



# 2018

Fundraising Calendar



# JANUARY:

Start the New Year with a grateful heart.



The majority of donations are made during the holiday season. With this in mind, be sure to put aside enough time in January so that you can properly show your donors how grateful you are for their generosity. You can send a 'Thank You' card, make phone calls, pay visits, or even consider writing personalized emails. Ultimately, we recommend that you make it a priority to show your donors the tangible impact of their donations. Thanking your donors and sharing your results will help them feel like a part of your team and help them develop a deeper interest in your goals. Don't forget, it's easier and less expensive to retain a donor than it is to acquire a new one!



## Did you know?

CanadaHelps offers many tools to help you share your impact story and thank donors.

- Get access to donor information for gifts made through CanadaHelps and personalize donation confirmation emails when you use [Customizable Donation Forms](#).
- Send a timely thank you note to donors who give to you through CanadaHelps.org with our easy-to-use [Thank You tool](#).
- Update your charity's [Impact Page](#) on CanadaHelps.org with your results, testimonials, programs and more.

Want to learn more about impact? CanadaHelps has proudly partnered with PHINEO, a Berlin-based non-profit analysis and consulting company for effective societal engagement, to provide charities across Canada a complimentary copy of the Social Impact Navigator. It's full of step-by-step explanations and practical examples for becoming a truly impact-oriented organization.

[GET GUIDE](#)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1 New Year's Day	2 Day after New Year's Day (Quebec)	3	4	5	6 Epiphany
7 Orthodox Christmas Day	8	9	10	11	12	13
14 Orthodox New Year	15	16	17	18 International Religion Day	19	20
21	22	23 International Freedom Day	24	25	26 International Environmental Education Day	27 International Holocaust Remembrance Day
28	29	30 International Day of Nonviolence and Peace Day	31	1	2	3
4	5	6	7	8	9	10



## Awareness Days:

- 18** International Religion Day
- 23** International Freedom Day
- 26** International Environmental Education Day
- 27** International Holocaust Remembrance Day
- 30** International Day of Nonviolence and Peace Day

For a list of awareness days, [click here](#).

[SAVE TO MY CALENDAR](#)

# FEBRUARY:

Get a great start to the year by expanding your monthly donor pool!



Monthly giving is an incredibly powerful way for you to kick-start your fundraising program's earning potential. Cultivating relationships with donors who are already connected to your cause by asking them to make smaller, ongoing gifts means more money for your organization today, and a strong list of prospects for upgraded and larger gifts in the future. Monthly giving helps your organization attain predictable income and lower the number of fundraising requests you receive from donors, cutting back on administrative costs. This constant income stream means less worry about cash flow, and more focus on long term programming and initiatives. So what are you doing to nurture your one-time donors into monthly donors? If you're ready to uncover the next great idea, we encourage you to [download](#) our free "Growing Your Monthly Donors" white paper!



## Did you know?

CanadaHelps offers Customizable Donation Forms that can be optimized for monthly donations and embedded right into your website.

[LEARN MORE](#)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2 Groundhog Day	3
4 World Cancer Day	5	6	7	8	9	10
11	12 Family Day (British Columbia)	13	14 Valentine's Day	15 National Flag of Canada Day	16 Chinese New Year	17
18	19 Family Day <sup>1</sup> Islander Day <sup>2</sup> Louis Riel Day <sup>3</sup> Nova Scotia Heritage Day <sup>4</sup>	20 World Day of Social Justice	21	22	23 Yukon Heritage Day	24
25	26	27 World NGO Day	28 Pink Shirt Day (Anti-Bullying) International Rare Disease Day	1	2	3
4	5	6	7	8	9	10

<sup>1</sup> Family Day (AB, NB, ON, SK). <sup>2</sup> Islander Day (Prince Edward Island). <sup>3</sup> Louis Riel Day (Manitoba).  
<sup>4</sup> Nova Scotia Heritage Day

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## Awareness Days:

### Black History Month

### Psychology Month

4 World Cancer Day

20 World Day of Social Justice

27 World NGO Day

28 International Rare Disease Day  
Pink Shirt Day (*Anti-Bullying*)

For a list of awareness days, [click here](#).

