



2023

FUNDRAISING CALENDAR

Best practices and tips to raise more for your mission in 2023!

Ring in the new year by welcoming new donors

Between Giving Tuesday and your year-end fundraising push, you likely acquired new donors who are eager to support your mission. Now's the time to organize your data and create a plan to help your donors feel appreciated and connected to your community. With donor acquisition costs outpacing donor retention costs by up to 10x, thanking and retaining your new donors is worth the investment! [Try dedicating time in January to welcoming new donors](#), and watch your retention rate grow.



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01



It can cost up to **10x more to acquire a new donor** than to retain current donors.

source: [Nonprofit Quarterly](#)

JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 New Year's Day Kwanzaa (last day)	2 New Year's Day (observed)	3	4	5	6	7
8	9	10	11	12	13	14
15	16 Martin Luther King, Jr. Day	17	18	19	20	21
22 Lunar New Year Victoria Day (Canada)	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

Build your donor pipeline with a strong annual giving plan

Major donors need to start somewhere! Some data suggests that it takes about 48% of today's major donors at least five years of philanthropy before making their first major gift, with another 33% taking at least ten years. It takes time to build your donors' trust, and you can kickstart that process with a robust annual giving program. This month, think about how you can personalize your mass communications and make all of your donors feel valued, no matter the size of their gifts.



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1 in 3 major donors **give an initial gift of \$250 or less.**

source: [CCS Fundraising](#)

FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31	1 Black History Month (first day)	2	3	4
5	6	7	8	9	10	11
12	13	14 Valentine's Day	15	16	17	18
19	20 President's Day	21	22	23	24	25
26	27	28	1	2	3	4
5	6	7	8	9	10	11

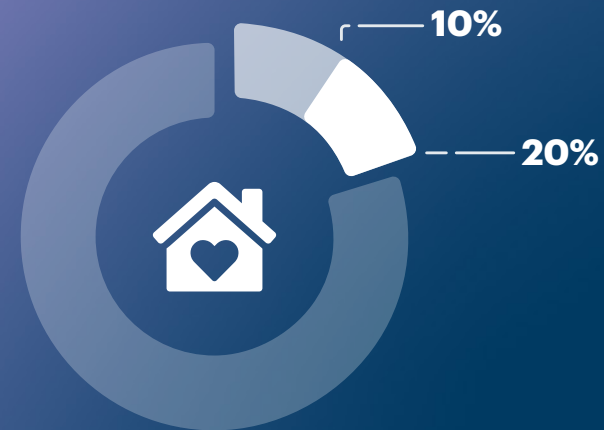
Spring clean your system

It's worth spending the time to develop a unified approach to database management. Being in sync with your team helps you minimize data entry errors, improve your data quality, and get new hires up to speed quickly and easily. Throughout this month, try filling out a section or two of the [DonorPerfect Procedures Guide](#) at a time, or [get a complete checkup](#) from a database pro.



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Without regular updates, **10-20% of mailing lists include invalid addresses.**

source: [DonorPerfect](#)

MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	1 Women's History Month (first day)	2	3	4
5	6	7	8 Holi	9	10	11
12 Daylight Savings Time starts	13	14	15	16	17 St. Patrick's Day	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

Give your nonprofit's brand a fresh, new look

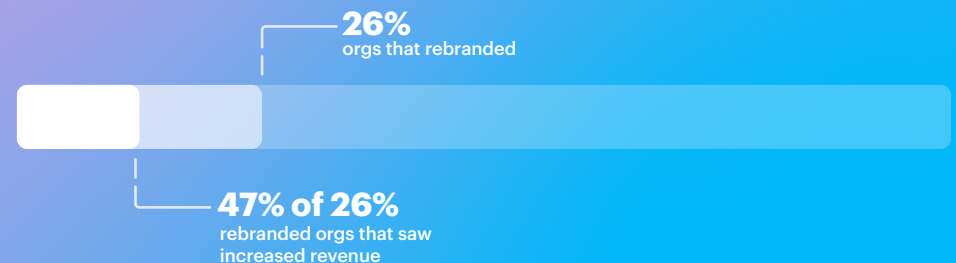
Your nonprofit's brand is so much more than a logo: it's a visual shorthand for everything you want your audience to know and feel about your organization. Consistent branding means your audience will recognize, trust, and rely on your nonprofit's communications, and you will be at the top of prospective donor's minds when they're looking for the right organization to support.

