



2022

FUNDRAISING CALENDAR

2022 OVERVIEW

JANUARY

S	M	T	W	T	F	S
26	27	28	29	30	31	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	1	2	3	4	5

FEBRUARY

S	M	T	W	T	F	S
30	31	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	1	2	3	4	5
6	7	8	9	10	11	12

MARCH

S	M	T	W	T	F	S
27	28	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	1	2
3	4	5	6	7	8	9

APRIL

S	M	T	W	T	F	S
27	28	29	30	31	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
1	2	3	4	5	6	7

MAY

S	M	T	W	T	F	S
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	1	2	3	4
5	6	7	8	9	10	11

JUNE

S	M	T	W	T	F	S
29	30	31	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	1	2
3	4	5	6	7	8	9

JULY

S	M	T	W	T	F	S
26	27	28	29	30	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	1	2	3	4	5	6

AUGUST

S	M	T	W	T	F	S
31	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	1	2	3
4	5	6	7	8	9	10

SEPTEMBER

S	M	T	W	T	F	S
28	29	30	31	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	1
2	3	4	5	6	7	8

OCTOBER

S	M	T	W	T	F	S
25	26	27	28	29	30	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	1	2	3	4	5

NOVEMBER

S	M	T	W	T	F	S
30	31	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	1	2	3
4	5	6	7	8	9	10

DECEMBER

S	M	T	W	T	F	S
27	28	29	30	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
1	2	3	4	5	6	7

Imagine what you could do with your ideal fundraising database. You're probably picturing pristine donor records, insightful reports packed with giving information, and a solid plan to prioritize each donor segment differently.

Your ideal fundraising software could also allow you to collect community insights - like a donor's wealth rating, public giving records, and personal attributes - to strengthen your understanding of each donor segment.

Get your copy of the *DonorPerfect Insights Beginner's Guide* at donorperfect.com/insights.

START STRONG WITH A MULTICHANNEL STRATEGY

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

Multichannel donors follow you on social media, donate to your cause on and offline, rally their Facebook friends through crowdfunding, and participate in your events. To take full advantage of this trend, try to reach your donors on as many platforms as possible.

Encourage your supporters to expand their involvement at donorperfect.com/multichannel-rel.

Source: DonorPerfect

NOTES

JANUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 New Year's Day
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17 Martin Luther King Jr. Day (US)	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

SPRING INTO ACTION WITH EVENT PLANNING

At least half of all donors attend fundraising events, no matter their generation.

In the nonprofit sector, it's quite common for your time and resources to be limited, so your creativity is critical to boosting revenue. In 2022, organizations will have more freedom to tap into post-pandemic flexibility - face-to-face, hybrid, and virtual events are all possible.

Why not celebrate your community through a festive fundraising event that will engage diverse donor groups?

Get tips to plan your live or virtual event at donorperfect.com/virtual-auction.

Source: Nonprofits Source

NOTES

FEBRUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1 Chinese New Year	2 Groundhog Day	3 World Cancer Day	4 Start of Winter Olympics	5
6	7	8	9	10	11	12
13 Super Bowl LVI	14 Valentine's Day	15	16	17	18	19
20 End of Winter Olympics Day of Social Justice	21 Presidents' Day (US) Start of NEDA Week Family Day (CA)	22	23	24	25	26
27 End of National Eating Disorder Awareness Week	28 Rare Disease Day	1	2	3	4	5
6	7	8	9	10	11	12

MAKE BIG MOVES WITH A CAPITAL CAMPAIGN

Funding larger projects is a necessary undertaking as your organization grows.

While capital campaigns are a worthy pursuit, they do take dedicated planning. Thankfully, you can lean on team-based processes and digital engagement tools within your fundraising CRM to handle much of the heavy lifting for you.

With the right fundraising system, you can also find major donors, matching gift sponsors, and volunteers to set your campaign up for success.

Fundraising expert Robin Cabral shows you how at donorperfect.com/capitalcampaign.

NOTES

MARCH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	1 Mardi Gras	2 Read Across America Day	3	4 Employee Appreciation Day	5
6	7	8 International Women's Day	9	10	11	12
13 Daylight Savings	14	15	16	17 St. Patrick's Day	18	19
20 Spring Equinox	21 World Down Syndrome Day International Day of Forests	22	23	24 World Tuberculosis Day	25	26
27	28	29	30 National Doctors' Day	31 Transgender Day of Visibility	1	2
3	4	5	6	7	8	9

APRIL

GROW DONOR RETENTION WITH MONTHLY GIVING

It's no surprise that nonprofit monthly giving revenue has increased by 40% in recent years.

More and more donors are electing to budget out their giving on a recurring basis. Not only is it easier for the donor than traditional giving, it also keeps their relationship with your organization going strong. Nonprofits who create a monthly giving program with DonorPerfect see a 90% retention rate.