# MARCH:

## Get serious about metrics!



"Metrics" is a word you're probably hearing quite frequently these days. We're here to tell you that it's not a just an empty 'hype' word. Tracking the right metrics and having the appropriate tools to analyze this data are critical for improving your donor communications and your website. Ultimately, this will help you increase your donations!

Knowing which key metrics to track, such as website visits, number of donations received by your charity, number of new donors per month, revenues, etc. will help you answer important questions such as "How many new donors do I need every month in order to reach my online donation goals?" and "How many website visits do I need every month to reach my goals for the number of new donors?"

There are a number of powerful, free tools online to help you track your metrics and performance. These include Google Analytics for website tracking, and built-in reporting tools for popular social media sites such as Facebook and Twitter. Take some time this month to brainstorm or revisit what metrics your charity should be tracking and to set up and experiment with Google Analytics!

[Click here](#) to hear what the charity Global Medic has to say about how and why they track metrics!



### Did you know?

With CanadaHelps Customizable Donation Forms, you can easily track sessions, new versus repeat visitors, average donation amount, visitors by location and other important metrics using Google Analytics and Google Tag Manager. Get our free guide to learn how!

[GET GUIDE](#)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	1 St. David's Day	2	3 World Wildlife Day
4	5	6	7	8 International Women's Day	9	10
11	12 World Glaucoma Day Commonwealth Day	13	14	15	16	17 St. Patrick's Day
18	19 St. Patrick's Day (Newfoundland and Labrador)	20 International Day of Happiness	21 World Down Syndrome Day International Day of Forests World Poetry Day	22 World Water Day	23 Purple Day	24
25	26	27 World Theatre Day	28	29	30 Good Friday	31 First day of Passover
1	2	3	4	5	6	7



### Awareness Days:

#### National Nutrition Month

- 3** World Wildlife Day
- 8** International Women's Day
- 12** World Glaucoma Day
- 20** International Day of Happiness

- 21** World Down Syndrome Day
- International Day of Forests
- World Poetry Day
- 22** World Water Day
- 23** Purple Day
- 27** World Theatre Day

For a list of awareness days, [click here](#).

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# APRIL:

## Why is peer-to-peer fundraising one of the fastest growing sources of charitable donations?



Online giving has experienced strong, double-digit growth in Canada over the past ten years, but no other fundraising technique harnesses the power of the digital world and social relationships like peer-to-peer social fundraising. This includes events such as runs, walks, and other “thons.” For Canadians, it provides a meaningful way to help the charities they care about, and to inspire friends and family through fun, engaging activities. For charities, it provides a tremendous opportunity to raise incremental funds vital to fuelling your charity’s work, as well as helping to acquire new donors, and strengthen relationships with current supporters. Will you consider launching a Peer-to-Peer Fundraising event? If so, [download our white paper](#) for great tips and tricks on launching your charity’s Peer-to-Peer Fundraising event. Now’s the time to start planning for those summer events!



### Did you know?

CanadaHelps offers a powerful Peer-to-Peer Social Fundraising Platform that allows you to launch your team-based or third party fundraising event in minutes.

[LEARN MORE](#)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Easter Sunday	2 <b>World Autism Awareness Day</b> Easter Monday	3	4	5	6 National Tartan Day Orthodox Good Friday	7 <b>World Health Day</b> Last day of Passover Orthodox Holy Saturday
8 Orthodox Easter	9 Vimy Ridge Day Orthodox Easter Monday	10	11	12	13 Isra and Mi'raj	14
15	16	17	18	19	20	21
22 <b>Earth Day</b>	23 St. George's Day (Newfoundland and Labrador)	24	25 <b>World Malaria Day</b>	26	27	28
29 <b>International Dance Day</b>	30	1	2	3	4	5
6	7	8	9	10	11	12

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### Awareness Days:

- 2 World Autism Awareness Day
- 7 World Health Day
- 22 Earth Day
- 25 World Malaria Day
- 29 International Dance Day

For a list of awareness days, [click here](#).

