

# 2026 Nonprofit Fundraising Calendar

🚀 Put Your Brand in Front of 35,000+ Smart, Savvy Fundraisers — Instantly.



**Welcome to your golden opportunity: the 2026 Nonprofit Fundraising & Marketing Calendar — the most-loved planning tool in the sector and your chance to shine in front of tens of thousands of nonprofit professionals.**

 ***Looking to Reach Nonprofit Decision-Makers Who Are Ready to...***

- Use your software or tools?
- Buy your books?
- Hire your services?
- Attend your conference or training?

Or maybe you're after a proven lead magnet that builds your list with engaged, enthusiastic subscribers?

Whatever your goal, the 2026 Fundraising Calendar delivers your message directly into the hands (and hearts) of people who are already planning how they'll grow in the year ahead — and looking for the right partners to help them do it.



## **Why Sponsors Love the Fundraising Calendar**

Since 2014, nonprofit professionals have counted on TheFundraisingCalendar.com as their go-to resource for:

- ✓ Fundraising strategy
- ✓ Donor engagement
- ✓ Storytelling and stewardship
- ✓ Major gifts and online giving
- ✓ Trusted vendors, consultants, and sector events





**It's practical. It's beloved. And it works.**

"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."

With inboxes flooded by impersonal pitches, fundraisers crave real, human recommendations from sources they trust. The Fundraising Calendar offers just that — credibility, community, and connection.

## **Your Brand, Multiplied All Year Long**

**Not just a one-time mention. Your sponsorship includes:**

-  Digital visibility in our widely shared PDF calendar
-  Print exposure that stays on desks and walls all year
-  Connection with a highly-engaged subscriber base
-  Association with a trusted voice in the sector

**“I genuinely believe you have one of the golden lists in the sector!”**

– Past Sponsor

**“We’re in for 2023, wouldn’t miss it!”**

– Josh Meyer, VP, Demand Generation, Bloomerang

## **The Bottom Line?**

If you want nonprofit professionals to know your name, trust your brand, and choose your solution, this is the place to be.

**The Fundraising Calendar is:**

- ✓ Smart
- ✓ Affordable
- ✓ High-trust
- ✓ Low-effort
- ✓ No travel required

**And spots are limited — they go fast every year.**

## **Ready to get started?**

**Check out the sponsorship options below and claim your spot today.**

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

## 2026 Sponsorship Opportunities

### ONE MONTH SPONSOR (11 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. **About *MotivateMonday*:** MM 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). Noted sector authors Brian Saber, John Lepp, and Lisa Sargent all chose MM to launch their successful books, *Fundraising for Introverts: Harnessing Our Powers for What Matters*, *Creative Deviations: how you can infuse your storytelling, fundraising and direct response with more creativity*, and *Thankology: How to keep your donors longer, and giving stronger, through gratitude*.
- Potential inclusion as a recommended vendor in *Basics & More* classes (current lineup includes classes in direct mail, monthly giving, legacy giving, major gift fundraising, online fundraising, board fundraising, acquisition, and more)
- (One sponsored email to our email subscriber base (35,000), and/or sponsored blog post ([example](#)))
- The opportunity to use the *Fundraising Calendar* as your own lead-generating piece
- Two print calendars



### FULL PAGE (Two 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 download page ([www.thefundraisingcalendar.com](http://www.thefundraisingcalendar.com)), the cover, and throughout the calendar.

## You'll also receive:

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- **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 With Fundraising Systems*
  - *A Plan for Growing Your Monthly Giving: Make it Happen in 2026!*
  - *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 Seven Donor Communications Pieces Every Nonprofit Needs*
- One sponsored email to our email subscriber base (35,000), and/or sponsored blog post (example) (*Email/s and posts be tailored to your needs*)
- Potential inclusion as a recommended vendor in *Basics & More* classes (current lineup includes classes in direct mail, monthly giving, legacy giving, major gift fundraising, online fundraising, board fundraising, acquisition, and more)
- Participate in our Fundraising Advent Calendar
- The opportunity to use the Fundraising Calendar as your own lead gen piece
- Two print calendars
- Linked inclusion in our weekly newsletter, *The Grow Report* (example).



**HALF PAGE (Two One available)**

**\$3000**

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

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 2026!*
  - *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*
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- One sponsored email to our email subscriber base (35,000), and/or sponsored blog post ([example](#)) (*Email/s and posts be tailored to your needs*)
- Potential inclusion as a recommended vendor in *Basics & More* classes (current lineup includes classes in direct mail, monthly giving, legacy giving, major gift fundraising, online fundraising, board fundraising, acquisition, and more)
- Participate in our Fundraising Advent Calendar
- The opportunity to use the Fundraising Calendar as your own lead gen piece
- Two print calendars
- Linked inclusion in our weekly newsletter, *The Grow Report* (example).





## FOOTER LOGO

**\$250**

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





## 2026 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](mailto:pamelagrow@gmail.com) with any questions. The deadline to be included in the 2026 Calendar is September 31, 2026.