Get your *Monthly Giving Starter Kit* at donorperfect.com/monthly-starter.

Need help marketing your program? Try our *Monthly Giving Marketing Kit* at donorperfect.com/monthly-marketing.

Source: Network for Good

NOTES

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1 April Fools' Day	2 World Autism Awareness Day
3	4	5	6	7 World Health Day	8	9
10	11	12	13	14	15 Good Friday	16
17 Easter Sunday	18 Easter Monday Tax Day (US)	19	20 Volunteer Recognition Day	21 World Creativity and Innovation Day	22 Earth Day	23
24	25 World Malaria Day	26	27 Marine Mammal Rescue Day	28	29 Arbor Day International Dance Day	30 World Pancreatic Cancer Day
1	2	3	4	5	6	7

DO DIRECT MAIL A LITTLE DIFFERENTLY

When you pair direct mail with one or more digital communication methods like email or social media, your response rate could increase by 118%.

The key to optimizing your ROI for direct mail campaigns is to, 1) segment your mailing list to enable targeted messaging, and 2) lean on time-saving tools that help you lighten up on manual labor.

With a fundraising CRM like DonorPerfect, you can personalize each letter you send using fields in your database, and send them in batches to save time.

Fundraising expert Robin Cabral shares her secrets at donorperfect.com/directmail.

Source: Nonprofits Source

NOTES

MAY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Start of Teacher Appreciation Week Melanoma Day	3	4 International Firefighters Day	5 Cinco de Mayo National Day of Prayer	6 End of Teacher Appreciation Week Nurses Day	7 International Astronomy Day
8 Mother's Day Start of National Women's Health Week	9	10 World Lupus Day	11	12	13	14 End of National Women's Health Week
15	16	17	18	19	20 National Endangered Species Day	21 National Armed Forces Day (US)
22	23 Victoria Day (CA)	24	25	26	27	28
29	30 Memorial Day (US)	31 World No Tobacco Day	1	2	3	4
5	6	7	8	9	10	11

JUNE

RECRUIT NEW SUPPORTERS THROUGH CROWDFUNDING

Donors who set up a DonorPerfect crowdfunding page raise an average of **\$568** individually.

Crowdfunding is a socially-driven fundraising strategy that equips donors to raise more money for their organization, simply by asking their family, friends, and colleagues to give to their page.

With a complete crowdfunding solution like DonorPerfect, donors create their own pages, and their funds and information are sent directly to your database.

Get free templates in *Your Nonprofit Crowdfunding Campaign Kit* at donorperfect.com/crowdfunding.

NOTES

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
5 World Environment Day National Cancer Survivors Day	6	7	8 World Oceans Day	9	10	11
12 World Day Against Child Labor	13	14 Flag Day (US) World Blood Donor Day	15	16	17	18
19 Father's Day Juneteenth (US)	20 World Refugee Day	21 Summer Solstice	22 World Rainforest Day	23 Public Service Day	24 St. Jean Baptiste Day (CA)	25
26	27	28	29	30	1	2
3	4	5	6	7	8	9

CAPITALIZE ON THE COMFORT OF ONLINE FUNDRAISING

Online fundraising revenue grew by 32% in 2021.

Online donation forms are the best way for you and your donors to do business during the vacation season. But even if your form is done right - mobile-friendly, branded with your logo, and tells a story - what if no one sees it?

Instead of solely relying on the homepage to spotlight your donation form, take this time to try some new and creative strategies to ensure your mission gets the attention it deserves.

Check out 25 Ways to Spotlight Your Donation Form at donorperfect.com/sharemyform.

Source: M+R 2021 Benchmarks

NOTES

JULY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	27	28	29	30	1 Canada Day (CA)	2
3	4 Independence Day (US)	5	6	7	8	9
10 Start of National Therapeutic Recreation Week	11	12	13	14	15	16 End of National Therapeutic Recreation Week
17	18	19	20	21	22	23
24 Parents' Day	25	26	27	28	29	30
31	1	2	3	4	5	6

GET AHEAD OF YOUR YEAR-END GOALS

Nearly one-third of total annual giving happens in December.


Your year-end fundraising initiative is the most influential campaign you'll launch this year. When you start early, you won't have to scramble when your time and attention to the campaign become critical. You can get started by using your fundraising CRM to set goals, assign tasks, tidy up your database, and create donor segments.

DonorPerfect is flush with free resources to get things done. Visit our year-end hub for strategies, checklists, and templates at donorperfect.com/yearend.