# MAY:

## Delight your supporters with gifts for Mother's Day.



You've seen charitable gift guides before, prompting you to participate by buying a bed net, a goat for a family, or a water well for a village. They are often quite memorable, and provide donors with a very clear understanding of where their money is going. They also offer the opportunity to honour a loved one with a unique, thoughtful gift. For a charity of any size, an online gift guide is easy and cost-effective to set up. They allow you to easily showcase your gifts while offering donors the convenience of hassle-free online shopping. The key to success is in how you package, launch and promote it! For tips and ideas on launching and promoting a charitable gift guide, [download our free white paper](#).



### Did you know?

In just a few minutes, you can add a charitable gift to the CanadaHelps Charitable Gift Guide. In celebration of Mother's Day and other special occasions throughout the year, we'll be promoting our gift guide to the millions of Canadians that visit our site every year. Learn how to add your gift today.

[LEARN MORE](#)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	<b>1</b> May Day International Workers' Day	2	<b>3</b> World Press Freedom Day	4	5
6	7	<b>8</b> World Ovarian Cancer Day	9	10	11	<b>12</b> Canada Health Day
13 Mother's Day	14	15	16 Ramadan begins	17	<b>18</b> International Museum Day	19
20	21 Victoria Day (All except NS, NU, QC) National Patriots' Day (Quebec)	22	23	24	25	26
27	28	29	30	<b>31</b> World No-Tobacco Day	1	2
3	4	5	6	7	8	9

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### Awareness Days:

- 1** May Day  
International Workers' Day
- 3** World Press Freedom Day
- 8** World Ovarian Cancer Day
- 12** Canada Health Day
- 18** International Museum Day
- 31** World No-Tobacco Day

For a list of awareness days, [click here](#).

# JUNE:

The Great Canadian Giving Challenge is on!  
Your charity could win \$10,000.



Throughout the month of June, charities are automatically given 1 entry for every \$1 they receive via CanadaHelps.org or GivingChallenge.ca. This is a big incentive that encourages Canadians to donate to their favourite charities! Last June, donations grew 83% over June 2014, the year before its inaugural year. You can leverage the excitement generated by this contest to increase your summer fundraising. To learn more, and to read the Terms and Conditions visit [GivingChallenge.ca](http://GivingChallenge.ca).

"Promoting the Great Canadian Giving Challenge to our community is a great way to encourage individuals to give at a time when charitable giving is not so widely publicised (like during the holiday season). The incentive of helping us to win a donation of \$10,000 is a great motivator for many of our supporters. We do not receive any government funding, so we are always looking for new ways to engage individuals with our cause to keep our shelter doors open to animals in need. It could save a life with emergency surgery. We take in many animals in need of costly emergency surgeries for serious injuries or illnesses. These surgeries regularly cost anywhere between \$2,000 – \$10,000. It could fund 133 spay or neuter procedures. Every animal is spayed or neutered before they go to their forever home – to ensure we are doing our part to curb pet over-population. It could cover our animal food bill for two months."—Rosie Blanning, Integrated Direct Marketing Manager at the Toronto Humane Society

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1  Challenge Starts International Children's Day	2
3	4	5 International Environment Day	6	7	8 World Oceans Day	9
10 Laylat al-Qadr (Night of Destiny)	11	12 World Day Against Child Labour	13	14 World Blood Donor Day	15 Eid-al-Fitr	16
17 Father's Day	18	19	20 World Refugee Day	21 National Indigenous Peoples Day	22	23
24 St. Jean Baptiste Day (Quebec)	25 St. Jean Baptiste Day observed (QC) Discovery Day (NL)	26	27	28	29	30
1	2	3	4	5	6	7

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## Did you know?