# Example One Month Sponsorship CALENDAR

## SPONSORSHIP



The advertisement features a light green background on the left and a photograph of a smiling woman with glasses on the right. The woman is wearing a dark top and a necklace. A large orange semi-circle is positioned behind her head. In the top right corner, there is a green line-art illustration of a plant. 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. At the bottom left, there is a square QR code. To the right of the QR code, 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](https://bloomerang.com/grow-2023)

# THANK YOU!

We look forward to including your business in the 2026 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 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 *Bloomerang*, *DonorPerfect*, *Chronicle of Philanthropy*, *CharityHowTo*, the *Foundation Center*, and countless other nonprofit resources.

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

# PAMELA GROW

Trusted by over 10,000 nonprofits worldwide and dozens of companies and associations, including...





# *Your* FUNDRAISING CALENDAR *for*



*Brought to you by*

 **Boardable**

 **Basics & More™**

# JANUARY 2025

*This month...*

## MAKE A PLAN. WORK YOUR PLAN.

What does the new administration mean for American nonprofits and what will be important going into 2025?

If you've been attending the glut of "free" webinars out there, you'd think the answer to our fundraising woes lies in donor advised funds, SMS messaging or AI...

*After all, we can all use a little more inhumanity and even more distraction in our lives, right?*

Whatever 2025 holds in store for your nonprofit, here's what I do know:

**You matter. Your mission matters.**

But how will you fund it?

Let 2025 be the year that you tune out, get serious, and focus. On your plan, your donors, and your systems.

**In other words, the fundamentals.**

January marks a new beginning for your nonprofit.

And there's no better time than now to get a firm handle on your own Fundraising systems. Systems that celebrate your donors — and your mission. It's possible (and surprisingly easy!) to raise a core base of general operating support through individual giving.

### BASICS & MORE COURSES

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



Basics & More™

Download  
your **FREE**  
**2025 Fundraising**  
**Planner** by  
[clicking here.](#)



### Reader Win:

*"A young adult guy who has participated in our orphanage trips for a couple years made his very first donation last week in the form of a monthly gift. He's being heaped with gratitude. And of course he's already signed up for the next orphanage trip to Tijuana! Keep shining your light, Pamela." - Beth*

”

## Transform Your Fundraising

Discover, engage, and steward donors like never before. Finally, an integrated platform that does it all for education, healthcare, and nonprofits.

Kindsight



[Visit Kindsight >](#)

# JANUARY 2025

▶▶▶ *January is Gratitude Month!*

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31	1 Mexican Independence Day New Year's Day Emancipation Proclamation Anniversary	2 World Introvert Day	3 International Mind-Body Wellness Day	4 World Braille Day
5 National Bird Day	6 National Cuddle Up Day	7	8 National Bubble Bath Day	9	10 National Bittersweet Chocolate Day	11 National Human Trafficking Awareness Day
12 National Pharmacist Day	13 Korean American Day Mahayana New Year	14 National Dress Up Your Pet Day	15 Martin Luther King's Birthday	16	17	18 National Thesaurus Day
19	20 Martin Luther King Day & Civil Rights Day	21 National Hugging Day	22 Roe V. Wade	23 International Integrative Health Day	24 International Day of Education	25 Opposite Day
26	27 International Holocaust Remembrance Day	28	29 Lunar New Year	30	31	1



# FEBRUARY 2025

*This month...*

## ALL ABOUT IMPACT!

**How are you showing your donors what their support is accomplishing?**

*No, they don't want to be bored by statistics or know how many programs you have or how they operate.*

Your supporters want to know about impact.

**What is the difference they're making...through you?**

Getting your storytelling and impact right in your donor communications systems will build real partnerships. The kind that leads to genuine change.

And decades of research has shown that the lowly print donor newsletter is one of the best ways to accomplish that. You see, print donor newsletters have a "sticky" quality that email can never ever touch.

It's a fact, donor newsletters created using our easy formula can raise as much (or more!) than an appeal.

**And that's not even counting the long-term value from legacy gifts.**

February is the month to finalize your newsletter plan for the year. It's hard for many smaller nonprofits to keep up and hold tight to this aspect of your fundraising. You've got so many balls in the air. Consider outsourcing your donor communications. The long-term future of your funding will thank you.

**Your February Gift:** [Click here](#) to download a donor newsletter template to get you started.

### BASICS & MORE COURSES

- Your Donor Communications System
- Profitable Donor-Centered Newsletters



*"My faith demands that I do whatever I can, wherever I can, whenever I can, for as long as I can with whatever I have, to try to make a difference."*

*– Jimmy Carter*



### 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

[Visit Little Green Light >](#)

# FEBRUARY 2025



**February is Black History & LGBT History Month!**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	1 World Interfaith Harmony Week
2 Groundhog Day	3 National Women Physicians Day	4 Rosa Parks Day World Cancer Day	5 National Signing Day	6 International Day of Zero Tolerance for Female Genital Mutilation	7 Give Kids A Smile Day National Send a Card to a Friend Day Safer Internet Day	8 National Boy Scout Day
9 Super Bowl Sunday	10 International Epilepsy Day	11 International Day of Women and Girls in Science	12 Hug Your Donors Day Tu Bishvat	13 Galentine's Day	14 Valentine's Day	15 Susan B. Anthony's Birthday International Childhood Cancer Day
16	17 Presidents' Day Random Acts of Kindness Day	18	19 National Chocolate Mint Day	20 World Anthropology Day	21 International Mother Language Day	22 George Washington's Birthday National Walking the Dog Day
23 National Banana Bread Day	24	25 World Spay Day	26 National Letter to An Elder Day	27 World Non-Governmental Organization Day	28 First Day of Ramadan	1

# MARCH 2025

*This month...*

## STRENGTHEN YOUR STORY MONTH!

When it comes to fundraising, our hearts nearly always overrule our heads.

