

2016



Fundraising & Marketing

*Calendar*

# 2016 JANUARY



## January's Attitude of Gratitude Idea

Lynne B. Kahn of the Baltimore Hunger Project says "I am hugging my donors by inviting them to help pack our food to distribute to the children - this way they get to see the impact of their donation."



## Make A New Plan, Stan!

*Planning is bringing the future into the present so that you can do something about it now. —Alan Lakein*

January marks a brand new beginning for you and your organization, and there's no better time than now to get a firm handle on a concrete plan for revenue - and your donors. If you don't plan ahead, how can you know where you want -- where you need -- to go? It's time to create a course of action. How will you grow your individual giving? What about major gifts? Do you have a monthly giving program?

Consistent donor communications are key. You have so many chances throughout the year to thank your donors for making the work that you do possible. Start now and seize every opportunity!

## January's Basics & More™ Courses

*Our Basics & More™ ecourses were all created with your organization's budget and busy schedule in mind. These ultra-accessible 4-6 week classes will cover the fundamentals of each topic while getting all of the members of your organization on board, engaged in working, learning, and implementing together.*

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



Basics & More™

# January

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
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## EVENTS

### What's On This Month:

Jan 1 | New Years Day  
Jan 4 | Trivia Day

Jan 5 | Bird Day  
Jan 10 | National Cut Your Energy Costs Day

Jan 15 | Humanitarian Day  
Jan 31 | Inspire Your Heart with Art Day

# 2016 FEBRUARY



## February's Attitude of Gratitude Idea

LeNae Williamson of Union Gospel Mission Twin Cities says "I try to vary my thank you process between calling donors and writing hand-written cards thanking them and telling them about the impact of their gift. I often get thank yous for my thank yous sent to me along with additional gifts. That's not the motivation for doing it but it sure is a nice side benefit." Always lead with gratitude.



## Is Your Board On Board?

*Alone we can do so little; together we can do so much. —Helen Keller*

How are your board members included in your vision for a better fundraising year? 100% board giving sounds like a daunting goal, but it's all in your approach. I can't emphasize this enough: treat your board like the awesome individuals they are, rather than an entity. Instead of announcing your policy at a board meeting, make the time to meet one on one with your board members. Spend some time listening deeply. How did they become involved with your organization? What is their story?

## February's Basics & More™ Courses

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- Board Fundraising
- Nonprofit Print & Email Newsletters



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# February

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
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## EVENTS

### What's On This Month:

Feb 14 | National Have A Heart Day -  
Feb 14 | Valentines Day

Feb 20 | Love Your Pet Day  
Feb 20 | World Day for Social Justice

# 2016

# MARCH



## January's Attitude of Gratitude Idea

Casey Rozanski, MSW, Vice President of Fund Development and Marketing for St. Ann Center for Intergenerational Care writes "We send birthday cards to our top donors and board members that come from our president and she always writes a personal message inside!"



## Do You Have A Monthly Giving Program In Place?

*Any idea, plan, or purpose may be placed in the mind through repetition of thought. —Napoleon Hill*

If you don't have a monthly giving plan established, you're missing out. And if you do already have a system in place, chances are, you could definitely crank it up a notch. Monthly giving is the best thing small nonprofits aren't doing. Repeated giving from your supporters fosters donor retention and loyalty. If you're starting out small, don't be discouraged – you've got to begin somewhere, and the time is now. My course on monthly giving will guide you, whether you're building your program from the ground-up, or your current program is in desperate need of some big changes.

## March's Basics & More™ Courses

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- Nonprofit Monthly Giving
- Spring Direct Mail Appeal



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# March

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7	8	9	10	11	12	13
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## EVENTS

### What's On This Month:

Mar 1 | Refired, Not Retired Day  
Mar 3 | I Want You To Be Happy Day  
Mar 7 | National Be Heard Day  
Mar 8 | Day for Women's Rights & International Peace

Mar 13 | Good Samaritan Involvement Day  
Mar 14 | International Ask A Question Day  
Mar 20 | National Agriculture Day  
Mar 20-22 | AFP International 2016 (Boston)

Mar 22 | International Goof-Off Day  
Mar 23-25 | NTEN 2016 (San Jose)  
Mar 27 | Education and Sharing Day

2016  
APRIL



## April's Attitude of Gratitude Idea

Bob Krouse of The Children's Home in Tampa says "We do "cookie calls" with cookies from our food service people. [Also], we... provide a Thank You from the children attached to a picture of the donor from an event or visit in a small inexpensive frame. One donor said to me that of all the awards, certificates and plaques that he has ever received. This one means the most because it comes from those he helps."



