



12-MONTH DONOR NURTURE CALENDAR

GET **FULLY**
FUNDED

HEADS UP – FABULOUS RESOURCE AHEAD!

Hey my friend,

Good fundraising depends on having a big, loyal donor base of people who LOVE your cause and are eager to help you make a difference in this world.

By connecting with donors in meaningful ways, you'll fan the flames of passion in their hearts to change more lives. That means what you do *in between your Asks* is critical to your fundraising success.

Good news! I'm proud to share my brand-new **12-Month Donor Nurture Calendar**, ready for you to use as you build those all-important donor relationships this year.

Just follow along each month, putting the communications, warm touches, and engagement in place. Or customize it for your nonprofit – either way works!

Enjoy!

-Sandy



TIPS FOR USING THIS CALENDAR:

Here are a few things you need to know about the calendar:

Customize it. This is a template and gives you a terrific starting place for loving on your donors. But it needs to work for YOU, so change it, add to it – make it yours. Just don't take too many things out or you may not get the results you want. There's a reason for every single activity.

Leverage holidays. We've included major holidays (some are U.S. only) and some fun holidays that you can use as a reason to connect with donors with a phone call, email, text, card, or video. Use what makes sense for you and add any holidays that's specific to your niche or situation.

Get more resources. Asterisks (*) mean there's a resource inside Fundraising TV that can give you more info, ideas, or examples. You can search inside Fundraising TV for the subject you're looking for or click any words in this document that are hyperlinked to go directly to the resource.

Schedule production steps. Several times throughout the calendar, we've given you "start" dates, or dates you should start working so you can execute things on time. Customize these and schedule the specific production steps you need to take so that you have enough time for creation and review without working at the last minute.

Get help. There are MANY activities in this plan where you can use extra hands, so pull in team members, volunteers, and interns to help you get the job done. Other people can write note cards, shoot video, update thank-you letters, and more.

Rearrange as necessary. If you decide you don't want to do handwritten notes in January, that's fine. Swap it with February or come up with a different activity. It won't matter *how* you deliver the donor love – it's just important that you do something to stay connected with donors.

Be ready. Some activities are repetitive and happen every month, like freshening up your thank-you letters and sending out your donor e-newsletter. Other months have activities that *only* happen in that month. For example, Volunteer Appreciation Week only happens in April. Use the plan so you can manage both the repetitive and one-time activities...and be ready for both.

The bottom line – the better experience you give your donors, the more connected they'll feel to your mission and the more they'll give. 😊

JANUARY 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 <i>New Year's Day</i>	2 Update thank-you letters for this month* Send handwritten thank-you note to all monthly and major donors Post heartwarming story on Facebook	3 Draft donor e-newsletter* [Consider planning out e-newsletters for all of 2023. Watch this Fundraising TV episode for ideas.]	4 Watch the Fundraising TV episode Create and Send a 1-Page Annual Report Gather info for your 2022 Annual Report*	5 Watch the Fundraising TV episode How to Draft a Stellar Tax Summary Letter Draft Tax Summary letter to be sent out to all donors*	6 Choose 1 current major donor and 1 major donor prospect. Set appointments with each this month to get to know them better.	7
8	9 Gather 3-4 heartwarming stories Post heartwarming story on Facebook	10 Send donor e-newsletter	11 Review New Donor Welcome Kit [if you don't have one, watch this Fundraising TV episode and plan yours out]	12 Make any updates to New Donor Welcome Kit	13 <i>Make Your Dreams Come True Day</i> Finalize New Donor Welcome Kit	14
15	16 <i>Martin Luther King Jr. Day (US)</i> Post heartwarming story on Facebook	17 Plan Valentine's Day card/e-card for donors*	18	19 Send out Tax Summary letters to all donors	20	21
22	23 Post heartwarming story on Facebook	24 Write/Create your 2022 Annual Report*	25 Review/Update Donor Acknowledgement Plan [if you don't have one, watch this Fundraising TV episode and plan yours out]	26	27 Finalize Donor Acknowledgment Plan Complete any Donor Acknowledgement Plan action items for this month's donors	28
29	30 Post heartwarming story on Facebook	31 Send out your 2022 Annual Report to all donors				

