# The 2021 Nonprofit Calendar

All the dates and reminders you need for successful fundraising year-round.





#### **PLAN FOR SUCCESS**

### **Foreword**

2020 was a testament to the importance of staying agile and being ready to adapt when things change. However, being agile does not mean you can't still prepare yourself, your team, and your organization for success.

Your monthly, quarterly, and yearly goals are connected to nearly everything you do. Make sure you take the time to see how your goals connect with important nonprofit seasons and upcoming holidays.

With the right timing, each of your campaigns can intersect for multi-channel and organizationwide success.

That's why we've put together the 2021 Nonprofit Calendar. Your team is hard at work, keeping your organization going. Use our calendar as a reference during campaign planning, or print it out and hang it up by your computer for daily reminders about upcoming events.

We've also included a list of related blogs, ebooks, and videos that match the theme of the month, so you always have everything you need at your fingertips.

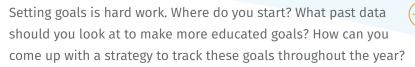
Keep up the great work! The Neon One team



#### THEME: YEARLY GOAL SETTING

# **January**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 New Year's Day	2
3	4	5	6	7	8	9
10	Human Trafficking Awareness Day	12	13	14	15	16
17	18	19	Martin Luther King, Jr. Day, Civil Rights Day	21	22	23
24	25 Chinese New Year	26	27	28 Data Privacy Day	29	30
31						
Transgender Visibility Day						



It is overwhelming to make goals without looking at past metrics. That's why we suggest taking your organization's data and turning it into specific, actionable goals that will scale your organization's impact like never before.



- 6 New Years Resolutions for Nonprofits
- Strategic Planning 101 Worksheet





#### THEME: PREPARING FOR SPRING FUNDRAISING

# **February**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
		Groundhog Day		World Cancer Day	Safer Internet Day	
7	8	9	10	11	12	13
					Chinese New Year	
14	15	16	17	18	19	20
Valentine's Day	President's Day	Mardi Gras	Random Acts of Kindness Day			Day of Social Justice
21	22	23	24	25	26	27
		National Eating	Disorders Awarene	ess Week (23-29)		
				Purium (25-26)		
28						
<u>Digital Learning</u> <u>Day</u>						

Month-Long Observances: Black History Month, American Heart Month

Although the year has just begun, it's already time to start preparing for your spring fundraising campaign.

Whether your spring campaign targets donors gained during yearend giving or brand new donors alike, now is the time to draft your strategy and outreach.

This year may be a bit different than fundraising events you have had in the past, with a continuing emphasis on virtual events. That's why we've put together a collection of virtual fundraising plans so that you don't miss a beat come spring.



- Planning a Virtual VIP Dinner
- Planning a Virtual 5k
   Fundraiser
- Planning a Virtual Gala



#### THEME: PLANNING YOUR CAPITAL CAMPAIGN

### March

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	World Wildlife Day	4	5 Employee Appreciation Day	6
7	8 International Women's Day	9	10	11	12	13
14 Daylight Saving Time Begins	15	16	17 St. Patrick's Day	18	19	20 Spring Equinox
Day for the Elimination of Racial Discrimination	22	23	24	25	26	Passover (Through April 4)
28	29	30	31			



Capital campaigns are huge efforts, but they can also reap huge rewards. Often, there can be six figures — or more — attached to an overarching goal.

A capital campaign is a fundraising initiative with a concrete goal and a defined timeline. Usually, organizations use capital campaigns to raise funds for larger projects — like new construction, building renovation, or other big equipment purchases.

Unlike other types of donations, capital campaigns are always linked to a dedicated project that donors know they are supporting. If your organization is looking to fund a large-scale expansion, a capital campaign is a great way to make that happen.



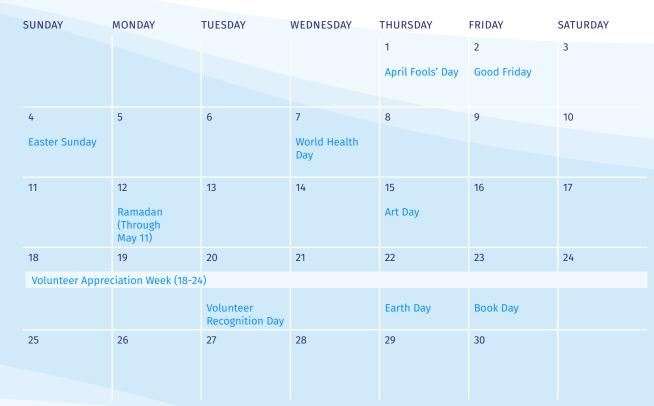
#### **Additional Resources**

 Capital Campaigns for Nonprofits: The 3 Best Practices You Need to Know



#### THEME: RECOGNIZING YOUR VOLUNTEERS

# **April**





Volunteer appreciation week is an opportunity to celebrate all your hard-working volunteers for their time and energy. Whether your volunteers help out in-person or remotely, they must get the recognition they deserve.

