

2025 Online Campaign Guide

Monthly strategy. Spirit-led planning. Year-long giving.



Introduction

Stewardship with Strategy

For many churches and ministries, fundraising feels reactive—something we scramble to do when the budget's tight or the roof starts leaking. But what if your giving strategy was proactive, prayerful, and built to engage people every single month?

That's what this guide is all about.

Inside, you'll find a month-by-month calendar of real-time opportunities—anchored in **holidays, seasons, and giving moments**—designed to help your team plan ahead, communicate more clearly, and inspire donors to respond joyfully.

But this isn't just a calendar.

It's a reminder to align **your passion for ministry** with the digital tools and proven strategies that connect people to your mission. From GivingTuesday to Easter, from volunteer drives to summer matching gifts, these aren't just dates—they're **divine opportunities**.

Use this guide to:

- ✓ Plan campaigns in advance
- ✓ Know exactly when and what to post or email
- ✓ Maximize donor engagement without burning out your staff
- ✓ Stay consistent with storytelling and gospel-centered messaging

Above all, let this calendar be a reflection of your heart: to steward God's mission well, and to invite others into the joy of generosity.

January 2025 Fundraising Calendar & Strategy Guide

Theme: Gratitude, Renewal & Re-Engagement



Key Dates in January 2025:

- **Wednesday, Jan 1** – New Year's Day (*holiday*)
- **Monday, Jan 20** – MLK Day (*federal holiday, potential 3-day weekend*)
- **Sunday, Jan 26** – NFL Conference Championships (*Super Bowl hype begins*)
- **Sunday, Feb 9** – Super Bowl LVIX (*prep starts end of Jan*)



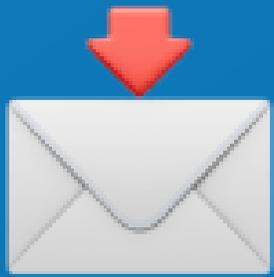
Strategic Themes for January

- 01 Thank You Campaigns (Jan 1–7):**
Reconnect with year-end donors while gratitude is fresh.

- 02 Lapsed Donor Reactivation (Jan 8–20):**
Invite past givers to rejoin your mission in 2025.

- 03 Vision & Impact Launch (Jan 15–31):**
Cast your 2025 vision with storytelling and giving goals.

- 04 Super Bowl Tie-In Campaign Prep (Jan 26–31):**
Create teaser content or challenges using football hype.



Email Strategy

 **Jan 1
(Wed) –
“Thank
You for
Fueling
the
Mission”**

- **Segment:** All 2024 donors
- **Send Time:** 10:00 AM
- **CTA:** Download a 2024 Impact Report PDF or video



**Jan 6
(Mon) –
“Here’s
What You
Helped
Make
Possible”**

- **Segment:** Recurring and major donors
- **Send Time:** 7:30 PM
- **CTA:** Link to a celebration story/testimonial



**Jan
13 (Mon)
– “Let’s
Make
2025
Even
Bigger”**

- **Segment:** Lapsed donors from 2022–2023
- **Send Time:** 12:00 PM
- **CTA:** “Restart your support” or “Jump back in”



**Jan 20
(Mon –
MLK Day) –
“Legacy,
Justice,
and the
Power of
Giving”**

- **Segment:** Entire list
- **Send Time:** 6:00 PM
- **Hook:** Tie into Dr. King’s message of service and impact

 **Jan 30
(Thu) – “Get
Ready for
Game Day
Generosity”**

- **Segment:** Social + email teaser
- **Send Time:** 5:00 PM
- **Hook:** Set up a mini-Super Bowl Sunday challenge or matching gift game



Social Media Content Strategy

Week	Theme	Post Ideas	Best Times
Jan 1-5	Gratitude	"You did this" before/after images, donor quotes, reels	M/W/F 11AM or 7PM
Jan 6-12	Behind-the-Scenes	Staff thank-yous, team moments, 2025 goals	T/Th/Sat 9AM or 3PM
Jan 13-19	Lapsed Donor Activation	"We Miss You" posts, stats from last year, simple donate link	M/W/F 8PM
Jan 20-26	MLK + Mission	Stories of service, justice, equity-related work	Mon 6PM, Wed 12PM
Jan 27-31	Super Bowl Prep	Football memes, "Team Generosity" hype, launch teaser	T/F/Sun 1PM or 8PM



