

The 2021 Nonprofit Calendar

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



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 organization-wide 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	11 Human Trafficking Awareness Day	12	13	14	15	16
17	18	19	20 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						

Setting goals is hard work. Where do you start? What past data should you look at to make more educated goals? How can you come up with a strategy to track these goals throughout the year?

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.



Additional Resources

- [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 Groundhog Day	3	4 World Cancer Day	5 Safer Internet Day	6
7	8	9	10	11	12 Chinese New Year	13
14 Valentine's Day	15 President's Day	16 Mardi Gras	17 Random Acts of Kindness Day	18	19	20 Day of Social Justice
21	22	23	24	25	26	27
		National Eating Disorders Awareness Week (23-29)...				
				Purium (25-26)		
28 ... Digital Learning Day						

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 year-end 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.

Additional Resources

- [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	3 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
21 Day for the Elimination of Racial Discrimination	22	23	24	25	26	27 Passover (Through April 4)
28	29	30	31			

Month-Long Observances:
[National Women's History Month](#)

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

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 April Fools' Day	2 Good Friday	3
4 Easter Sunday	5	6	7 World Health Day	8	9	10
11	12 Ramadan (Through May 11)	13	14	15 Art Day	16	17
18	19	20	21	22	23	24
Volunteer Appreciation Week (18-24)						
		Volunteer Recognition Day		Earth Day	Book Day	
25	26	27	28	29	30	

National Volunteer Appreciation Week is April 18-24, 2021.

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!

 **Additional Resources**

- [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 Cinco De Mayo	6 National Day of Prayer	7	8
9 Mother's Day	10	11 World Fair Trade Day	12	13	14	15 Endangered Species Day
16	17	18 International Museum Day	19	20	21	22
23	24	25 Memorial Day	26	27	28	29
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.



Additional Resources

- [Donor Communications At Every Lifecycle Stage](#)
- [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	12 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			

Month-Long Observances:
[Professional Wellness Month](#)

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.



Additional Resources

- [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

You should always be aware of what changes you should be making to optimize your donation form or forms! But let's use July as a reminder to do so.

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.



Additional Resources

- [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				

Month-Long Observances:
[American Indian Heritage Month](#)

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.

Additional Resources

- [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 Day of Charity	6 Rosh Hashanah (6-8)	7 Labor Day (United States)	8 Literacy Day	9	10 Suicide Prevention Day	11
12	13	14	15 Yom Kippur (15-16)	16	17	18
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.

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.



Additional Resources

- [20 + Handy GivingTuesday Resources](#)
- [How Does Giving Tuesday Work?](#)
- [GivingTuesday Campaign Inspiration](#)



THEME: CLEARING THE DATABASE CLUTTER

October

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5 World Teachers' Day	6 Cerebral Palsy Day	7	8	9
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 more difficult.

 **Additional Resources**

- [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 Daylight Saving Time Ends	8	9	10	11 Veterans' Day (United States)	12	13 Kindness Day
14	15	16	17	18	19	20
21	22	23	24	25 Thanksgiving Day (United States)	26	27 Small Business Saturday
28	29 Cyber Monday	30 #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.

 **Additional Resources**

- [Board Member Orientation Checklist](#)
- [Nonprofit Board Training](#)



THEME: THANKING YOUR DONORS

December

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

One of the most important parts of donor retention is stewardship or acts of engaging donors after they have contributed to your mission. So, don't leave donors in the dark. **How can you continue to inform, delight, and thank your donors after they give?**



Additional Resources

- [Improve Donor Retention](#)

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 relationship-building is trust.

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



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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