## Remember To Say “Thank You” Year-Round!

*'Thank you' is the best prayer that anyone could say. I say that one a lot. Thank you expresses extreme gratitude, humility, understanding. —Alice Walker*

"Thank you" is short but sweet. The two-worded phrase still has impact and likely always will, because gratitude is just one of those things that never gets old. In fact, sometimes we don't hear "thank you" nearly enough. Yes, the words are important, but so is the culture. Immersing your organization in a culture of gratitude will enable you to communicate your thanks to your donors effectively and in turn, you'll lock them in for the long-haul.

## April's Basics & More™ Courses

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- *The Power of Thank You*
- *Donor Acquisition 101*



## Basics & More™

# April

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## EVENTS

### What's On This Month:

**Apr 2 | Launch of Veritus Group's Major Gift Academy**

Apr 2 | International Children's Book Day

Apr 2 | World Autism Day

Apr 7 | World Health Day

Apr 11 | World Parkinson's Disease Day

Apr 22 | Earth Day

Apr 25 | Malaria Awareness Day

# 2016 MAY



## May's Attitude of Gratitude Idea

Sally Zelonis, CFRE, Major Gifts Officer at the Indianapolis Zoo writes: "HUGS!... Recently, I stopped at a donor's home to deliver tickets to a special event we were having. Her husband was recovering from a stroke a couple of months ago, and I knew that she would appreciate having someone drop the tickets off. While I was there, I solved the problem how they were going to get her wheel-chair bound husband into the event the easiest way. She signed her last email to me with XXOXOX. My efforts didn't cost me anything and now I have a donor couple who are very happy to know me and be a part of our organization."



## Are You Leaving Money On The Table?

*Abundance is not something we acquire. It's something we tune into.*

—Wayne Dyer

Guess what? According to Giving USA, bequest giving accounted for \$28.13 billion (8%) of charitable giving contributions during 2014! In fact, the number has risen from last year, which was around \$27.73 billion.

Do you think that bequests are "something only the wealthy do?" Fact is, 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!

## May's Basics & More™ Courses

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- Planned Giving
- Nonprofit Crowdfunding



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# May

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## EVENTS

### What's On This Month:

May 1 | Loyalty Day

May 15 | International Day of Families -

May 18 | International Museum Day

# 2016 JUNE



## June's Attitude of Gratitude Idea

Keep it personal. Claudia Soto-Neira, Director of Marketing and Development for KidWorks Community Development Corporation writes: "I am originally from Colombia, South America, and I travel there once or twice per year. Since I'm a coffee lover, I always find out who of my organization's supporters are coffee lovers too. I buy a bunch of premium organic Colombian coffee in nice-looking authentic bags, and upon my return I personally deliver them. They love it!..."



## Mastering Major Gifts

*Feeling gratitude and not expressing it is like wrapping a present and not giving it. —William Arthur Ward*

Any strong fundraising program has a strong major donor program at its core. Yet I'm forever hearing: "Funders aren't interested in us because we don't help (a) kitties (b) puppies (c) women (d) children!" It's almost too easy for me to trace this back to that damaging mindset I've been talking about: a mentality of lack. Instead, focus in on the amazing donors who make your work possible. Stop thinking the grass is greener somewhere else and create a focused strategy for every donor in your database. Chances are, the secret to major gifts is right under your nose!

## June's Basics & More™ Courses

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- *Getting Started With Major Gifts Fundraising*
- *Fundraising With Businesses*



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# June

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
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## EVENTS

### What's On This Month:

June 1 | Stand For Children Day  
 June 5 | World Environment Day  
 June 8 | World Ocean Day

June 4 | International Day of Innocent  
 Children Victims of Aggression  
 June 12 | Loving Day  
 June 17 | World Day To Combat  
 Desertification and Drought

June 23 | Public Service Day  
 June 26 | International Day in Support  
 of Victims of Torture

# 2016 JULY



## January's Attitude of Gratitude Idea

Alice-Anne Harwood Sherrill, Vice President/Chief Development Officer of the Central Connecticut Coast YMCA recognizes loyalty. She writes: "We are sending anniversary cards to any donors who have given 10, 5 and 3 consecutive years."