Direct Mail Tip for January

- **Send Window:** Jan 6–10
- **Theme:** “Thank you + 2025 vision”
- **Include:** Impact recap from December + a warm soft ask with a monthly giving invite

Segmentation Ideas



- **Recent Year-End Donors (Dec 15–31):** Send quick-impact reports + monthly giving upsell
- **Lapsed Donors (No gift since 2023):** Re-engage with a “fresh start” story
- **Recurring Donors:** Treat like insiders — ask for feedback, send bonus content
- **Non-Donors with High Engagement:** Target with vision-oriented asks + “first-time gift” CTA



Pro Tips

- **Use Sunday Evenings (6–8 PM)** for high open rates — especially Jan 5, 12, and 26
- **Pair email + social posts on same day** to boost response
- **Launch monthly giving drive mid-month** (Jan 13–17) with auto-donation options
- **Use countdown language** for your Super Bowl or early February campaign (“Kickoff in 10 days!”)

February 2025 Fundraising Calendar & Strategy Guide

Theme: Love, Legacy, and Long-Term Support



Key Dates in February 2025:

- **Saturday, Feb 1** – Prime day for launch emails (1st of the month momentum)
- **Sunday, Feb 9** – Super Bowl LVIX (*major U.S. attention day*)
- **Friday, Feb 14** – **Valentine's Day**
- **Monday, Feb 17** – **Presidents' Day** (*3-day weekend*)
- **Wednesday, Feb 26** – Ash Wednesday (*for faith-based orgs*)



Strategic Themes for February

01 Super Bowl Tie-In Campaign (Feb 1–9):

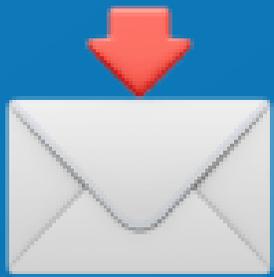
Run a fun, team-based giving challenge (“Team Hope vs Team Impact”) or tie a match campaign to the number of touchdowns scored.

02 Valentine’s Donor Appreciation Campaign (Feb 10–14):

Focus on donor love and gratitude. Use the language of legacy, heart, and partnership.

03 Recurring Giving Push (Feb 17–29):

“Love that lasts” – Invite supporters to become monthly donors before spring kicks off.



Email Strategy



**Feb 1
(Sat) –
“Let’s
Kick Off
February
with
Purpose”**

- **Segment:** Full list
- **Send Time:** 9:30 AM
- **CTA:** Monthly giving campaign teaser or soft ask



**Feb 7
(Fri) –
“Big
Game,
Big
Impact”**

- **Segment:** Everyone (especially men/dads)
- **Send Time:** 4:00 PM
- **Hook:** Match every dollar donated during the Super Bowl



**Feb 13
(Thu) –
“You’re
the Heart
of Our
Mission”**

- **Segment:** Recent and recurring donors
- **Send Time:** 6:00 PM
- **CTA:** Thank-you video or downloadable Valentine from staff or kids

 **Feb 17**
(Mon –
Presidents’
Day) – “Make
a Presidential
Impact”

- **Segment:** Lapsed donors
- **Send Time:** 12:00 PM
- **Hook:** “You’ve led before—join us again this year”



**Feb
25 (Tue)
– “Love
That
Lasts:
Become
a
Monthly
Giver”**

- **Segment:** One-time donors
- **Send Time:** 11:30 AM
- **CTA:** Set up recurring gift before spring campaigns begin



Social Media Strategy

Week	Theme	Post Ideas	Best Times
Feb 1-9	Super Bowl	Fundraising "teams", giving leaderboard, challenge updates	W/F/Sun 8PM
Feb 10-16	Donor Love	"We 💖 our donors" graphics, behind-the-scenes thank-yous	M/W/F 11AM or 7PM
Feb 17-23	Monthly Giving	"Why I give monthly" testimonials, recurring giving stories	T/Th/Sat 12PM
Feb 24-29	Leap into Action	Fun "extra day" promo, last call monthly gifts	W/F/Sun 9AM



Direct Mail Opportunity

- **Send Window:** Feb 10–13
- **Theme:** Donor appreciation
- **Mail Ideas:** Include a small branded Valentine or heart-themed thank-you card
- **Follow-up:** Match with Feb 14 email + social push