*See Fundraising TV Swipe Files for examples

FEBRUARY 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			<p>1 Update thank-you letters for this month*</p> <p>Send thank-you email with photo to all monthly and major donors</p>	<p>2 Review the Donor Focused Website Checklist [from Fundraising TV]</p> <p>Review your website and make any changes/edits needing made</p>	<p>3 Choose 1 current major donor and 1 major donor prospect. Set appointments with each this month to get to know them better.</p>	4
5	<p>6 Gather 3-4 heartwarming stories or updates</p> <p>Post heartwarming story on Facebook</p>	<p>7 Draft donor e-newsletter</p> <p>Mail Valentine's Day cards</p>	8	<p>9 Website changes/edits completed</p>	10	11
12	<p>13 Post heartwarming story on Facebook</p>	<p>14 <i>Valentine's Day</i></p> <p>Send donor e-newsletter</p>	15	16	<p>17 <i>Random Act of Kindness Day</i></p>	18
19	<p>20 Post heartwarming story on Facebook</p>	21	22	23	<p>24 Complete any Donor Acknowledgement Plan action items for this month's donors</p>	25
26	<p>27 Post heartwarming story on Facebook</p>	28				

*See Fundraising TV Swipe Files for examples

MARCH 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			<p>1 Update thank-you letters for this month*</p> <p>Watch the Fundraising TV episode Creating a Heartwarming Thank-You Video</p> <p>Send thank-you video to all monthly and major donors*</p>	<p>2 Plan activities for Volunteer Appreciation Week during April 16-22 (thank-you cards, small gifts, gatherings, etc.)*</p>	<p>3 Choose 1 current major donor and 1 major donor prospect. Set appointments with each this month to get to know them better.</p>	4
5	<p>6 Gather 3-4 heartwarming stories or updates</p> <p>Post heartwarming story on Facebook</p>	<p>7 Draft donor e-newsletter</p>	8	9	10	11
<p>12 "Spring Forward" reminder for Daylight Savings Start (US)</p>	<p>13 Post heartwarming story on Facebook</p>	<p>14 Send donor e-newsletter</p>	15	16	<p>17 St. Patrick's Day</p>	18
19	<p>20 Spring Starts World Storytelling Day</p> <p>Post heartwarming story on Facebook</p>	21	22	23	24	25
26	<p>27 Post heartwarming story on Facebook</p>	28	29	30	<p>31 Complete any Donor Acknowledgement Plan action items for this month's donors</p>	

*See Fundraising TV Swipe Files for examples

APRIL 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 Update thank-you letters for this month* Send story, drawing, or note from a program participant to all monthly and major donors Post heartwarming story on Facebook	4 Draft donor e-newsletter Gather 3-4 heartwarming stories or updates	5 <i>Passover (Apr 5-13)</i> Watch the Fundraising TV episode How to Get Your Story in the News	6 Draft letter to the Editor of your local paper about Volunteer Appreciation Week	7 <i>Good Friday</i> Choose 1 current major donor and 1 major donor prospect. Set appointments with each this month to get to know them better.	8
9 <i>Easter</i>	10 Post heartwarming story on Facebook	11 Send donor e-newsletter	12 Send letter to the Editor of your local paper about Volunteer Appreciation Week	13	14	15
16 <i>Volunteer Appreciation Week (Apr 16-22)</i>	17 Post heartwarming story on Facebook	18	19	20	21	22
23	24 Post heartwarming story on Facebook	25	26	27	28 Complete any Donor Acknowledgement Plan action items for this month's donors	29
30 <i>Honesty Day</i>						

*See Fundraising TV Swipe Files for examples

MAY 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	<p>1 Update thank-you letters for this month*</p> <p>Send handwritten thank-you note to all monthly and major donors</p> <p>Post heartwarming story on Facebook</p>	<p>2 Draft donor e-newsletter</p> <p>Gather 3-4 heartwarming stories or updates</p>	3	4	<p>5 Choose 1 current major donor and 1 major donor prospect. Set appointments with each this month to get to know them better.</p>	6
<p>7 <i>Mother's Day (US)</i></p>	<p>8 Post heartwarming story on Facebook</p>	<p>9 Send donor e-newsletter</p>	10	11	<p>12 <i>Limerick Day</i></p>	13
14	<p>15 Post heartwarming story on Facebook</p>	16	17	18	19	20
21	<p>22 Post heartwarming story on Facebook</p>	23	24	25	<p>26 Complete any Donor Acknowledgement Plan action items for this month's donors</p>	27
29	<p>29 <i>Memorial Day (US)</i></p> <p>Post heartwarming story on Facebook</p>	30	31			