Research proves it time and time again.

Yet still, nonprofit organizations instead turn to dry, jargon-laden prose that sets no one's heart aflame. (All about "our programs!")

If only I had a dime for every time I've heard about how "horrible" or "manipulative" the Sarah McLachlan ASPCA commercial is (usually accompanied by a knowing eye roll).

### **Never mind that it worked.**

That ad raised \$30 million in the first two years alone of its release.

Why? That emotional connection is at the heart of everything you do. How are you making yours?

**Your March Gift:** It all starts with the interview. Download this month's gift, a free storytelling training. Rachel Zant from Pen With Purpose shares her tips for conducting an interview geared toward making an emotional connection. View now by clicking [here](#).

And be sure to check out this month's sponsor, Memory Fox. They make storytelling (and sharing) easy!

### **BASICS & MORE COURSES**

- **Direct Mail Masterclass**
- **Nonprofit Storytelling Masterclass**



*"Listen, and you will realize that we are made not from cells or from atoms. We are made from stories."*

*– Mia Couto*

”



Bring your mission to life with powerful stories collected directly from your community.



**Tell Great Stories,  
Ethically & Authentically**

[Visit Memory Fox >](#)

# MARCH 2025



## March is Women's History Month!

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

**1 SAT**

National Black Women in  
Jazz & The Arts Day  
Peace Corps Day

**2 SUN**

Read Across America  
World Teen Mental Wellness Day

**3**

World Wildlife Day

**4**

World Obesity Day  
Mardi Gras

**5**

International Day for  
Disarmament and  
Non-Proliferation Awareness

**6**

Dred Scott Case

**7**

Employee Appreciation Day

**8**

International Women's Day

**9**

National Barbie Day  
Daylight Saving Time Starts

**10**

Harriet Tubman Day  
National Hug Your Dog Day

**11**

**12**

National Girl Scout Day

**13**

National Good  
Samaritan Day  
National K9 Veterans Day

**14**

Pi Day

**15**

World Consumer Rights Day

**16**

National Poison  
Prevention Week

**17**

Saint Patrick's Day

**18**

World Social Work Day

**19**

International Read to Me Day

**20**

World Oral Health Day  
Spring Equinox  
(Start of Spring)

**21**

International Day for the  
Elimination of Racial  
Discrimination  
World Down Syndrome Day

**22**

World Water Day

**23**

National Tamale Day

**24**

World Tuberculosis Day

**25**

National Physician's Week  
Maryland Day

**26**

National Spinach Day

**27**

National Joe Day  
World Theatre Day

**28**

**29**

Earth Hour

**30**

National Doctors' Day  
Last Day of Ramadan

**31**

César Chávez Day

**1**

**2**

**3**

**4**

**5**

# APRIL 2025



*This month...*

## PLANTING THE SEED OF LEGACY GIVING

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.**

Legacy giving accounted for nearly \$43 million in 2023. Individual giving accounts for roughly 75% of all charitable giving in the US - and of that, bequest giving accounts for 8%.

So what's the number one reason your donors aren't adding your charity to their wills?

**“It never occurred to me.”**

**When you ignore legacy giving, you're depriving your donors of the opportunity to leave something behind...to know that their life mattered.**

I've worked with small to mid-sized community based nonprofits for nearly two decades. You don't need an expensive legacy brochure. All you need to do is plant the seed. Remind your donors regularly of the opportunity to make a planned gift. Plant reminders in your print newsletter...your email newsletter...on your website.

And, 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.

**Your April Gift:** A short training with the steps your nonprofit needs to go through to launch (or relaunch) a successful planned giving pro-gram. [Click here to view.](#)



*“Your legacy is every life you have touched.”*

*– Maya Angelou*

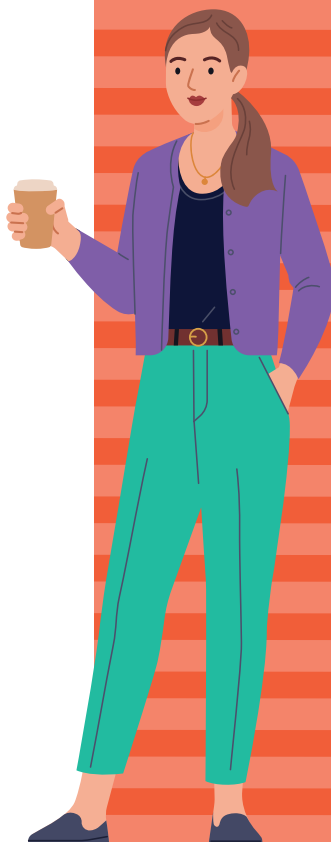


### BASICS & MORE COURSES

■ Legacy Giving Intensive



Basics & More™



A DONOR DATABASE  
TRUSTED BY THOUSANDS OF NONPROFITS



**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!



**[Visit Bloomerang >](#)**

# APRIL 2025



**April is Sexual Assault Awareness Month (SAAM) & Parkinson's Disease Awareness Month!**

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

30

31

1

April Fool's Day

2

Autism Awareness Day  
International Fact Checking  
Day (cancelled!)