Your organization's GivingChallenge branded donation form is available at GivingChallenge.ca. Simply search your charity's name and share your challenge page with your supporters.

GET MY CHALLENGE PAGE



## Awareness Days:

### LGBT Pride Month

- 1 International Children's Day
  - 5 International Environment Day
  - 8 World Oceans Day
  - 12 World Day Against Child Labour
  - 14 World Blood Donor Day
  - 20 World Refugee Day
  - 21 National Indigenous Peoples Day
- For a list of awareness days, [click here](#).

# JULY:

## Get your website in tip-top shape for the holidays.



It's not too soon to start incorporating some online best practices in preparation for the end of year rush. Here are three simple and effective ways to optimize your website pages for donors:

- 1** Make your Donate Now button easy to spot. Choose a colour that stands out from the rest of the page and place the button near the top so donors don't have to scroll to find it.
- 2** If possible, embed your donation form right on your website. If you use CanadaHelps Customizable Donation Forms, you can easily embed your donation form with a variety of exciting options like Multi-Step Forms and One Page Forms! [Click here to learn more.](#)
- 3** From volunteering and donating, to hosting third party fundraisers and spreading the word, there are many ways to encourage your supporters to get involved in your cause. If you don't already have a "How to Help" page, consider creating one so people can easily learn how to support you.

### Want more tips?

[Download our free white paper](#) on maximizing donations from your website.



### Did you know?

Third Party Fundraising is becoming a very popular way for people to support the causes they love. Get ideas on how to inspire your supporters and make it easy for them to fundraise on your charity's behalf.

[GET WHITE PAPER](#)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Canada Day Memorial Day (Newfoundland & Labrador)	2	3	4	5	6	7
8	9 Nunavut Day Orangeman's Day (Newfoundland & Labrador)	10	11	12	13	14
15 World Youth Skills Day	16	17 World Day for International Justice	18 Nelson Mandela International Day	19	20	21
22	23	24	25	26	27	28 World Hepatitis Day
29	30 International Day of Friendship	31	1	2	3	4
5	6	7	8	9	10	11

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### Awareness Days:

- 15** World Youth Skills Day
- 17** World Day for International Justice
- 18** Nelson Mandela International Day
- 28** World Hepatitis Day
- 30** International Day of Friendship

For a list of awareness days, [click here.](#)

# AUGUST:

Events can be a great source of revenue and fundraising opportunity for charities.



We've all heard of, or been to, the traditional fundraising events: galas, golf tournaments, auctions, concerts, plays, dinner events, themed cocktail parties, runs, walks and all the other "thons" you can think of. Differentiation is key to creating a satisfying and memorable experience for your guests and participants. The most successful events, and those with the strongest growth potential, have a clear and distinctive positioning based on emotional as well as rational benefits. If your charity is considering running a charitable event, make sure your choice of event is in line with your organization's core values and is in sync with fundraising goals. For expert tips and ideas on launching a charitable event, [download our free white paper](#).



## Did you know?

CanadaHelps offers an all-in-one Events Management platform for launching free and paid ticketed events. Designed for charities, it dramatically reduces administrative costs, enabling seamless online ticket sales, multiple ticketing options, flexible split-receipts and much more.

[LEARN MORE](#)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1 The Royal St John's Regatta (Regatta Day) (NL)	2	3	4
5	6 British Columbia Day <sup>1</sup> Civic/Provincial Day <sup>2</sup> Heritage Day in Alberta <sup>3</sup> Natal Day <sup>4</sup> New Brunswick Day <sup>5</sup> Terry Fox Day <sup>6</sup>	7	8	9 International Day of the World's Indigenous People	10	11
12 International Youth Day	13	14	15	16	17 Gold Cup Parade (Prince Edward Island)	18
19 World Humanitarian Day	20 Discovery Day (Yukon)	21	22 Eid-al-Adha	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

1. British Columbia Day 2. Civic/Provincial Day (NT, ON, PE, SK) 3. Heritage Day in Alberta 4. Natal Day (Nova Scotia) 5. New Brunswick Day 6. Terry Fox Day (Manitoba)

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## Awareness Days:

- 9 International Day of the World's Indigenous People
- 12 International Youth Day
- 19 World Humanitarian Day

For a list of awareness days, [click here](#).

