of your organization on board, engaged in working, learning, and implementing — together!

- **Your Year-End Multichannel Campaign**
- **Digital Fundraising Masterclass**

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

— **Maya Angelou**





# OCTOBER



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**October 3** | World Habitat Day

**October 4** | World Animal Day

**October 6** | World Cerebral Palsy Day

**October 10** | Indigenous Peoples' Day  
Thanksgiving (CA)

**October 17** | International Day for the  
Eradication of Poverty

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# Tweak Your Online Processes

## Online fundraising revenue grew by 32% in 2021.

### See your online strategies through the eyes of your donor

Do you keep hearing about all those organizations who are raising money online, and wonder why you aren't? Does your email list consist of your board members and a few lone donors? It's rare these days to encounter a nonprofit website without the basic donation button.

But how easy are you making it for your donors and prospective donors to give? Do you regularly map out the process, keeping it to as few clicks as possible?

Sponsored by



**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

What do your back end systems look like? How are you following up on first time gifts? Make October the month for tweaking your online donation processes. Start by giving a handful of people \$10 and asking them to make a donation to your organization. Ask them how the experience felt, from the ease of making the donation, to the follow-up, including your thank you page.



### November's Basics & More™ Courses

Basics & More™ online training was created to integrate seamlessly with your busy nonprofit life — and your budget. They have the added benefit of bringing all of the members of your organization on board, engaged in working, learning, and implementing — together!

- **Foundation Funding**

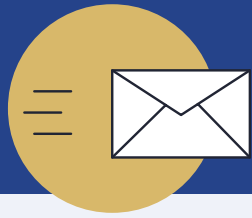
### Conferences

**November 2 - 5**

Grant Professionals Association  
National Conference in  
Louisville, KY

"You never really understand a person until you consider things from his point of view...until you climb in his skin and walk around in it."

— **Atticus Finch**



# NOVEMBER



S M T W R F S

November 6 | Daylight Savings  
November 8 | Election Day (US)  
November 11 | Veterans Day  
November 13 | World Kindness Day  
November 14 | World Diabetes Day

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November 16 | International Day for Tolerance  
November 25 | International Day for the Elimination  
of Violence Against Women  
November 29 | GivingTuesday

# Thinking Multichannel for 2023

## A multichannel donor contributes 4X as often as an online or offline-only donor.

Now that you've built your Ask/Thank/Report fundraising systems, it's time to think about how you'll integrate a new channel.

Your supporters love you and want to help! Incorporating this [simple tool](#) on your website is a no-brainer for every nonprofit. How are you encouraging your direct mail donors to give online? Have you considered using text messaging as an instrument for stewardship? How are you converting event attendees to

donors (be sure to explore our September sponsor, Swell Fundraising)? Video makes a wonderful method of donor stewardship (check out our January sponsor, Gratavid, for more).

And for more on how you can incorporate text messaging into your fundraising, be sure to [watch this primer](#) on text messaging.

You've been focused and strategic in 2022! Here's to your 2023!

Sponsored by



## Accept Donations Online, On-Site and by Text

You're a fundraiser. Making the world a better place is your job—and that's no small task. Your nonprofit's needs are always changing, which means you need reliable, flexible fundraising software that makes your life easier.

Qgiv's platform makes it easy for you to offer a modern, personalized, and intuitive online giving experience for your donors—all while keeping costs low, raising more for your mission, and saving hours of time.

[www.qgiv.com](http://www.qgiv.com)



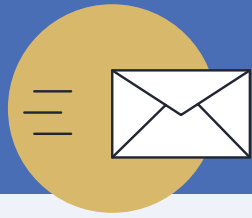
## December's Basics & More™ Courses

Basics & More™ online training was created to integrate seamlessly with your busy nonprofit life — and your budget. They have the added benefit of bringing all of the members of your organization on board, engaged in working, learning, and implementing — together!

- Strategic Planning

"Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat."