3

National Find a  
Rainbow Day

4

National School  
Librarian Day

5

National Love Our  
Children Day

6

International Day of Sport  
for Development and Peace

7

World Health Day

8

9

National Former Prisoner of  
War Recognition Day

10

National Alcohol  
Screening Day

11

National Pet Day

12

Passover

13

Thomas Jefferson's Birthday

14

RAINN Day

15

Jackie Robinson Day

16

Emancipation Day

17

World Hemophilia Day

18

National Columnists' Day

19

20

Easter Sunday

21

National Kindergarten Day

22

International Mother Earth  
Day

23

National Talk Like  
Shakespeare Day  
Yom HaShoah

24

World Immunization Week

25

Arbor Day  
World Penguin Day

26

National Rebuilding Day

27

28

World Day for Safety and  
Health at Work

29

30

International Guide Dog Day

1

2

3

**AFP ICON CONFERENCE**

# MAY 2025

*This month...*

## HOW TO CREATE THE ROCKSTAR BOARD OF YOUR DREAMS!

Is your board holding you back from successful fundraising?

You may have even made one of the following statements...

*"They say they'll do anything EXCEPT raise money (in spite of signing a give/get pledge)."*

*"They don't know how to fundraise...but they want to tell US what we need to do in fundraising!"*

*"They're dysfunctional: more than 50% do not contribute financially or in effort."*

*"Our board has next to no knowledge of or interest in fundraising. And it wasn't even anything that they were told or encouraged to do when they join the board. Our executive director doesn't encourage it, either. Help!"*

TRUTH BOMB. Fabulous fundraising boards aren't made by attending another \*free\* webinar.

Or even hiring a consultant for one off-training.

Your amazing board requires a plan. And it requires a system. How are you creating your rockstar board?

**Your May Gift:** Does 100% of your board donate financially? [Use this template](#) to make it happen.

### BASICS & MORE COURSES

■ **Your Fundraising Board**

■ **Donor Acquisition 101**



*"Board members aren't born knowing how to fundraise. It's up to us to guide them on the path to becoming our best ambassadors!"*



**Nonprofit teamwork.  
Simplified**

A smarter way to organize, collaborate, and achieve your mission with your board and staff.



[Visit Boardable >](#)



# MAY 2025

►► **May is National Mental Health Awareness Month!**

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

27

28

29

30

1

Global Love Day

2

Astronomy Day

3

World Press Freedom Day

4

Kent State Shootings  
Haymarket Riot  
World Laughter Day

5

Star Wars Day  
African World Heritage Day  
International Day of the  
Midwife  
Cinco de Mayo  
Teacher Appreciation Week

6

National Foster Care Day  
Teacher's Day  
National Nurses Day

7

8

Buddha Day  
World Red Cross Day

9

10

World Lupus Day

11

Mother's Day

12

National Third Shift  
Workers Day  
Yom HaZikaron

13

Yom Ha'atzmaut

14

15

Peace Officers Memorial Day

16

Malcolm X Day

17

Armed Forces Day

18

International Museum Day

19

20

National Rescue Dog Day

21

22

Harvey Milk Day  
International Day for  
Biological Diversity

23

World Turtle Day

24

World Schizophrenia Day

25

National Missing  
Children's Day  
Yom Yerushalayim

26

Memorial Day  
World Redhead Day

27

28

World Blood Cancer Day  
Menstrual Hygiene Day

29

Red Nose Day (Comic Relief)

30

World Multiple Sclerosis Day

31

National Smile Day

# JUNE 2025

*This month...*

## WHAT CAN GRANTS DO FOR YOU?

Successful nonprofits have a diverse revenue stream, and grant funding can be a key component.

But grants are never a magic bullet to fix funding woes. Learn what grants can and cannot do for your organization, along with tips for finding the right fit for your agency's mission and pro-grams in this month's gift.

**Your June Gift:** This month's gift is a free gift is a training from Amanda Day, GPC, and Kimberly Hays de Muga, GPC, co-hosts of the popular podcast, Fundraising HayDay. They are co-founders of HayDay Services, home of the Grants Lab. Together they have more than 50 years of grants and fundraising experience, have raised millions of dollars, and have trained more than 20,000 grant seekers in the art and science of raising more money to transform communities. [Click to view.](#)

### Taking the trial and error out of grants

#### The Grants Lab

8-week cohort-based training and coaching experience led by the cohosts of the **Fundraising HayDay Podcast**



Learn more at:  
[haydayservices.com](http://haydayservices.com)



[Visit HayDay Services >](#)

## BASICS & MORE COURSES

■ **Raise More Money With Supporter Surveys**



## Reader Win:

*"My latest win is so exciting!! A new program staff member (program director) is 4 months in and she's doing an outstanding job. The reports I get from the volunteers is she is 1,000% better and taking things in "the right direction" compared to the staffer she replaced.*