# SEPTEMBER:

## Prime your donors for end of year giving.



Our studies show that 35% of dollars donated through CanadaHelps are made in December alone. As we approach the year's end, it's time to give thanks to your supporters and update them on some of the exciting projects you've been working on. By showing gratitude and helping them see the big difference their contributions make, they will be more likely to think of you when making a donation at the end of the year.



### Did you know?

CanadaHelps offers a free holiday fundraising guide for charities.

- Get campaign ideas for increasing donations.
- Learn to optimize your emails, landing pages and more.
- Get the overall message right.
- Leverage a simple framework for crafting your holiday plan.

Download your must-have, free guide for holiday fundraising tips and ideas.

[GET GUIDE](#)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
2	3 Labour Day	4	5 International Day of Charity	6	7	8 International Literacy Day
9	10 World Suicide Prevention Day Rosh Hashana	11	12 Muharram/ Islamic New Year	13	14	15
16	17	18	19 Yom Kippur	20	21 International Day of Peace	22
23	24	25	26	27	28	29 World Heart Day
30 Last day of Sukkot	1	2	3	4	5	6

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### Awareness Days:

#### World Alzheimer's Month

- 5** International Day of Charity
- 8** International Literacy Day
- 10** World Suicide Prevention Day
- 21** International Day of Peace
- 29** World Heart Day

For a list of awareness days, [click here](#).

# OCTOBER:

## Securities gifts & taxes



Securities gifts have had a beneficial tax treatment in the elimination of capital gains on donations in-kind since 2006. In fact, they have been a powerful momentum builder for major gift programs across Canada since then! Every fall, and especially in December, donors of all giving levels try to make gifts but often can't find information on gifting securities to their favourite charity. As advisors in finance, law and accounting start to get more familiar with this donation method, the opportunity to tie in securities gifts to pledges, campaigns and planned gifts such as life insurance can quickly transform a six figure intention into a seven figure gift! For small charities, though, the impact has been even greater—as “every day” Canadians find out about the tax advantages associated with securities donations, they are increasing their annual giving by changing how they give from cash to stocks and mutual funds. This is a quickly growing strategy you want to make sure your charity takes advantage of.



### Did you know?

CanadaHelps processes stocks, securities and mutual funds for charities. Our donation program has helped donors take advantage of the superior tax treatment of the donation of publicly listed securities for over a decade. But we now have a custom button, form and process just for your charity! We accept, process, receipt, sell the securities for you and deposit the cash in your bank account. High value, no broker needed. This ground-breaking program grew over 300% last year across Canada. There's still time to start your securities appeal.

[LEARN MORE](#)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1 National Seniors Day World Vegetarian Day	2 International Day of Non-Violence	3	4 World Animal Day	5	6
7	8 Thanksgiving	9	10 World Mental Health Day	11 National Coming Out Day	12	13
14	15	16 World Food Day	17	18 Healthcare Aide Day (British Columbia, Manitoba)	19	20
21	22	23	24	25	26	27
28	29	30	31 Halloween	1	2	3
4	5	6	7	8	9	10

[SAVE TO MY CALENDAR](#)



### Awareness Days:

#### Breast Cancer Awareness Month

- 1 National Seniors Day  
World Vegetarian Day
- 2 International Day of Non-Violence
- 4 World Animal Day

- 10 World Mental Health Day
  - 11 National Coming Out Day
  - 16 World Food Day
- For a list of awareness days, [click here](#).

# NOVEMBER:

GivingTuesday is on Tuesday, November 27th, following Black Friday and Cyber Monday!