— Sun Tzu



# DECEMBER



S M T W R F S

**December 1** | World AIDS Day  
**December 3** | International Day of Persons  
with Disabilities  
**December 5** | International Volunteer Day  
**December 10** | Human Rights Day

**December 18** | Start of Hanukkah  
**December 18** | International Migrants Day  
**December 20** | International Human Solidarity Day  
**December 25** | Christmas  
**December 26** | End of Hanukkah

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# 2022

## January

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## February

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27	28					

## March

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## April

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## May

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## June

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## July

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## August

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## September

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18	19	20	21	22	23	24
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## October

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23	24	25	26	27	28	29
30	<b>31</b>					

## November

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20	21	22	23	<b>24</b>	25	26
27	28	29	30			

## December

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11	12	13	14	15	16	17
18	19	20	21	22	23	24
<b>25</b>	26	27	28	29	30	31



Basics & More™



**PAMELA  
GROW'S**

**2021**

**FUNDRAISING &  
MARKETING CALENDAR**



**Basics & More™**





## Fundraising Tech Made for You

You're at the center of everything we do. Our fundraising technology is designed to help you attract and retain more donors, save time, and raise more money by offering multiple ways of giving. Your supporters can easily give online, through text messages, at events, and more!

# HELLO...

**It was the year none of us could have imagined.**

We've endured a global pandemic. Our eyes were opened to our country's racial and economic injustice. And we've emerged from the most divisive election year in the history of the United States.

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

Through this dumpster fire of a year, you went beyond surviving. You thrived. You've proven that you can rise to any challenge.

Collectively...

You give love and dignity to those who are transitioning from this earth...

You light the way to a brighter future...

You help dismantle systemic racism...

You help former servicemen and women deal with issues like PTSD, anxiety and depression...

You deliver groceries to those who are especially vulnerable to COVID-19...

You help ensure that every child is loved...

You help men and women transition from prison to lives of purpose...

You find forever homes for abandoned critters...

You help families manage and thrive after addiction...

You provide loving care to patients and their families in their final days...

You ensure reproductive health care...

You work to ensure fair elections...

You provide shelter and support to homeless women...

You provide access to high-quality health care for uninsured and under-insured children...

You give safety and support to refugees fleeing conflict...

You give individuals with disabilities the tools to live with independence...

You develop life-saving cures grounded in science...

**In short, you do the work that truly matters.**

So, while we have no idea what's in store for 2021, there's one thing I know for certain. The economy is going to get worse before it gets better. Distractions will consume us all. That's why I'm predicting that above all, your commitment, focus, and mindset will be what helps you survive and thrive in 2021.

Know that there will be no return to "normal." There's no going back. I invite you instead, to turn the page. To create a new world. One of love, empathy, transparency, and racial and economic justice. Together it's possible.

And that's what this 2021 Calendar and the Basics & More programming is all about. Staying focused and building your nonprofit fundraising systems for the long haul.

One more word: as you use this calendar, be sure to visit our sponsors. These days there are many companies, both good and bad, vying for your attention and dollars. Rest assured I would never betray your trust or recommend a business lightly. You can depend on the platforms and services you'll find linked to within these pages.

As always, thank you for everything you do to create a brighter world. All my love for a successful 2021!!

*Danella Grow*



## THIS MONTH...

What a year. I've heard 2020 described as "surreal," "unsettling," and, yeah, my personal favorite. A "raging dumpster fire." We've found ourselves doing a double take over reputable headlines that read like something from *THE ONION*.

**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. The National Council of Nonprofits notes that the three biggest trends going forward are:

1. limited resources;
2. increased demands on nonprofits; and
3. the growing awareness that every nonprofit and board member needs to be an active, vocal advocate for her/his nonprofit's mission.

**I don't want to scare you. But you've got a lot of work to do.**

And what will be more important than ever 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!**

# JANUARY 2021

## TIPS FROM OUR READERS

*"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**
- ★ **The All-Access Ticket for Fundraising Success**
- ★ **Your Donor-Centered Communications Calendar**



Basics & More™

*"Focusing is about saying No."*  
– Steve Jobs

# JANUARY 2021

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1 New Year's Day Kwanzaa Ends	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18 Martin Luther King Jr. Day	19	20 Inauguration Day	21	22	23	24
25	26	27	28 Tu Bishvat	29	30	31



Donor engagement made easy! With personalized video, anything is possible. Use ThankView to raise awareness, promote events, update supporters and thank those who matter the most.