*See Fundraising TV Swipe Files for examples

JUNE 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 <i>Say Something Nice Day</i> Update thank-you letters for this month* Send thank-you email with photo to all monthly and major donors	2 Choose 1 current major donor and 1 major donor prospect. Set appointments with each this month to get to know them better.	3
4	5 Gather 3-4 heartwarming stories or updates Post heartwarming story on Facebook	6 Draft donor e-newsletter	7	8	9	10
11	12 Post heartwarming story on Facebook	13 Send donor e-newsletter	14	15	16	17
18 <i>Father's Day (US)</i>	19 <i>Juneteenth (US)</i> Post heartwarming story on Facebook	20	21 <i>Summer Starts</i>	22	23	24
25	26 Post heartwarming story on Facebook	27	28	29	30 Complete any Donor Acknowledgement Plan action items for this month's donors	

*See Fundraising TV Swipe Files for examples

JULY 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 Update thank-you letters for this month* Send thank-you video to all monthly and major donors Post heartwarming story on Facebook	4 <i>Independence Day (US)</i> Gather 3-4 heartwarming stories or updates	5 Draft donor e-newsletter	6 Gather information for a mid-year update postcard*	7 Choose 1 current major donor and 1 major donor prospect. Set appointments with each this month to get to know them better.	8
9	10 Post heartwarming story on Facebook	11 Send donor e-newsletter	12	13 Create and print mid-year update postcard	14	15
16	17 <i>Emoji Day</i> Post heartwarming story on Facebook	18	19	20	21	22
23	24 Post heartwarming story on Facebook	25	26	27 Mail mid-year update postcard	28 Complete any Donor Acknowledgement Plan action items for this month's donors	29
30	31 Post heartwarming story on Facebook					

*See Fundraising TV Swipe Files for examples

AUGUST 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Update thank-you letters for this month Send story, drawing, or note from a program participant to all monthly and major donors	2 Draft donor e-newsletter	3	4 Choose 1 current major donor and 1 major donor prospect. Set appointments with each this month to get to know them better.	5
6	7 Gather 3-4 heartwarming stories or updates Post heartwarming story on Facebook	8 <i>Happiness Happens Day</i> Send donor e-newsletter	9	10	11	12
13	14 Post heartwarming story on Facebook	15	16	17 <i>Thrift Shop Day</i>	18	19
20	21 Post heartwarming story on Facebook	22 <i>Be An Angel Day</i>	23	24	25 Complete any Donor Acknowledgement Plan action items for this month's donors	26
27	28 Post heartwarming story on Facebook	29	30	31		

*See Fundraising TV Swipe Files for examples

SEPTEMBER 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Update thank-you letters for this month* Send handwritten thank-you note to all monthly and major donors	2
3	4 <i>Labor Day (US)</i> Post heartwarming story on Facebook	5 Draft donor e-newsletter Gather 3-4 heartwarming stories or updates	6 Choose 1 current major donor and 1 major donor prospect. Set appointments with each this month to get to know them better.	7	8	9
10	11 Post heartwarming story on Facebook	12 Send donor e-newsletter	13	14	15 <i>Rosh Hashanah (Sept 15-17)</i>	16
17	18 Post heartwarming story on Facebook	19 <i>Talk Like a Pirate Day</i>	20 Plan special warm touches (or gifts) for monthly and major donors for the rest of the year	21 Plan special warm touches (or gifts) for Board members and volunteers for the rest of the year	22	23 <i>Autumn Starts</i>
24 <i>Yom Kippur (Sept 24-25)</i>	25 Post heartwarming story on Facebook	26 <i>Love Note Day</i>	27	28	29 Complete any Donor Acknowledgement Plan action items for this month's donors	30