*If that isn't enough...she is connected to a donor who we've qualified as a potential major donor. She invited him for a tour and after the tour a sizeable check arrived with a note promising to support this work on an ongoing basis! **She totally gets the two-sides of the non-profit, programs relying on funding and fundraising resulting in sharing the program stories.**"*

*- Peter*



# JUNE 2025

▶▶▶ **June is Grants Month!**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>1</b> World Reef Awareness Day	<b>2</b> American Indian Citizenship Day	<b>3</b> World Bicycle Day	<b>4</b> National Cheese Day	<b>5</b> World Environment Day	<b>6</b> National Higher Education Day	<b>7</b> World Food Safety Day
<b>8</b> National Children's Day World Oceans Day	<b>9</b>	<b>10</b> National Call Your Doctor Day	<b>11</b>	<b>12</b> World Day Against Child Labor National Loving Day	<b>13</b> International Albinism Awareness Day	<b>14</b> Global Wellness Day
<b>15</b> World Elder Abuse Awareness Day	<b>16</b> International Day of the African Child	<b>17</b> National Dress Up Your Pet Day	<b>18</b> International Panic Day	<b>19</b> Juneteenth	<b>20</b> World Refugee Day Summer Solstice	<b>21</b> International Yoga Day
<b>22</b> World Rainforest Day	<b>23</b> International Women in Engineering Day	<b>24</b>	<b>25</b> Global Beatles Day	<b>26</b> Islamic New Year	<b>27</b> National PTSD Awareness Day	<b>28</b> Opposite Day
<b>29</b>	<b>30</b> International Holocaust Remembrance Day	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

# JULY 2025

*This month...*

## BRING BACK LAPSED DONORS MONTH

### What's your donor retention rate?

And do you have a plan for bringing back lost donors?

Reclaiming these lapsed donors involves five key steps:

**First**, understand why they stopped giving, considering factors like relocation or a lackluster donor experience.

**Second**, initiate personalized communication through letters or emails, expressing gratitude and showcasing the impact of their past support.

**Third**, every donor shouldn't be getting the same letter or email. Diversify your appeals based on donor data.

**Fourth**, simplify the giving process by providing various channels and ensuring a hassle-free online experience.

**Finally**, invite them to engage in alternative ways, such as volunteering or advocacy. Reactivating lapsed donors requires ongoing efforts, but the return on investment will be well worth it!

### BASICS & MORE COURSES

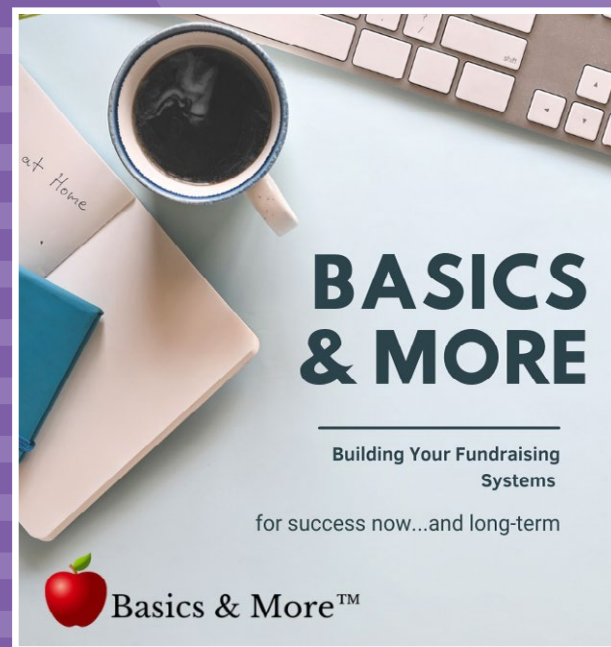
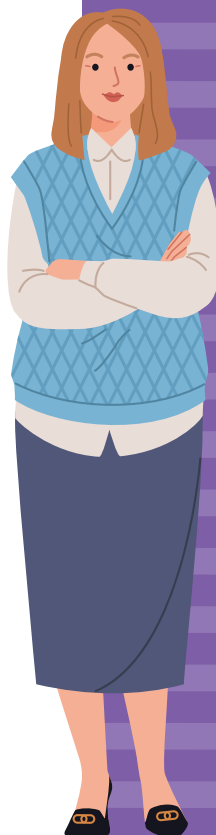
■ Getting Started With Major Gift Fundraising



*"Make new friends, but keep the old. One is silver; the other is gold. A circle is round; it has no end. That's how long I will be your friend."*

*- Girl Scouts Song*

”



[Visit Basics & More Fundraising >](#)

# JULY 2025



## July is Minority Mental Health Awareness Month!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	1 National Postal Worker Day Canada Day	2 Civil Rights Act	3	4 Independence Day	5
6	7 Global Forgiveness Day	8	9	10	11 World Population Day	12 Malala Day
13	14 Bastille Day	15	16 Moon Landing Anniversary	17 World Emoji Day	18 Nelson Mandela International Day	19
20 International Chess Day	21	22	23 National Gorgeous Grandma Day	24 International Self Care Day	25 National Hire A Veteran Day Christmas In July	26
27 National Disability Independence Day Parents' Day	28	29 National Lasagna Day	30 World Day Against Trafficking in Persons	31 National Intern Day	1	2

# AUGUST 2025

*This month...*

## SUMMERTIME...AND THE LIVIN' IS EASY.

I know you're enjoying the last days 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 late August/early September to get started on your plans for a solid, multichannel year-end fundraising campaign.