## JANUARY IS:

Poverty in America Awareness Month

## IMPORTANT DATES IN JANUARY:

- |  |  |
|--|--|
| 1th ★ New Year's Day                               | 18th ★ National Civil Rights Day                       |
| 4th ★ World Braille Day                            | 20th ★ Martin Luther King's Birthday<br>- third Monday |
| 5th ★ National Bird Day                            | 22th ★ Roe v. Wade                                     |
| 11th ★ National Human Trafficking<br>Awareness Day | 28th ★ Mahayana New Year                               |
| 14th ★ National Dress Up Your Pet Day              |  |



# FEBRUARY 2021

## TIPS FROM OUR READERS

*"At the beginning of COVID we applied for and received a small grant to provide "comfort items" to the people we support who were going to have to stay in our residential homes fulltime instead of keeping their activity filled schedules. We purchased an art kit for each of our 28 homes and created a virtual contest, allowing our social media audience to select the winners. Last month, we used the art to create a "Thank You" calendar for our top donors.*

*And though this was an unintended consequence, we were super happy to receive two unsolicited donations from calendar recipients for \$500 each."*

— Renee Seigley  
Director of Development

## BASICS & MORE COURSES:

- ★ **Board Fundraising**
- ★ **Profitable Donor-Centered Newsletters**
- ★ **The All-Access Ticket for Fundraising Success**



Basics & More™

*"Gratitude helps you to grow and expand; gratitude brings joy and laughter into your life and into the lives of all those around you."*  
— Eileen Caddy

## THIS MONTH...

How does your donor know what their gift is doing? That doesn't mean they want to know how your programs operate.

It means 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 donor newsletter is the best way of doing it. Don't think you're going to cheap out and go the solely enewsletter route either. More studies have revealed that multi-channel campaigns have a far greater return on investment. That includes direct mail.

Look through my website at [pamelagrow.com](http://pamelagrow.com) to see examples of nonprofits raising as much as an appeal (and more) with their donor newsletters.

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.

# FEBRUARY 2021

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2 Groundhog Day	3	4	5	6	7
8	9	10	11	12 Chinese New Year	13	14 Valentine's Day
15 Presidents Day	16 Mardi Gras	17 Ash Wednesday	18	19	20	21
22	23	24	25	26	27	28



**Basics & More™**

**Effective, and affordable.**

Basics & More classes help you build your sustainable fundraising systems – and get everyone on the same page.

## **FEBRUARY IS:**

Black History Month

## **IMPORTANT DATES FEBRUARY:**

- |                                     |                                   |
|-------------------------------------|-----------------------------------|
| 1st ★ National Freedom Day          | 14th ★ National Donor Day         |
| 2nd ★ Groundhog's Day               | 14th ★ Mardi Gras                 |
| 3rd ★ National Women Physicians Day | 17th ★ President's Day            |
| 12th ★ Lincoln's Birthday           | – third Monday of month           |
| 12th ★ Lunar New Year               | 20th ★ National Love Your Pet Day |
| 14th ★ Valentines Day               |                                   |

## THIS MONTH...

In the surreal year of 2020 a major discovery in fundraising happened.

### **Monthly giving is important!**

Starting and growing your organization's monthly giving program plays a key role in the Simple Development Systems' "Lifetime 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.



## MARCH 2021

### **TIPS FROM OUR READERS**

*"This year's pandemic shutdown cloud came with at least one silver lining.*

*Our efforts to reach out to donors with thank you calls met with many more live answers during the months people were working from home.*

*We were even blessed to increase our number of outgoing calls, by engaging one of our program staff who was unable to carry out some of his usual responsibilities."*

— Gary Finley  
Director of Development

### **BASICS & MORE COURSES:**

★ **Monthly Giving Intensive**

★ **Your Spring Fundraising Campaign**



**Basics & More™**

*"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



# MARCH 2021

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17 Saint Patrick's Day	18	19	20 Spring Begins	21
22	23	24	25	26	27 Passover Begins	28 Palm Sunday
29	30	31				



Nonprofit donor management software for better tracking and managing of fundraising efforts, donor relationships, events, grants, volunteers and more.