*See Fundraising TV Swipe Files for examples

OCTOBER 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Update thank-you letters for this month* Send thank-you email with photo to all monthly and major donors Post heartwarming story on Facebook	3 Draft donor e-newsletter Gather 3-4 heartwarming stories or updates	4	5 <i>National Do Something Nice Day (US)</i> Connect with top donors to thank them for their support this year	6 Choose 1 current major donor and 1 major donor prospect. Set appointments with each this month to get to know them better.	7
8	9 <i>Thanksgiving Day (Canada)</i> Post heartwarming story on Facebook	10 Send donor e-newsletter	11 Script general thank-you video*	12	13	14
15	16 Post heartwarming story on Facebook	17	18	19 Shoot general thank-you video	20 Watch the Fundraising TV episode How to Make a Stellar Donor Thank-You Call	21
22	23 Write thank-you call script for top donors Post heartwarming story on Facebook	24 Gather a list of top donors to thank with personalized video	25	26 Edit general thank-you video	27 Complete any Donor Acknowledgement Plan action items for this month's donors	28
29	30 Post heartwarming story on Facebook	31 <i>Halloween</i>				

*See Fundraising TV Swipe Files for examples

NOVEMBER 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Update thank-you letters for this month* Send thank-you video to all monthly and major donors	2	3 Choose 1 current major donor and 1 major donor prospect. Set appointments with each this month	4
5 <i>"Fall Back" reminder for Daylight Savings Ending (US only)</i>	6 Gather 3-4 heartwarming stories or updates Post heartwarming story on Facebook	7 Draft donor e-newsletter	8 Finalize general thank-you video	9 Plan your holiday cards: design, order/print, prep the mailing list, etc.*	10 Call top donors to thank them for their support over the past year	11 <i>Veterans Day (US)</i>
12	13 <i>World Kindness Day</i> Plan a signing day for Nov 21 st to have all team and Board sign cards for donors Post heartwarming story on Facebook	14 Send donor e-newsletter	15 <i>National Philanthropy Day (US)</i>	16	17 Write script for personalized thank-you videos (for top donors)	18 <i>Family Volunteer Day</i>
19	20 Post heartwarming story on Facebook	21 Sign Holiday cards, address envelopes	22 Complete any Donor Acknowledgement Plan action items for this month's donors	23 <i>Thanksgiving Day (US)</i> Send Thanksgiving greeting (US) with general thank-you video; also post on social media	24 <i>Black Friday (US)</i>	25 <i>Small Business Saturday (US)</i>
26	27 <i>Cyber Monday (US)</i> Post heartwarming story on Facebook	28 <i>Giving Tuesday</i>	29 Send Giving Tuesday thank yous (email and social media posts)	30 Mail Holiday cards to donors and VIPS		

*See Fundraising TV Swipe Files for examples

DECEMBER 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Update thank-you letters for this month* Send story, drawing, or note from a program participant to all monthly and major donors	2
3	4 Gather 3-4 heartwarming stories or updates Post heartwarming story on Facebook	5 Draft donor e-newsletter	6 Shoot personalized thank-you videos (for top donors)	7 <i>Hanukkah Dec 7-15</i>	8 Write email and subject line for personalized thank-you videos	9
10	11 Post heartwarming story on Facebook	12 Send donor e-newsletter	13 Load personalized thank-you videos to YouTube or Vimeo	14	15 <i>National Ugly Christmas Sweater Day</i>	16
17	18 Post heartwarming story on Facebook	19 Email personalized thank-you videos to top donors	20	21 <i>Winter Starts</i> Design Happy New Year's graphic (for email and/or social media on 1/1)	22 Send Christmas greeting email (if appropriate)*	23 Text special donors your gratitude (if appropriate)
24 <i>Christmas Eve</i>	25 <i>Christmas Day</i> Post heartwarming story on Facebook	26 <i>Boxing Day (Canada)</i> <i>Kwanzaa Dec 26- Jan 1</i>	27 Post heartwarming story on Facebook	28	29 Post heartwarming story on Facebook	30
31 <i>New Year's Eve</i>						

*See Fundraising TV Swipe Files for examples