And the first step in doing said planning involves taking stock of what you've already done.

Ask yourself these questions...

1. How much have you raised to date this year, via individual giving, grants, events, etc.?
2. What has worked for your organization in the past in terms of direct mail? Email?
3. Is your website optimized for online giving?

**Your August Gift** will keep you on track. Download your Year-End Fundraising Checklist [here](#).

### BASICS & MORE COURSES

- Your Annual Gratitude Report
- Foolproof EOY Fundraising



### Reader Win:

*"...I took your spring appeal Basics and More course this spring...thank you for your course! The appeal we sent out - which mostly went to 'very' lapsed donors - ended up with someone funding the entire ask of the letter - \$5,000! It put us ahead almost 25% of last year's annual giving!!!"*

*- Heidi*

”



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MISS A  
CONTRACT  
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# AUGUST 2025



**August is National Immunization Awareness & National Breastfeeding Month!**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	31	1 National Minority Donor Awareness Day World Lung Cancer Day	2 Tisha B'Av
3 American Family Day	4 National Chocolate Chip Cookie Day Barack Obama's Birthday	5	6	7 National Lighthouse Day	8 International Cat Day	9 National Book Lovers Day International Day of the World's Indigenous People
10 Lazy Day	11 National Son and Daughter Day	12 International Youth Day World Elephant Day	13	14	15 International Homeless Animals Day Hawaii Statehood Day	16
17 National Nonprofit Day National Thrift Shop Day	18 National Fajita Day	19	20	21 International Day of Remembrance and Tribute to the Victims of Terrorism Senior Citizens Day	22 World Plant Milk Day	23 International Day for the Remembrance of the Slave Trade and its Abolition
24 Kobe Bryant Day	25 National Park Service Founders Day	26 Women's Equality Day	27 Ganesh Chaturthi	28 March on Washington	29	30 National Grief Awareness Day 31 International Overdose Awareness Day



# SEPTEMBER 2025

*This month...*

## THANK YOU, GRACIAS, MERCI, DANKE

To always lead with gratitude is a lesson I learned at my grandma's knee (you probably did too!).

When you keep your supporter front and center at all times, and make sure you're letting them know how much their support matters — not only with your thank you letter, but throughout the year — you'll find that your fundraising flows.

I've seen major gifts happen, without an ask!

Remember: fundraising magic happens through gratitude.

PS: If you're working on your year-end campaign and looking for a printer, look no further than this month's sponsor, Appeal Printing.

**Your September Gift:** This month's gift is a rare and precious jewel, a training from the one and only Lisa Sargent. Make your thank you letters sing! [Click here to view.](#)



### BASICS & MORE COURSES

- Your Annual Gratitude Report
- Foolproof EOY Fundraising



*“Thank you, always say thank you;  
it's the greatest gift. you can give  
someone; because thank you is  
what you say to God.”*

*– Maya Angelou*



### TARGETED DIRECT MAIL FUNDRAISING!



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Experts for affordable, effective  
fundraising solutions that  
deliver results!

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# SEPTEMBER 2025



**September is World Alzheimer's & National Suicide Prevention Month!**

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

31

1

Labor Day  
Emma M Nutt Day

2

Telephone Tuesday

3

National Skyscraper Day

4

World Sexual Health Day  
National Wildlife Day

5

National Food Bank Day  
International Day of Charity

6

Read a Book Day

7

International Day of  
Clean Air for Blue Skies

8

Worldwide Cystic  
Fibrosis Day  
International Literacy Day

9

10

World Suicide  
Prevention Day

11

12

National Day of  
Encouragement

13

National Celiac Disease  
Awareness Day  
World Sepsis Day

14

Grandparents' Day  
National Sober Day

15

National Hispanic Heritage Month  
World Lymphoma Awareness Day  
International Day of Democracy

16

International Day for the  
Preservation of the  
Ozone Layer

17

Citizenship Day  
Constitution Day

18

International Equal Pay Day  
Air Force Day

19

National POW/MIA  
Recognition Day

20

International Coastal  
Clean Up Day

21

World Gratitude Day  
World Alzheimer's Day  
International Day of Peace

22

Falls Prevention Awareness Day  
World CML (Chronic Myeloid  
Leukemia) Day  
World Rhino Day  
Autumnal Equinox (Start of Fall)  
National Elephant Appreciation Day

23

National Voter Registration Day  
Bi Visibility Day  
International Day of Sign  
Languages

24

National Brave Day  
World Gorilla Day  
Rosh Hashanah

25

National Daughters Day

26

National Love Note Day  
International Day for the Total  
Elimination of Nuclear Weapons  
World Contraception Day  
Native American Day (CA and NV)

27

National Family Health &  
Fitness Day USA  
National Public Lands Day  
Gold Star Mother's Day

28

International Daughters  
Day  
World Rabies Day  
World Rivers Day

29

National Coffee Day  
International Food Loss and  
Waste Awareness Day  
Veterans of Foreign Wars  
(VFW) Day

30

National Love People Day  
National Day for Truth and  
Reconciliation  
International Translation Day  
World Maritime Day

1

2

3

4

# OCTOBER 2025

*This month...*

## DIRECT MAIL: THE LITTLE ENGINE THAT COULD

A few years ago one of my subscribers wrote to me. Their organization had ceased all direct mail communication with donors and gone solely digital.