Want to refresh your look? [Check out our free guide, Design Tips for Nonprofits!](#)



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26% of surveyed nonprofits rebranded in the last two years. Of these, 47% have already seen increased revenue.

source: [NonProfit Pro](#)

APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	1
2	3	4	5 First Passover Seder	6	7 Good Friday	8
9 Easter Sunday	10 Easter Monday	11	12	13	14	15
16	17	18 Tax Day	19	20 Eid al-Fitr (first day) (Canada)	21 Eid al-Fitr (first day)	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

Take some time to get inspired

Can we let you in on a secret? You (yes, you) are amazing. You've dedicated your career to the good of others, you inspire donors to give to your mission, and you help your beneficiaries thrive and grow. This month, think about some ways you can help yourself thrive and grow, too!

Whether you [attend a conference](#) or find [free webinars online](#), it's a great time to prioritize your own learning and development. You may learn techniques and tricks to make your job easier, and connect with others who share your joy and drive to make a difference. Take some time this month to plan your professional development for the rest of the summer!



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93% of managers said they believe leadership or managerial training will increase their effectiveness.

source: [ProInspire](#)

MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	1 Asian Pacific American Heritage Month (first day)	2	3	4	5	6
7	8	9	10	11	12	13
14 Mother's Day	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29 Memorial Day	30	31	1	2	3
4	5	6	7	8	9	10

Acquire donors through current and legacy giving

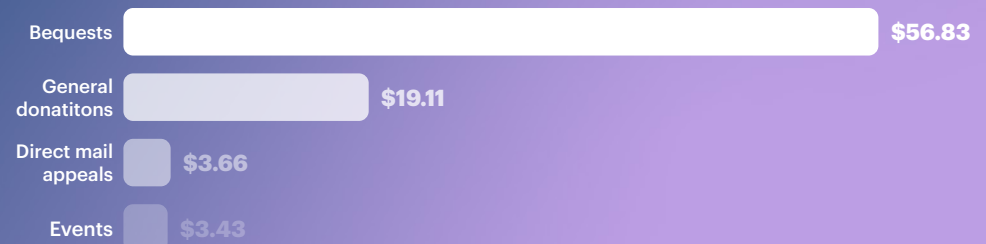
You can use your database and marketing plan to grow your donor base and inspire more people to support your mission. Consider using [prospect research tools like DonorSearch](#) to acquire marketing lists for direct mail, and find the “diamonds in the rough” in your data who have the capacity and inclination to give, and are just waiting for your ask.

Planned and legacy giving offer your supporters opportunities to make a much bigger difference than cash gifts alone. Out of all types of fundraising, [planned giving offers the highest return on investment](#), so if you don’t have a legacy giving program yet, now is the time to start!



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Planned giving has the highest ROI per \$1 spent on fundraising activities.

source: [F&P Magazine](#)

JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	1 Pride Month (first day)	2	3
4	5	6	7	8	9	10
11	12	13	14 Flag Day	15	16	17
18 Father's Day	19 Juneteenth	20	21 National Indigenous Peoples Day (Canada)	22	23	24
25	26	27	28	29	30	1
2	3	4	5	6	7	8

Cultivate your donors and celebrate your team

Your supporters love to know how you're putting their gifts to use. At roughly the halfway point of the year, it's a good time to update them on your progress and show them how far their donations have gone, and what you could accomplish with more.





A great way to do this while building camaraderie among your team is to interview your program staff and let them brag about the moments from the past year that brought them the most pride and joy. Share these stories with your donors, and let them feel like valued members of your community.



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Ways to cultivate donors:

-  E-newsletters
-  Face-to-face or virtual visits
-  Thank you calls
-  Group volunteer events

JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	29	30	1 Canada Day (Canada)
2	3 Canada Day (observed) (Canada)	4 Independence Day	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

Acquire donors through current and legacy giving

Monthly giving is as much a win for donors as it is for nonprofits. Your supporters get to enjoy the convenience of “setting and forgetting” their giving, and you get the relief of a reliable stream of revenue throughout the year. Even better - DonorPerfect data shows that monthly donors give over seven times more than one-time donors.

Check out the [Monthly Giving Success Hub](#) for tips on building and sustaining your monthly giving program!



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\$50 median
annual gift



**\$360 median
annual gift**

According to our data, the current **median of a one-time gift is \$50**. The current **median of a monthly donor gift is \$30 a month, or \$360 a year**.

source: [DonorPerfect](#)

AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	1	2	3	4	5
6	7 Civic Holiday (Canada)	8	9	10	11	12
13	14	15	16	17 National Nonprofit Day	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

Get a head start on your year-end prep

It's not too early to start preparing for Giving Tuesday and year-end fundraising! Take the time to clean your database, plan your campaigns, and secure your matching gifts to take some stress out of the next few months.