## Storytelling: a Necessity of Being Human

*After nourishment, shelter and companionship, stories are the thing we need most in the world. —Philip Pullman*

Nothing quite holds a mirror up to humanity like storytelling does, and if you really think about it, storytelling is part of the human condition. It unites us. We communicate with each other through stories. We express ourselves and speak of our past through stories. We relate to each other through stories. But fundraising requires grasping a very specific idea of storytelling: telling the sorts of narratives that pack a colossal emotional punch, inspiring donors not only to give, but to give generously.

## July's Basics & More™ Courses

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- Nonprofit Storytelling



Basics & More™

# July

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				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

## EVENTS

### What's On This Month:

#### It's National Recreation & Parks Month!

July 13-15 | 11th Annual Bridge to Integrated Marketing & Fundraising Conference

July 4 | Independence From Meat Day

July 7 | Father-Daughter Take A Walk Together Day

July 10 | Don't Step On A Bee Day

July 11 | World Population Day

July 23 | Gorgeous Grandma Day

July 27 | Take Your Houseplant For A Walk Day

# 2016 AUGUST



## August's Attitude of Gratitude Idea

Do you get thank you's for your thank you's? Kaye Lyssy, Senior Development Manager for Animals Asia does. "I send LOTS and LOTS of thank you notes on our notecards that feature our beautiful rescued bears. I frequently get thank yous for my thank yous! Haha! I really enjoy sending them apparently as much as they enjoy receiving them!"



## Lapsed, But Not Forgotten...

*Gratitude can transform common days into thanksgivings, turn routine jobs into joy, and change ordinary opportunities into blessings.*

— William Arthur Ward

You have so much potential in that donor database of yours that you sometimes probably forget to really take advantage of it, and forget how. June is a great month to assess your database with an eye to letting your lapsed donors know that not only do you love them, but you miss them and want them back! So reach out to all of your LYBUNTs (Last Year But Unfortunately Not This) and SYBUNTs (Some Year But Unfortunately Not This) and try to reignite a relationship for the long-term. It might feel a little "random," so my best advice is to take a cue or two from my friend John Lepp of Agents for Good: [show that you remember them!](#)

## August's Basics & More Courses

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- Getting to \$1 Million
- Your Gratitude Report



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# August

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
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				

## EVENTS

### What's On This Month:

#### Happiness Happens Month & What Will be Your Legacy Month

Aug 1-7 | Simplify Your Life Week

Aug 1-7 | National Minority Donor\*  
Awareness Week (\*organ donor)

Aug 7 | Sister's Day

Aug 8 | The Date to Create

Aug 8 | Happiness Happens Day

Aug 12 | International Youth

Aug 14 | National Garage Sale Day

Aug 15 | Best Friends Day

Aug 25-31 | Be Kind To Humankind  
Week

Aug 26 | Women's Equality Day

# 2016 SEPTEMBER



## September's Attitude of Gratitude Idea

Susan Goldstein, Development Director of the Boys & Girls Clubs of the Pee Dee Area writes: "We have (FINALLY) implemented thank-you calls from board members to all donors. They have been amazed (in a good way) at the donor reactions, and have had some lengthy and very positive conversations. They also love the fact that they can leave a voice mail if the person isn't there. It's a WIN!"



## Year-End Fundraising? The Time To Start Is NOW!

Sure, you're just getting the kids back to school and getting back into the swing of things after summer vacation. The last thing on your mind is year-end fundraising. But the time to start planning is now. How will you be maximizing giving, across all channels? Bringing in your volunteers, staff, and board members? You need a plan.