**The result? They lost over two-thirds of their donor base.**

Direct mail continues to provide an exceptionally strong ROI, and our research shows that both students and clients rank it as the most valuable tool in their arsenal.

**According to the USPS:**

55% of people say they “look forward” to seeing what’s in their mailbox.

56% of people find print-based marketing to be the most trustworthy type of marketing.

70% of people agree that direct mail feels more personal than digital methods.

Even looking at generational differences, direct mail is a win. Who looks forward to reading their mail?

- 79% of Millennials
- 72% Gen Z
- 70% Baby boomers
- 70% Gen X

In a distracted market crowded with email, TikTok, Facebook, and everything digital, direct mail has that “sticky” quality that continues to perform.

If yours is a small to mid-sized community based nonprofit, direct mail is the way to go.

*“Direct mail remains one of the most powerful and engaging channels producing excellent ROI. It stimulates all five senses, as against digital channels which only affect three senses.” – Malcolm Auld*

### BASICS & MORE COURSES

#### ■ Foolproof Year-End Fundraising



Basics & More™



### Monthly giving software

*Spend less time planning one-off campaigns and hunting for new donors by using the 4aGoodCause fundraising platform to help you build a loyal community of recurring, monthly givers.*

 **aGoodCause**

The easier way to fundraise

[Visit A Good Cause >](#)

# OCTOBER 2025

October is Breast Cancer Awareness Month!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	1 International Music Day World Vegetarian Day Yom Kippur	2 International Day of Non-Violence Vijaya Dashami	3 World Temperance Day World Smile Day	4 National Taco Day World Animal Day
5 World Teachers' Day	6 Child Health Day World Cerebral Palsy Day World Habitat Day	7 National Foster Care Day Teacher's Day National Nurses Day	8 National Stop Bullying Day National Depression Screening Day National Emergency Nurses Day	9 World Sight Day	10 World Homeless Day World Day Against the Death Penalty World Mental Health Day International Day of the Girl Child World Hospice and Palliative Care Day National Coming Out Day	11
12 World Arthritis Day	13 Native Americans' Day	14 Ada Lovelace Day	15 Global Dignity Day	16 World Spine Day	17 Black Poetry Day International Day for the Eradication of Poverty	18 World Okapi Day
19 Dhanteras	20 National Youth Confidence Day	21 National Pets for Veterans Day Diwali	22 International Stuttering Awareness Day	23 National Paralegal Day	24 United Nations Day World Polio day	25 National Make A Difference Day
26	27 World Occupational Therapy Day	28 National Immigrants Day National First Responders Day	29 World Stroke Day National Cat Day	30	31 Halloween	1



A smarter way to organize, collaborate, and achieve your mission with your board and staff.

# The Future of Nonprofit Leadership

Meet, Collaborate, and Make Decisions — Anywhere



# NOVEMBER 2025

*This month...*

## DATA RULES

You spend countless hours and put so much effort into creating fundraising campaigns, communicating with donors, and simply running your nonprofit. But do you actually know if your efforts are effective?

If you're not tracking data, you can't know if your methods are aligning with your donors' needs or how you should improve going forward. When it comes to ensuring donor engagement, data is the holy grail.

How do you know what types of data you should be collecting and how you can use that information to improve your strategies?

In this article, we'll discuss these five types of data:

1. Donor Data
2. Fundraising Campaign Data
3. Event Data
4. Engagement Data
5. Website Traffic Data

## BASICS & MORE COURSES

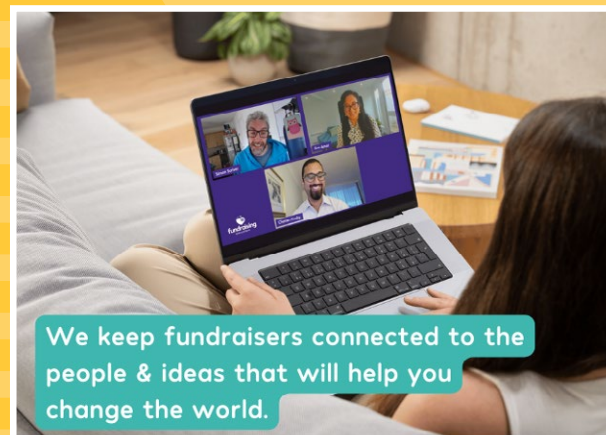
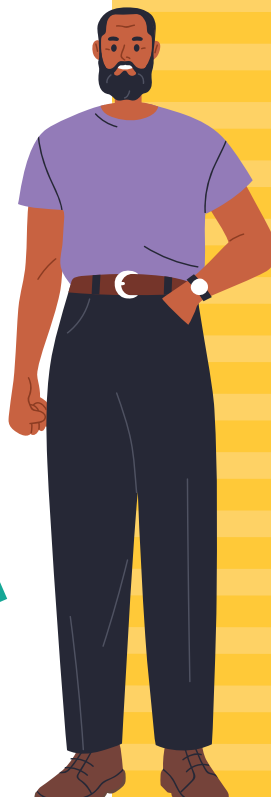
■ Legacy Giving Intensive