It's not over after the donation is processed. Our integrations with email marketing software and CRMs help you analyze your donation data, segment your donors, and tailor your communication so your donors feel like the center of the universe. Just like you're the center of ours.

## MARCH IS:

Women's History Month  
Developmental Disability Awareness Month

## IMPORTANT DATES IN MARCH:

- |  |   |
|--|---|
| 8th ★ Daylight Savings begins at 2:00 a.m. - date varies   | 21th ★ World Down Syndrome Day  |
| 8th ★ International Women's Day                            | 21th ★ International Day of Forests                                   |
| 12th ★ National Girl Scout Day                             | 21th ★ International Day for the Elimination of Racial Discrimination |
| 17th ★ St. Patrick's Day                                   | 22th ★ World Water Day  |
| 19th ★ Spring (Vernal) Equinox                             | 27th ★ Passover begins  |
| 20th ★ International Earth Day - also called Sun-Earth Day | 31th ★ National Crayon Day  |

# APRIL 2021

## 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

## BASICS & MORE COURSES:

- ★ Donor Acquisition
- ★ Power of Thank You



Basics & More™

*"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

## 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 too.

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

# SUPER THANK YOU

# APRIL 2021

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1 Holy Thursday April Fool's Day	2 Good Friday	3	4 Easter Sunday Passover Ends
5 Easter Monday	6	7	8	9	10	11
12 Ramadan Begins	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## IMPORTANT DATES IN APRIL:

- 1st ★ April Fool's Day
- 2nd ★ International Children's Book Day
- 6th ★ National Library Workers' Day
- 7th ★ World Health Day
- 22th ★ Earth Day (U.S.)
- 23th ★ Take Your Daughter to Work Day - 4th Thursday
- 24th ★ Arbor Day - always the last Friday in April

## APRIL IS:

Arab American Heritage Month  
Autism Awareness Month  
National Volunteer Month



Sean helps transform nonprofit leaders and organizations, so you can raise more money, build a sophisticated board and have more impact. Find him at [NonprofitFixer.com](http://NonprofitFixer.com)

## 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.



# MAY 2021

## 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

## BASICS & MORE COURSES:

- ★ Legacy Giving Intensive
- ★ Nonprofit Crowdfunding



Basics & More™

*“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

# MAY 2021

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5 Cinco de Mayo	6	7	8	9 Mother's Day
10	11 Ramadan Ends	12	13 Ascension	14	15 Armed Forces Day	16
17	18	19	20	21	22	23 Pentecost
24	25	26	27	28	29	30

31  
Memorial Day

## MAY IS:

Asian Pacific-American Heritage Month  
 Haitian Heritage Month  
 Jewish American Heritage Month  
 Speech & Hearing Awareness Month  
 Older Americans Month

## IMPORTANT DATES IN MAY:

1st ★ May Day  
 2nd ★ My Birthday  
 3rd ★ World Press Freedom Day  
 4th ★ Star Wars Day  
 5th ★ Cinco de Mayo  
 5th ★ National Teacher's Day  
 - Tuesday of first full week of May

10th ★ Mother's Day - second Sunday  
 15th ★ Armed Forces Day  
 15th ★ International Day of Families  
 18th ★ International Museum Day  
 21st ★ World Day for Cultural Diversity  
 25th ★ Memorial Day - last Monday



# JUNE 2021

## 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

## BASICS & MORE COURSES:

- ★ **Getting Started With Major Gift Fundraising**
- ★ **Fundraising With Businesses**



Basics & More™

“Our struggles are the short term lessons we learn to achieve long term success.”  
– Simon Sinek

## 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.

# JUNE 2021

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20 Father's Day Summer Solstice
21	22	23	24	25	26	27
28	29	30				



Firespring provides marketing, printing, websites and strategic guidance to thousands of businesses and nonprofits all over the world.

## **JUNE IS:**

LGBTQ Pride Month

## **IMPORTANT DATES IN JUNE:**

4th ★ National Hug Your Cat Day

6th ★ D Day, WWII

14th ★ Flag Day

19th ★ Juneteenth Day

21st ★ Father's Day - third Sunday



## 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 our 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.



# JULY 2021

## 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

## **BASICS & MORE COURSES:**

★ **Nonprofit Storytelling**



**Basics & More™**

*"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*

# JULY 2021

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1 Canada Day	2	3	4 Independence Day
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	

## MERKLE

Nonprofit marketing solutions to build long-lasting and profitable relationships.