Thanking your volunteers is just one strategy used to increase volunteer retention rates. Although volunteer recruitment is important, keeping your already trained volunteers is arguably the most important way to keep volunteer numbers high.

Don't forget to take the time this month to show your appreciation. It's also a great time to look into your volunteer retention numbers!



- Volunteer Retention
   Strategies
- 3 Ways to Celebrate

  Volunteers Retention Week

  Virtually



#### THEME: ENCOURAGING MONTHLY GIFTS

# May

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
			Cinco De Mayo	National Day of Prayer		
9	10	11	12	13	14	15
Mother's Day		World Fair Trade Day				Endangered Species Day
16	17	18 International Museum Day	19	20	21	22
23	24	25	26	27	28	29
		Memorial Day				
30	31					

Month-Long Observances: Asian and Pacific Islander Heritage Month Mental Health Awareness Month

Recurring giving campaigns, also known as monthly giving programs, are vital to your organization's success. On average, **81% of all first-time donors never give again**. There's a huge opportunity there.

It's essential to connect with your one-time donors to turn them into recurring donors, whether it be through personal outreach, a series of welcome mailers, or a combination of both.

In 2016, nonprofits were able to grow their online revenue by 23% through monthly donation programs alone. That's why the strategy is two-fold: recruitment and retention. You must continue to bring in new monthly donors while fostering the relationship with your current recurring donors.



- <u>Donor Communications At</u>
   <u>Every Lifecycle Stage</u>
- The 7 Donor Survey
   Questions You Should be
   Asking









#### THEME: PLANNING A P2P CAMPAIGN

### June

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5 Environment Day
6 Cancer Survivor Day	7	8	9	10	11	Day Against Child Labor
13 Blood Donor Day	14	15	16	17	18	19
20 Father's Day Summer Solstice	21	22	23 Gay Pride Day	24	25	26
27	28	29	30			



Peer-to-Peer (P2P) Fundraising is part of many nonprofit's fundraising efforts and revenue portfolios. Beyond the revenue aspects of P2P fundraising, these campaigns are a great way to engage new constituents and spread awareness about your organization and mission.

Virtual peer-to-peer events are a much-needed fallback for organizations that have had to cancel in-person peer-to-peer events in the past year — like runs, walks, and rides. They can also help nonprofits to engage with constituents and make them feel part of a community, even when they can't connect in person.

No matter the theme, location, or budget of your peer-to-peer event, what matters most is that you engage with your peer-to-peer event participants and keep them motivated to raise funds throughout the campaign.



- 7 Ideas for Your Virtual Peer-to-Peer Event
- 4 Tips for Planning Your
   P2P Fundraising Campaign



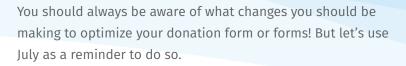




#### THEME: OPTIMIZING YOUR DONATION FORMS

# July

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4 United States 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 International Day of Friendship	31



#### **DID YOU KNOW?**

83% of people that come to a nonprofit's main donation page leave without donating.

While there are tons of reasons why this happens, the essential lesson here is this: You can never assume the people coming to your donation page are already fully motivated to give. Your donation page must continue to provide value and reasons why someone should give to your organization rather than some other organization, or not at all.



- Donation Page
   Optimization
- On-Demand Webinar: Elevate Your Digital Presence





#### THEME: PREPARING FOR YEAR-END FUNDRAISING

# **August**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9 Al-Hijra (Islamic New Year)	10	11	12	13	14
15 Homeless Animal Day	16	17 National Nonprofit Day	18	19 Humanitarian Day	20	21 Senior Citizen's Day
22	23	24	25	26 Women's Equality Day	27	28
29	30	31 Overdose Awareness Day				



Many of you may already be in the early planning stages of your year-end campaign and appeal (or will be soon), and we want to help you make the most of it.

Before crafting your year-end appeal campaign, it's important to sit down and take stock of where you're at as an organization. Take a look at last year's campaign and think about any changes you'll be making this year. What are your goals for this campaign? What tools do you need to accomplish those goals?

Of course, raising money is always the goal. But you might want to motivate donors by promoting a goal amount that can help pay for a specific milestone or initiative.

P.S. Don't forget about how you can incorporate GivingTuesday into your year-end campaign. We will talk about this more next month.