Segmentation Ideas



- **New Donors from January:** Surprise them with a Valentine and a story
- **Recurring Donors:** Highlight as the “heartbeat” of your mission
- **Lapsed Donors from 2023:** Encourage return gift with easy monthly options
- **Inactive Subscribers:** Run a “still with us?” re-engagement on Feb 20



Tips for February Fundraising Success

- **Use emotional, relational language** (“We couldn’t do this without you”)
- **Reinforce the idea of lasting impact** — monthly donors = love that goes further
- **Leverage the “extra day”** in February 2025 (29th) as a unique reason to give
- **Tie your campaign to real events** – especially Super Bowl hype and Valentine’s Day goodwill

March 2025 Fundraising Calendar & Strategy Guide

Theme: Momentum, Renewal & Community Involvement



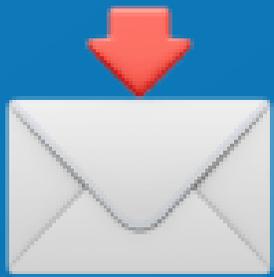
Key Dates in March 2025:

- **Saturday, March 1** – Strong start to the month
- **Sunday, March 9** – **Daylight Saving Time Begins** (Spring Forward)
- **Monday, March 17** – **St. Patrick's Day**
- **Tuesday, March 18** – National Agriculture Day (great for rural ministries)
- **Monday, March 31** – Quarter-end (great urgency moment)



Strategic Themes for March

-
- 01 Spring Forward Campaign (March 1–9):**
Use the time change as a symbolic moment — “Spring forward with generosity.”
-
- 02 Community Challenge (March 10–20):**
Encourage peer-to-peer fundraisers, small group challenges, or social giving contests.
-
- 03 Quarter-End Push (March 24–31):**
Reignite urgency: “Help us finish Q1 strong!”
-



Email Strategy



**March 3
(Mon) –
“This
March,
Move the
Mission
Forward”**

- **Segment:** Full list
- **Send Time:** 10:00 AM
- **CTA:** Launch Spring campaign or ask for prayer + giving



**March 8
(Sat) –
“Spring
Forward
Sunday =
Spring
Forward
Generosity”**

- **Segment:** General list
- **Send Time:** 6:30 PM
- **Hook:** Tie DST and giving together



**March 17
(Mon –
St.
Patrick's
Day) –
“We're
Feeling
Lucky to
Have
You”**

- **Segment:** Donors + volunteers
- **Send Time:** 12:00 PM
- **CTA:** Soft ask with gratitude tone



**March
27 (Thu)
– “We’re
90% to
Our
March
Goal!”**

- **Segment:** Entire list
- **Send Time:** 5:00 PM
- **Hook:** Lead into weekend giving with urgency

 **March
31 (Mon) –
“Today's
Your Last
Chance to
Give This
Quarter”**

- **Segment:** All
- **Send Time:** 6:00 PM
- **CTA:** Make a difference before Q2 begins



Social Media Strategy

Week	Theme	Post Ideas	Best Times
Mar 1–9	Spring Forward	Time-change memes, momentum messages	M/W/Sat 9AM
Mar 10–16	Community	Local outreach stories, P2P campaigns	T/Th/Sun 6PM
Mar 17–23	Luck + Legacy	Donor shoutouts, “You’re our pot of gold” graphics	M/W/F 11AM
Mar 24–31	Quarter-End	Countdown graphics, goal trackers, “only X to go!”	T/F/Sun 5PM



Direct Mail Opportunity

- **Send Window:** March 11–14
- **Theme:** Spring story + soft Q1 campaign ask
- **Mail Ideas:** Include a small “Spring Update” postcard with real photos

Segmentation Ideas



- **New Subscribers:** “Here’s what’s blooming at [ORG]” intro sequence
- **Major Donors:** Invite to match campaign (March 25–31)
- **Recurring Donors:** Q1 update on impact
- **Non-donors:** Challenge to give just \$1 (then follow up)



Tips for March Fundraising Success

- **Use seasonal language** (growth, planting, renewal)
- **Run a challenge** with a clear deadline (e.g. "100 donors in 10 days")
- **Celebrate St. Patrick's Day** lightly with humor and donor gratitude
- **Use visuals of people, outdoors, change, or sunlight**