Source: DonorPerfect

NOTES

AUGUST

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1 Start of World Breastfeeding Week Civic Holiday (CA)	2	3	4	5	6
7 End of World Breastfeeding Week	8	9	10	11	12 International Youth Day	13
14	15	16	17 National Nonprofit Day 	18	19 World Humanitarian Day	20
21 World Senior Citizens Day	22	23	24	25	26 Women's Equality Day	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

MAXIMIZE YOUR MAJOR DONOR POTENTIAL

Major donors represent 64% of total dollars raised. On average, they contribute more than \$56,000 per year.

Major donors have an enormous impact on your organization's overall revenue and success. Their sizable gifts are what get your projects off the ground, so it's important to prioritize them - but who are they, and where you can you find them? What philanthropic efforts have they made in the past? What's their capacity to give to *your* organization, specifically?

This information is more accessible than you might think. Learn what you need to uncover these details at donorperfect.com/majorgiving.

Source: DonorPerfect

NOTES

SEPTEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2	3
4	5 Labor Day (US) International Day of Charity	6	7	8	9	10 World Suicide Prevention Day
11 Patriot Day	12	13	14	15	16	17
18	19	20	21 International Day of Peace	22 Fall Equinox	23	24
25 Start of Rosh Hashanah World Rivers Day	26	27 End of Rosh Hashanah	28	29 World Heart Day	30 National Day for Truth and Reconciliation (CA)	1
2	3	4	5	6	7	8

GET A CAMPAIGN GOING FOR GIVING TUESDAY

Millions of people participate in Giving Tuesday, and billions of dollars are raised annually.

Giving Tuesday is when many donors decide to give to an organization for the first time. With several billion mentions on social media each year, it's hard for them to miss. So how will your organization cut through the noise while capitalizing on the biggest giving day of the year? And how will you keep this momentum going for your mission?

Get tips, templates, and best practices to launch a scroll-stopping Giving Tuesday campaign all in one place: donorperfect.com/givingtuesday.

Source: DonorPerfect

NOTES

OCTOBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	1
2	3 World Habitat Day	4 World Animal Day Start of Yom Kippur	5 End of Yom Kippur	6 World Cerebral Palsy Day	7	8
9	10 Indigenous Peoples' Day (US) World Homeless Day Thanksgiving (CA)	11	12	13	14	15
16	17 International Day for the Eradication of Poverty	18	19	20	21	22
23	24	25	26	27	28	29
30	31 Halloween	1	2	3	4	5

PUT FINISHING TOUCHES ON YOUR SOCIAL PROFILES

Last year, revenue from Facebook Fundraisers alone grew by 14%.

Social media is known for its generous donations, enthusiastic volunteers, and passionate advocates - 55% of people who engage with nonprofits on social media decide to support them in some way.


Your social media should match their energy with volunteer opportunities, giving challenges, crowdfunding campaigns, and community chatter. Of course, photos and videos are a major plus.

Build your online donor community with *10 Social Media Best Practices for Nonprofits* at donorperfect.com/social-media.

Source: M+R Benchmarks 2021

NOTES

NOVEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	5
6 Daylight Savings	7	8 Election Day (US)	9	10	11 Veterans Day	12
13 World Kindness Day	14 World Diabetes Day	15	16 International Day for Tolerance	17	18	19
20	21	22	23	24 Thanksgiving Day (US)	25 Black Friday International Day for the Elimination of Violence against Women	26 National Small Business Day
27	28	29 Giving Tuesday 	30	1	2	3
4	5	6	7	8	9	10

DEEPEN YOUR DONOR RELATIONSHIPS

The money you spend to acquire a new donor is usually more than they will eventually give.

Donor retention is directly related to your organization's overall success, reach out to your day-ones, your new Giving Tuesday donors, your monthly donors, and even your sporadic donors on a regular basis.

Start by thanking them for the influence they have on your mission and the impact they've made possible in your community, and provide resources to deepen their involvement.

Set up your long-term donor retention system with guidance from fundraising experts. Get *Your Donor Retention Toolkit* at donorperfect.com/retention.

NOTES

DECEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	1 World AIDS Day	2	3 International Day of Persons with Disabilities
4	5 International Volunteer Day	6	7	8	9	10 Human Rights Day
11	12	13	14	15	16	17
18 Start of Hanukkah International Migrants Day	19	20 International Human Solidarity Day	21 Winter Solstice	22	23	24 Christmas Eve
25 Christmas Day	26 End of Hanukkah Start of Kwanzaa Boxing Day (CA)	27	28	29	30	31 New Year's Eve

FIND YOUR IDEAL FUNDRAISING SOLUTION

Your fundraising software should make it easy for you to ensure that your organization sees annual success. With that in mind, have you met your match?

Thousands of nonprofit organizations trust DonorPerfect to help them achieve their annual fundraising goals. In fact, nonprofit professionals rate DonorPerfect #1 for functionality, ease of use, value, and customer support.

Get a Demo of DonorPerfect
at donorperfect.com/demo
or call [800.220.8111](tel:800.220.8111).