*“Data are just summaries of thousands of stories—tell a few of those stories to help make the data meaningful.”*

*– Dan Heath*

”



Learn more & activate  
your free trial



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# NOVEMBER 2025



*November is Native American Heritage and National Adoption Month*

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

26

27

28

29

30

31

1

World Vegan Day

2

International Day to End  
Impunity for Crimes against  
Journalists  
Daylight Saving Time Ends

3

4

5

National Stress  
Awareness Day  
National Redhead Day

6

International Day for  
Preventing the Exploitation  
of the Environment in War  
and Armed Conflict

7

National Canine Lymphoma  
Awareness Day

8

9

International Day Against  
Fascism and Antisemitism

10

World Keratoconus Day  
Marine Corps Birthday

11

Veterans Day

12

World Pneumonia Day

13

World Kindness Day

14

World Diabetes Day

15

National Philanthropy Day

16

International Day  
for Tolerance

17

International Students' Day

18

World Antimicrobial  
Awareness Week

19

20

Future Teachers of  
America Day  
Transgender Day of  
Remembrance

21

22

National Adoption Day

23

24

25

International Day for the  
Elimination of Violence  
Against Women

26

27

Thanksgiving Day  
National Day of Mourning

28

American Indian  
Heritage Day  
Buy Nothing Day

29

International Day of Solidarity  
with the Palestinian People

30

Day of Remembrance for all  
Victims of Chemical Warfare

# DECEMBER 2025

*This month...*

## MAKING TIME FOR YOU...

If you're reading this calendar, I know that you're a special kind of person.

**Because every day you're doing the work that matters.**

Every day you're creating a brighter, more beautiful world. Every day you're tackling the tough stuff. With integrity and courage. With grit and resilience.

I couldn't be more honored to be by your side...

*Walker, thank you for supporting and empowering immigrants, asylum seekers and refugees...*

*Isabel's organization gives families support through their battle with childhood cancer. Thank you...*

*Kylie, thank you for igniting the power of girls...*

*Anna's organization is transforming the world's response to conflict. Thank you...*

*Julie, thank you for enhancing the quality of life of folks with disabilities...*

*Nicole, thank you for your humanity...*

*Thank you, Jody, for helping to connect rescue organizations, adopters, and foster families for needy animals...*

*Thank you, Kelly, for giving the gift of self-esteem to homeless men and women through running...*

*Lisa, thank you for giving people a reason to smile all over the world...*

*Rosie, Katya, and Ann, thank you for all you do to build a stronger community...*

*Nancy, thank you for helping to fund one of the top cancer research centers in the world...*

*"A candle is a small thing. But one candle can light another. And see how its own light increases, as a candle gives its flame to the other. You are such a light."*

*- Moshe Davis*

*Rene helps people manage their last days with dignity. My heart is with you, thank you...*

*Priscilla and Maryanne empower individuals and families struggling with addiction...*

*Kevin, thank you for offering a lifelong alliance to people with disabilities...*

*Lauren celebrates the glorious beauty, power, and magic of film...*

*Laura and Beth, thank you for making your community so much stronger...*

*Elizabeth's work connects donors to help low-income patients without health insurance...*

*Dawn helps to save homeless and at-risk girls and young women...*

*Chong-Anna and Cathy's work ensures that history will live on...*

*Amy brings together donors and businesses to combat climate change...*

*Chelsea helps fund her organization's mission of providing lifesaving organ transplants. Thank you...*

And thank you...

You are community.

The world can't do it without you. Thank you for caring so very much.

**You fight the darkness with light and warmth. You stand for what's right and good in this world.**

# DECEMBER 2025

▶▶▶ *Decemeber is HIV/AIDS Awareness & Universal Human Rights Month!*

SUNDAY

30

MONDAY

1

World AIDS Day

TUESDAY

2

International Day for  
the Abolition of Slavery  
Giving Tuesday

WEDNESDAY

3

International Day of  
Persons with Disabilities

THURSDAY

4

Wildlife Conservation Day

FRIDAY

5

International Volunteer Day

SATURDAY

6

Candle Day

7

National Cotton Candy Day  
National Letter Writing Day  
International Civil Aviation Day  
Pearl Harbor Remembrance Day

8

Green Monday

9

National Llama Day  
International Day of Commemo-  
ration and Dignity of the Victims  
of the Crime of Genocide  
International Anti-Corruption Day

10

Jane Addams Day  
Nobel Prize Day  
International Animal Rights Day  
Human Rights Day

11

UNICEF Birthday

12

International Universal  
Health Coverage Day

13

National Day of the Horse

14

Hanukkah

15

Bill of Rights Day

16

17

Wright Brothers Day

18

19

National Underdog Day

20

21

22

National Short Person Day  
National Cookie  
Exchange Day

23

Festivus

24

25

Christmas Day

26

Boxing Day  
Kwanzaa

27

International Day of  
Epidemic Preparedness

28

National Call a Friend Day

29

Wounded Knee

30

National Bacon Day

31

New Year's Eve

1

2

3