- Prepare for Success:
   Planning Your EOY
   Fundraising Campaign
- 10 Year-End Giving
  Statistics Every Fundraiser
  Should Know







#### THEME: PLANNING YOUR GIVINGTUESDAY CAMPAIGN

# September

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
Day of Charity	Rosh Hashanah	(6-8)			Suicide	
		Labor Day (United States)	Literacy Day		Prevention Day	
12	13	14	15	16	17	18
			Yom Kippur (15-7 Hispanic Heritage Month (Through October 15)	<b>(6)</b>		
19	20	21 Day of Peace	22 Autumn Equinox	23	24	25
26	27	28	29 World Heart Day	30		

Month-Long Observances: Leukemia and Lymphoma Awareness Month National Suicide Prevention Month

By now, you've probably heard of Giving Tuesday. When a single event generates over \$2 billion in one year, it gains quite a reputation.



#### **Additional Resources**

This year, GivingTuesday falls on November 30th. And although many nonprofits and individuals enthusiastically participate in GivingTuesday every year, it is sometimes hard for nonprofits to figure out their place in the annual event.

Some organizations decide to host an in-person fundraising event on the day, while others create an email campaign.

No matter the method you choose, remember that GivingTuesday can naturally fall into your usual year-end giving. You can use the popularity of GivingTuesday to give you an advantage to boost year-end giving altogether.

- 20 + Handy GivingTuesday Resources
- How Does Giving Tuesday Work?
- <u>GivingTuesday Campaign</u> <u>Inspiration</u>





#### THEME: CLEARING THE DATABASE CLUTTER

### October

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
		World Teachers' Day	Cerebral Palsy Day			
10 Mental Health Day World Homeless Day	11	12 Indigenous People's Day (United States)	13	14	15	16
17 End Poverty Day	18	19	20	21	22	23
24	25	26	27	28	29	30
31						
Halloween						

Month-Long Observances: Down Syndrome Awareness Month Learning Disabilities Awareness Month **Breast Cancer Awareness Month LGBT History Month Domestic Violence Awareness Month** 

It's time to dust off the cobwebs from your database. Do you have blank addresses to delete? Are you sending solicitation letters to individuals that haven't donated? Take the time to clean up your database, especially before you start sending your year-end appeals.

#### Here are three things you can do to start cleaning up the clutter:

- 1. Make primary addressees and primary salutations required fields
- 2. Update your deceased/inactive/no valid address records
- 3. Merge duplicate records

All it takes is a couple of hours every month, or even every quarter, to have a database that serves your organization rather than one that makes things



• 4 Ways to Expertly Manage **Donor Data** 





#### THEME: BOARD MEMBER TRAINING & ENGAGEMENT

### November

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
Daylight Saving Time Ends				Veterans' Day (United States)		Kindness Day
14	15	16	17	18	19	20
21	22	23	24	Thanksgiving Day (United States)	26	27 Small Business Saturday
28	29	30				
	Cyber Monday	#GivingTuesday				

Month-Long Observances: Lung Cancer Awareness Month National Native American Heritage Month National Alzheimer's Disease Awareness Month

According to the 2020 Nonprofit Leadership Study, 65% of nonprofits reported having difficulties with ensuring that board members are participating in fundraising activities.

Expectations for the board member roles should be explicitly laid out in initial training and documentation to continue active participation in the role. That's why we've paired both board member training and engaging as the theme this month.



- Board Member Orientation Checklist
- Nonprofit Board Training





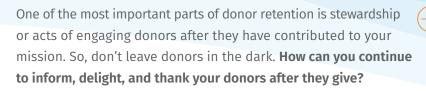


#### THEME: THANKING YOUR DONORS

### December

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	People with Disabilities Day	4
5 Volunteer Day	6	7	8	9	10 Human Rights Day Hanukkah (10-1	11 8)
12	13	14	15	16	17	18
Hanukkah (10-18	3)					
19	20	21 Winter Solstice	22	23	24	25 Christmas Day
26	27	28	29	30	31	
Kwanzaa (Throu	gh Jan. 1)					





Donors need to feel they are an extension of the good work that a charity does. A fundamental way to guarantee their investment is to really build a relationship. At the very foundation of relationshipbuilding is trust.

Remember: invest the time and resources in developing materials for thanking your donors and highlighting the impact their donations are making.



#### **Additional Resources**

• Improve Donor Retention

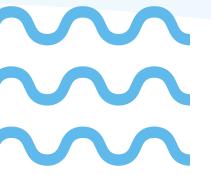


#### **LET'S GET STARTED**

# Discover how Neon One can help your nonprofit reach next-level growth.

#### **About Neon One**

Neon One was founded with the mission of becoming the most comprehensive and authentic end-to-end technology ecosystem for nonprofits. The team has worked for and with nonprofits for decades and wants to transform how nonprofit organizations' missions are supported with software and services built for results. Neon One currently has offices in San Francisco, Los Angeles, Chicago, and New York.



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