Join the global movement that's dedicated to giving back. GivingTuesday is an initiative for charities, local businesses, and community members to come together and build their community by raising awareness for local charity events and organizations, as well as the causes they support. It creates an opportunity for the public to participate in giving back by donating and contributing through volunteering, as well as engaging in local initiatives to spark social change and strengthen the well-being of each community. [Click here](#) to download the GivingTuesday charity toolkit from GivingTuesday.ca for tips and ideas on how to benefit and get involved. It's a great resource to help you get started with your own GivingTuesday campaign!

Join the conversation online! #GivingTuesdayCa



## Did you know?

Every registered Canadian charity has access to their very own GivingTuesday branded donation page powered by CanadaHelps. Simply search your charity's name to find your page and share it with your supporters in the days leading up to and on GivingTuesday.

[LEARN MORE](#)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1 All Saints' Day	2	3
4	5 Diwali/Deepavali	6	7	8	9	10 World Science Day for Peace & Development
11 Remembrance Day	12 'Remembrance Day' observed	13 World Kindness Day	14 World Diabetes Day Children's Day	15	16	17
18	19 International Men's Day World Toilet Day	20	21 World Hello Day Prophet's Birthday	22	23	24
25	26	27  GivingTuesday	28	29	30	1
2	3	4	5	6	7	8

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## Awareness Days:

### November

- 10** World Science Day for Peace & Development
- 13** World Kindness Day
- 14** World Diabetes Day  
Children's Day

- 19** International Men's Day  
World Toilet Day
- 21** World Hello Day
- 27** GivingTuesday

For a list of awareness days, [click here](#).

# DECEMBER:

## The holiday giving season doesn't stop on December 25th!



In fact, it's between December 28th and 31st that we receive the largest number of donations through CanadaHelps. December 31st alone accounts for over 6% of annual donations made using CanadaHelps. Boost your results with these five tips:

- 1 Year-end is the time of year to put concerns of over-communicating aside. Supporters expect to hear from you and you can't risk your email getting lost.
- 2 Plan on sending at least two emails between December 28-31 in combination with plenty of social media outreach.
- 3 All holiday long, you've been telling stories. When tax-time arrives, make a strong, hard-hitting direct ask. Pair the urgency of the tax deadline with a concise message on the vital needs your organization is addressing and the impact a gift will make.
- 4 Falling short of your fundraising goal? Consider re-sending your email to un-opens with a new subject line or forwarding your email with a short note on your fundraising needs from your Executive Director.
- 5 If you have capacity, ease the concern of over-communicating by removing people from your list who have made significant gifts in the past month.



### Did you know?

CanadaHelps offers a free Tax-Time Toolkit with sample tax appeal messaging, eye-catching graphics, email banners, and badges for your charity's use.

[LEARN MORE](#)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	1 World AIDS Day
2 First Sunday of Advent	3 International Day of Persons with Disabilities First Day of Hanukkah	4	5 International Volunteer Day	6 White Ribbon Day	7	8
9	10 Human Rights Day Last Day of Hanukkah	11 Anniversary of the Statute of Westminster	12	13	14	15
16	17	18	19	20	21	22
23	24 Christmas Eve	25 Christmas	26 Boxing Day	27	28	29
30	31 New Year's Eve	1	2	3	4	5

[SAVE TO MY CALENDAR](#)



### Awareness Days:

- 1 World AIDS Day
- 3 International Day of Persons with Disabilities
- 5 International Volunteer Day
- 6 White Ribbon Day
- 10 Human Rights Day

For a list of awareness days, [click here](#).

*From our charity to yours, we wish you and your family a happy holiday season filled with joy and meaning.*



## Did you benefit from this resource?

Learn more about CanadaHelps and our fundraising solutions for charities [here](#).

**CanadaHelps - CanaDon is a registered charity**

**BN:** 896568417RR001

**Phone:** 1-877-755-1595

**Email:** [charities@canadahelps.org](mailto:charities@canadahelps.org)

## Get in touch

 [@CanadaHelps](https://twitter.com/CanadaHelps)

 [@CharityLifeCA](https://twitter.com/CharityLifeCA)