Be sure to register for *Supercharge Your Year-End Fundraising*, and take advantage of my top posts:

- Year-End Fundraising... and the Giving is Easy  
[9 simple tips](#) to rock yours
- Raise More With Your Year-End Fundraising Appeal Letter  
[Downloadable Template](#)

## September's Basics & More™ Courses

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- *Supercharge Your Year-End Fundraising*



Basics & More™

# September

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
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## EVENTS

### What's On This Month:

Sept 10 | Swap Ideas Day

Sept 12 | World Suicide Prevention Day

Sept 16 | International Day for the  
Preservation of the Ozone Layer

Sept 21 | International Day of Peace

Sept 22 | Elephant Appreciation Day

Sept 26 | National Good Neighbor  
Day

# 2016 OCTOBER



## October's Attitude of Gratitude Idea

Randy Barnes, Associate Director of Development of the Anti-Defamation League - Southwest Region says "We feature a "donor in the spotlight" in each of our newsletters, most of our donors love the public recognition.



## How Easy Is It For Your Donors To Make An Online Gift?

Does your online fundraising strategy consist of slapping a "donate" button on your website, sending out an email, and crossing your fingers? 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? Even worse, are you emailing through your Outlook account?

It's rare these days to run across even a website of even the tiniest nonprofit without the option to make an online donation. 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? What do your back end systems look like? How are you following up on first time gifts? Schedule October for tweaking your online donation processes.

## October's Basics & More™ Courses

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- Year End Direct Mail Appeal
- Online Fundraising



Basics & More™

# October

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## EVENTS

### What's On This Month:

Oct 2 | Guardian Angels Day  
Oct 5 | World Teachers Day

Oct 16 | World Food Day  
Oct 17 | International Day for the  
Eradication of Poverty

Oct 18-21 | IFC 2016

# November



Proposals

ing and implementation is one that and is submitted in a form that the pieces together well with the potential leaders. Consider a future or at previous, take the time to understand the grant proposal and its application must that your

may have different from submitting a proposal. Know the differences between the two and the importance of the funding source and the purpose of the grant. The grant proposal and procedures and focus on

TABLE OF CONTENTS, AND

other should ensure the scope or your organization should sign the set of board members (if available) when the proposal should be sent at the proposal. We have had an on-site visit or contact

**Stop!** Before you send that grant proposal out the door, is there any way you can improve your chances of getting funded?

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.** Click [here](#) to read more.

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# November

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
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## EVENTS

### What's On This Month:

November 9 - 12 GPA Conference  
Nov 10-11 | Nonprofit Storytelling  
Conference (Seattle)

Nov 14 | World Diabetes Day  
Nov 17 | Homemade Bread Day  
Nov 21-23 | AFP Congress 2016 (Toronto)

Nov 25 | International Day For the  
Elimination of Violence  
Against Women

# 2016 DECEMBER



## December's Attitude of Gratitude Idea

Michele M. Rickett, President and Founder of She Is Safe notes: "We routinely ask our donors how we can pray for them. We gather our staff each day to pray for requests. We have been touched by how people open their hearts and lives to us, knowing that we care for their concerns that are not related to our nonprofit. We even hesitate to call these folks "donors", they are truly ministry friends."



## Give The Gift Of Being Present

*The top of the pyramid isn't people with money. It's people with deep connection to the mission. We've all seen instances where people without a lot of dispensable income really stretched to make a significant gift to something that matters to them — to an organization where they feel engaged in the work, connected to the leaders, on fire about the impact... If we think about the top of the pyramid (or triangle) being the people with fire in their belly about our work, it takes the focus off rich people. I'd rather have a donor base full of people without a lot of resources who care deeply, than with rich people who don't. — Susan Howlett*

Read that statement once. Now read it again, and make out a plan for reaching out to connect with your donors on a deeper level this month. Consider:

- 'Thank You' visits
- 'Feedback' visits
- 'What's your story?' visits
- 'Just Because' or 'Happy Holiday' visits

## December's Basics & More™ Courses

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- Your Strategic Plan



Basics & More™

# December

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
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5	6	7	8	9	10	11
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26	27	28	29	30	31	

## EVENTS

### What's On This Month:

Dec 1 | Day With(out) Art  
Dec 1 | World Aids Day  
Dec 2 | Special Education Day  
Dec 2 | International Day for the  
Abolition of Slavery Day

Dec 3 | Universal Hour of Peace Day  
Dec 3 | World Peace Meditation Day  
Dec 5 | International Volunteer Day for  
Economic & Social  
Development

Dec 10 | Human Rights Day  
Dec 20 | International Human  
Solidarity Day  
Dec 21 | World Peace Day/Winter  
Solstice