

2025 Nonprofit Fundraising Calendar

Reach over 35k smart nonprofit professionals throughout the year with your messaging.



Is your company in search of smart nonprofit professionals to...

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

Or maybe you're looking for a proven lead magnet 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 *2025 Nonprofit Fundraising & Marketing Calendar*.

Since 2014, nonprofit professionals have come to know and trust the *Fundraising & Marketing Calendar* (found at thefundraisingcalendar.com) where they'll get tips on growing individual giving, telling their best stories, donor stewardship, trusted nonprofit companies, 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. With the rise of various software companies marketing to nonprofits, having a trusted, personal connection by your side benefits your brand. And, because our 2025 Calendar will be offered in both online PDF format and print format, your message gains enduring *multichannel* exposure throughout 2025 in a way that internet marketing does not.

"We're in for 2023, wouldn't miss it!"

Josh Meyer, VP, Demand Generation. Bloomerang

The Fundraising Calendar is a fun and affordable way to get your brand known AND establish trust with a personal connection (and no travel required).

Sponsorships are filling up fast! Read on to see the options available to you.

thefundraisingcalendar.com

ONE MONTH SPONSOR (~~12~~ 7 available)

\$1750

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. Held every Monday at 1:00 pm EST, MM featured guests have included some of the top thought leaders in our sector such as Ken Burnett, Julia Campbell, Christal Cherry, Harvey McKinnon, Beth Kanter, Erica Waasdorp, and more).
- One sponsored email to our email subscriber base (42,000), or sponsored blog post ([example](#))
- The opportunity to use the *Fundraising Calendar* as your own lead-generating piece
- Two print calendars



FULL PAGE (One available)

\$5000

As a *Full Page* Sponsor, you'll receive the most prominent Calendar placement with a full 8.5 X 10" page — and you'll be featured on the cover as well as throughout the calendar.

You'll also receive:

- 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, MM featured guests have included some of the top thought leaders in our sector such as Ken Burnett, Julia Campbell, Christal Cherry, Harvey McKinnon, Beth Kanter, Erica Waasdorp, and more).
- **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 General Operating Support*
- *A Plan for Growing Your Monthly Giving: Make it Happen in 2025!*
- *Your Step-by-Step Guide to Writing Your Best Direct Mail Appeal*
- *Nonprofit Storytelling: How to Nail It!*
- *Charting Your First 100 Days as a New Development Director*

- One sponsored email to our email subscriber base (42,000), or sponsored blog post ([example](#))
- Participate in our Fundraising Advent Calendar
- The opportunity to use the Fundraising Calendar as your own lead gen piece
- Two print calendars

HALF PAGE (Two available)

\$3000

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 General Operating Support*
 - *A Plan for Growing Your Monthly Giving: Make it Happen in 2025!*
 - *Your Step-by-Step Guide to Writing Your Best Direct Mail Appeal*
 - *Nonprofit Storytelling: How to Nail It!*
 - *Charting Your First 100 Days as a New Development Director*
- 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, MM featured guests have included some of the top thought leaders in our sector such as Ken Burnett, Julia Campbell, Christal Cherry, Harvey McKinnon, Beth Kanter, Erica Waasdorp, and more).
- One sponsored email to our email subscriber base (42,000), or sponsored blog post ([example](#))
- Participate in our Fundraising Advent Calendar



- The opportunity to use the Fundraising Calendar as your own lead gen pieceTwo print calendars



FOOTER LOGO

\$250

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



2025 CALENDAR SPONSORSHIP

Sponsorship Form

WE WISH TO BE RECOGNIZED AS A:

- ☐ Monthly Sponsor (\$1750) Remit online
- ☐ Full Page Sponsor (\$5000) Remit online
- ☐ Half Page Sponsor (\$3000) Remit online
- ☐ Footer Sponsor (\$250) Remit online

Company Name _____

Contact _____

Address _____

Phone _____

Email _____

Date _____

Signature _____

Sample sponsorship ad appears on the following page.

Please email me at pamelagrow@gmail.com with any questions. The deadline to be included in the 2025 Calendar is August 31, 2024.

Example One Month Sponsorship CALENDAR

SPONSORSHIP

A promotional poster for Bloomerang. The background is a light green gradient. On the right side, there is a photograph of a smiling woman with glasses and a dark top, looking towards the left. Above her head is a large orange semi-circle. In the top right corner, there are green line-art drawings of leaves. The Bloomerang logo, consisting of a green three-leaf icon and the word "bloomerang", is in the top left. The main headline "Fundraising made easier." is in a large, bold, black serif font. Below it, a list of services is presented in a smaller, black sans-serif font: "Donor Management", "Online Fundraising", "Email Marketing", "Reporting & Analytics", and "Integration Hub". In the bottom left, there is a square QR code. To its right, the text "Learn more at:" is in green, followed by the URL "bloomerang.com/grow-2023" in black.

 bloomerang

Fundraising made easier.

Donor Management
Online Fundraising
Email Marketing
Reporting & Analytics
Integration Hub



Learn more at:
bloomerang.com/grow-2023

THANK YOU!

We look forward to including your business in the 2025 Fundraising & Marketing Calendar.



For more information, please contact Pamela Grow at pamelagrow@gmail.com

thefundraisingcalendar.com

About Pamela

Pamela Grow is the founder of *Basics & More™ Fundraising*, providing comprehensive training to thousands of small to mid-sized 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*



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 recently named one of the *Top 30 Nonprofit IT Influencers Worth a Follow* by BizTech magazine. She 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 NonprofitFundraising.com. She's been featured by the *Chronicle of Philanthropy*, and the *Foundation Center*.

Her weekly newsletter, *The Grow Report*, reaches roughly 35,000 nonprofit professionals.