### ***JULY IS:***

French American Heritage Month

### ***IMPORTANT DATES IN JULY:***

- 1st ★ Canada Day (Dominion Day)  
- observed the following day,  
if July 1 falls on a Sunday
- 4th ★ Independence Day

# AUGUST 2021

## 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

## BASICS & MORE COURSES:

- ★ Your Annual Gratitude Report
- ★ Foolproof Year-End Fundraising: The System



Basics & More™

“Dig your well  
BEFORE  
you're thirsty.”  
– Seth Godin

## THIS MONTH...

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

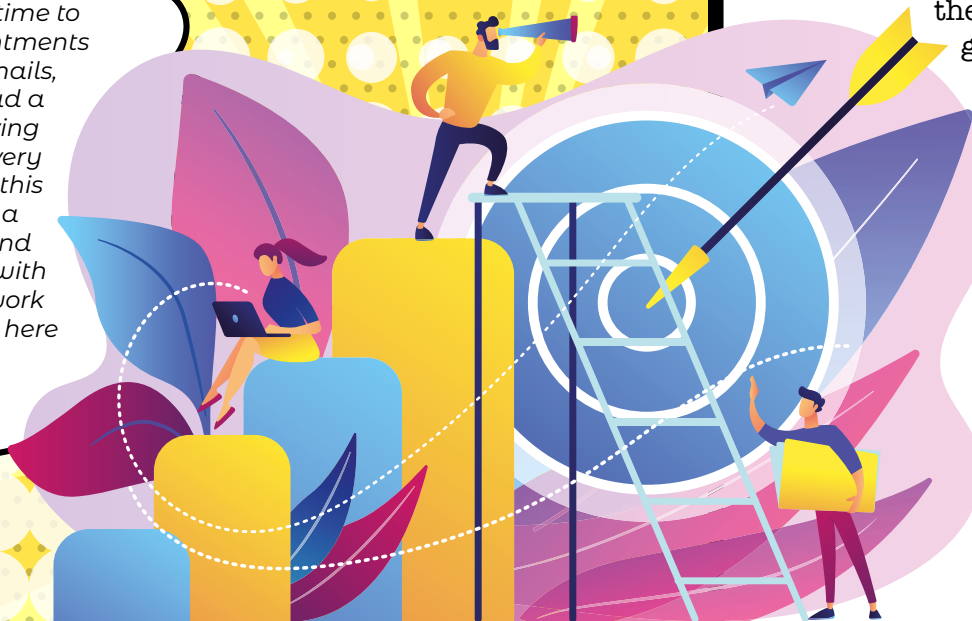
But before you know it, the end of the year will be rushing at you like a freight train. Remember, a third of all annual giving occurs in the month of December. So there's no time like August to get started on your plans for a solid-integrated year-end fundraising campaign.

**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:

1. How much have you raised to date this year, via individual giving, grants, events, earned income, etc?
2. What has worked for your organization in the past in terms of direct mail, social media, mail? What stories resonate with your supporters?
3. Is your website optimized for online giving? Don't assume it. Test it.

**...and don't forget to register for Foolproof Year-End Fundraising.**



# AUGUST 2021

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						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	<b>IMPORTANT DATES IN AUGUST:</b> 9th ★ International Day of the World's Indigenous Peoples 26th ★ Women's Equality Day				

## 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.**

# SEPTEMBER 2021

## 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

“If we learn to open our hearts, anyone, including the people who drive us crazy, can be our teacher.”  
— Pema Chodron

## BASICS & MORE COURSES:

★ Smarter Event Fundraising

★ Supercharge Your Year-End Fundraising



Basics & More™



# SEPTEMBER 2021

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6 Labor Day Rosh Hashana Begins	7	8 Rosh Hashana Ends	9	10	11 Patriot Day	12
13	14	15	16 Yom Kippur	17	18	19
20	21	22	23	24	25	26
27	28	29	30			



Love your donors and share impact with personalized videos. Create and send personalized videos. Beautifully delivered via text message and email.

