



Build Your Annual Fundraising Calendar

KNOW YOUR DONORS

Think about how you can better categorize your supporters - what do some of those groups look like? E.g. volunteers, major donors, one-time givers

KNOW YOUR ORGANIZATION

List out your major programs and initiatives, and what you need to fundraise to make them happen

CALENDAR

Take a look at your year and plot out your existing fundraising campaigns, large and small.

JAN	FEB	MAR
APR	MAY	JUN
JUL	AUG	SEP
OCT	NOV	DEC

FUNDRAISING IDEAS

Which fundraising ideas do you want to try next?

Micro-Appeals
DIY Fundraising
Recurring Giving
Peer-to-Peer
Crowdfunding
Events with Fundraising
Donation Page
Supporter Appreciation Events

BIG DREAMS

Take a step back and think big. What do you wish you could accomplish with your fundraising program?

ACTION STEPS

Put your plans into action. Identify three key fundraising outcomes you'd like to accomplish in the coming year. Next to each, list the steps you can take in order to make these a reality.

KEY RESULT

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ACTION STEPS

1

2

3

1

2

3

1

2

3