Check out the [Giving Tuesday](#) and [Year-End Fundraising](#) hubs for ideas, checklists, and other resources to get your head start.



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Among DonorPerfect users, **37% of all giving happens in the last three months of the year**, and 5% of the entire year's philanthropy occurs between December 29 and 31.

source: DonorPerfect internal data

SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	31	1	2
3	4 Labor Day	5	6	7	8	9
10	11	12	13	14	15 Hispanic Heritage Month (first day) Rosh Hashanah (first day)	16
17	18	19	20	21	22	23
24 Yom Kippur (first day)	25	26	27	28	29	30 National Day for Truth and Reconciliation (Canada)
1	2	3	4	5	6	7

Get your online donation forms ready for the busy giving season

Online fundraising revenue increases by six times when your online donation form reflects your mission and brand versus a plain donation form. An effective online donation form helps donors feel secure in their giving, offers supporters easy options to give, shows them the impact of their gift, and inspires them to give even more than they originally intended.

Want to give your donation form a refresh ahead of your year-end fundraising campaign?

[Check out DonorPerfect Online Forms!](#)



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credit cards
only



digital wallets



Digital wallets, like PayPal and Venmo,
increases conversion by 37%.

source: DonorPerfect internal data

OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	National Day for Truth and Reconciliation (observed) (Canada) 2	3	4	5	6	7
8	Indigenous Peoples' Day Columbus Day Thanksgiving (Canada) 9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31 Halloween	1	2	3	4
5	6	7	8	9	10	11

Kick off a season of generosity with Giving Tuesday!

It's officially giving season! Your supporters are inspired and ready to give, and your hard work throughout the year is about to pay off. It's easy to feel overwhelmed this time of year - no matter how big your team is or how much time you could dedicate to preparing in advance, there are always ways to unlock the bounty of the season.

Check out last-minute tips and resources on the [Giving Tuesday](#) and [Year-End Fundraising](#) hubs. DonorPerfect has your back!



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— **43.5%**
of countries worldwide

GivingTuesday is now a year-round global generosity movement ... in more than 85 countries - 43.5% of countries on earth.

source: [GivingTuesday](#)

NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31	1 American Indian Heritage Month (first day)	2	3	4
5 Daylight Savings Time ends	6	7 Election Day	8	9	10 Veterans Day (observed)	11 Veterans Day Remembrance Day (Canada)
12 Diwali	13 Remembrance Day (observed) (Canada)	14	15	16	17	18
19	20	21	22	23 Thanksgiving Day	24 Native American Heritage Day	25
26	27	28 Giving Tuesday	29	30	1	2
3	4	5	6	7	8	9

Celebrate your supporters

Successful fundraising depends on strong, meaningful, and genuine stewardship. Your supporters want to feel connected to you - not like faceless ATMs, and simply saying “thank you” can set you apart from other nonprofits. [Some research shows](#) that only around 40% of nonprofits have stewardship plans, and many don’t thank their donors at all beyond the necessary tax receipt.

Want to stand out even more? Get creative and intentional with heartfelt thank-yous! [You could send a video](#) showing how their support has impacted your mission, or use photos from the past year in a virtual collage.



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donors
NOT thanked
within 48hrs



donors thanked
within 48hrs



Donors who are personally thanked for their first gift within 48 hours are up to **4 times more likely to give a second time** than those who weren’t thanked.

source: [AFP Global](#)

DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	1	2
3	4	5	6	7 Hanukkah (first day)	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 Christmas Eve	25 Christmas Day	26 Boxing Day Kwanzaa (first day)	27	28	29	30
31 New Year's Eve	1	2	3	4	5	6

Meet your fundraising success partner

Your fundraising software should be a key part of your organizational strategy, ensuring annual success and reliable growth.

Over 50,000 nonprofit professionals trust DonorPerfect to help them achieve their annual fundraising goals. In fact, DonorPerfect is rated #1 for functionality, ease of use, value, and customer support.

Get a [Demo of DonorPerfect](#) or [call 800.220.8111](#).

Annual goal

January 1, 2023 to December 31, 2023

\$9,875

19%

\$50,000

30 gifts from 10 donors

0 new donors to the organization



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