## SEPTEMBER IS:

National Hispanic Heritage Month

## IMPORTANT DATES IN SEPTEMBER:

- 2nd ★ VJ Day, WWII
- 6th ★ Labor Day - first Monday
- 11th ★ 911 Remembrance
- 13th ★ Grandparents Day - first Sunday after Labor Day
- 17th ★ Constitution Day
- 18th ★ Rosh Hashanah begins at sundown
- 21st ★ International Peace Day (UN)
- 25th ★ Native American Day - fourth Friday of the month
- 27th ★ Yom Kippur



# OCTOBER 2021

## 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 Levine Cupp  
Director of Development  
Classroom Central

## BASICS & MORE COURSES:

★ **Your Year-End Multichannel Campaign**

★ **Online Fundraising**



Basics & More™

*“Do the best you can until you know better. Then when you know better, do better.”*  
— Maya Angelou

## 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.**



# OCTOBER 2021

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11 Columbus Day	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31 Halloween

**HARBOR**  
COMPLIANCE®

Harbor Compliance is dedicated to helping nonprofit organizations maintain compliance with federal, state, and local government licensing requirements.

## OCTOBER IS:

LGBTQ History Month  
National Disability Awareness Month

## IMPORTANT DATES IN OCTOBER:

- |   |  |
|---|--|
| 1st ★ International Day for the Elderly               | 12th ★ Thanksgiving Day in Canada - 2nd Monday |
| 10th ★ World Mental Health Day                        | 24th ★ Make a Difference Day - 4th Saturday    |
| 11th ★ Indigenous People Day - second Monday of month | 31st ★ Halloween                               |

# THIS MONTH...

# NOVEMBER 2021

## 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.

## 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

## BASICS & MORE COURSES:

★ Foundation Funding



Basics & More™

“First forget inspiration. Habit is more dependable. Habit will sustain you whether you’re inspired or not. Habit will help you finish and polish your stories. Inspiration won’t. Habit is persistence in practice.”  
– Octavia Butler



# NOVEMBER 2021

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 All Saints Day	2	3	4	5	6	7
8	9	10 Science Day for Peace & Development	11 Veterans Day	12	13	14
15	16	17	18	19	20	21
22	23	24	25 Thanksgiving Day	26 Black Friday	27 Small Business Saturday	28 Hanukkah Begins Advent Begins
29 Cyber Monday	30 Giving Tuesday					



Helping you build the fundraising systems  
to see your nonprofit through ANY crisis!

## NOVEMBER IS:

National Native American  
Heritage Month  
National Family  
Caregivers Month

## IMPORTANT DATES IN NOVEMBER:

3rd ★ U.S. General Election Day  
- exercise your right to vote  
11th ★ Veteran's Day  
13th ★ Caregiver Appreciation Day  
20th ★ Universal Children's Day  
20th ★ Transgender Day of Remembrance  
26th ★ Thanksgiving Day - fourth Thursday  
26th ★ Native American Heritage Day

# DECEMBER 2021

## 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

## BASICS & MORE COURSES:

★ **Your Strategic Plan**



Basics & More™

“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 newsletter 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.**





# DECEMBER 2021

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6 Hanukkah Ends	7	8 Immaculate Conception	9	10	11	12
13	14	15	16	17	18	19
20	21 Winter Solstice	22	23	24 Christmas Eve	25 Christmas Day	26 Kwanzaa Begins
27	28	29	30	31 New Year's Eve		

## IMPORTANT DATES IN DECEMBER:

- 1st ★ World AIDS Day
- 3rd ★ International Day of  
Persons with Disabilities
- 10th ★ Chanukah lasts 8 days
- 10th ★ International Human  
Rights Day
- 21st ★ Winter Solstice  
(shortest day of the year)
- 23rd ★ Festivus - for the rest of us!
- 25th ★ Christmas
- 26th ★ Kwanzaa
- 31st ★ New Year's Eve



Donor management software trusted by thousands of nonprofits. We have pooled together the latest in best practices for donor engagement and retention to create a simple donor database solution that helps nonprofits decrease donor attrition and increase revenue.

Plugging in the latest technologies and delivering them with a clean, modern interface, our cloud-based system is your "go-to" for better fundraising!





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