April 2025 Fundraising Calendar & Strategy Guide

Theme: Service, Stories & Spring Giving



Key Dates in April 2025:

- **Tuesday, April 1** – April Fool's Day (use humor or reverse psychology)
- **Sunday, April 13** – Palm Sunday
- **Friday, April 18** – Good Friday
- **Sunday, April 20** – Easter Sunday
- **Tuesday, April 15** – Tax Day (U.S.)
- **Monday, April 21** – Patriot's Day (MA, ME – consider regional giving)
- **Tuesday, April 22** – Earth Day
- **All Month** – National Volunteer Month + National Child Abuse Prevention Month

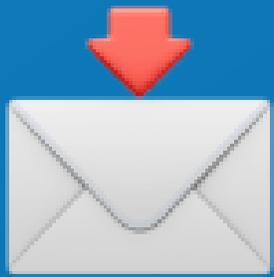


Strategic Themes for April

- 01 Volunteer Appreciation (April 1–15):**
Highlight and thank the people who serve behind the scenes.
Use as a re-engagement point for lapsed donors who previously served.

- 02 Easter Giving & Gratitude (April 10–21):**
Celebrate the resurrection and link generosity to life transformation.

- 03 Earth Day & Local Outreach (April 22–30):**
Tie giving to local impact—clean water, gardening, creation care, etc.



Email Strategy



**April 1
(Tue) –
“This Isn’t
a Joke:
You’re
Changing
Lives”**

- **Segment:** All subscribers
- **Send Time:** 10:00 AM
- **Tone:** Light, slightly humorous impact story or stat



**April 10
(Thu) –
"Serve,
Celebrate,
Support"**

- **Segment:** Volunteers and past donors
- **Send Time:** 11:30 AM
- **CTA:** Give in honor of someone who serves



**April
17 (Thu –
before
Easter) –
“The
Hope of
Easter.
The Gift
of
Giving.”**

- **Segment:** Entire list
- **Send Time:** 6:00 PM
- **Hook:** Tie generosity to redemption, hope, and life change

 **April 22**
(Tue – Earth
Day) –
“Protecting
Creation,
Providing
Hope”

- **Segment:** Social-justice minded donors
- **Send Time:** 10:00 AM
- **CTA:** Give toward local/global impact initiatives tied to stewardship

 **April
29 (Tue)
– “One
Week
Left:
Let’s
Finish
April
Strong”**

- **Segment:** Everyone
- **Send Time:** 12:00 PM
- **Hook:** Month-end countdown



Social Media Strategy

Week	Theme	Post Ideas	Best Times
Apr 1-7	Volunteer Month	"Meet our volunteers" spotlight, short reels	M/W/F 9AM
Apr 8-14	Easter Prep	Sunrise pics, emotional storytelling, family imagery	T/Th/Sun 7PM
Apr 15-21	Gratitude	"Who helped shape your faith?" posts, donor legacy quotes	T/F/Sat 12PM
Apr 22-30	Creation Care	"Green giving" tips, eco-stories, community gardens	W/F/Sun 10AM



Direct Mail Opportunity

- **Send Window:** April 7–11
- **Theme:** “The Hope You Help Deliver”
- **Mail Ideas:** Include Easter imagery, volunteer quotes, and a soft ask tied to spring needs

Segmentation Ideas



- **New Givers from Q1:** Send special Easter thank-you email with impact story
- **Volunteers Who Haven't Given:** Invite them to give in April during Volunteer Month
- **Lapsed Donors (2023):** "Easter is a time of return—come back to the mission"
- **Faith-Based List:** Lean into resurrection themes and Bible-based generosity messaging



Tips for April Fundraising Success

- **Leverage Easter emotions** – focus on hope, transformation, and redemption
- **Use photos of volunteers and outdoor ministry moments** to humanize impact
- **Segment by action, not just donation status** – include volunteers, staff, past attendees
- **Use April 29–30 for final push** to keep monthly revenue on track

May 2025 Fundraising Calendar & Strategy Guide

Theme: Legacy, Gratitude & Preparing the Next Generation



Key Dates in May 2025:

- **Thursday, May 1** – National Day of Prayer
- **Sunday, May 4** – Star Wars Day (light-hearted campaigns)
- **Sunday, May 11** – **Mother's Day**
- **Monday, May 26** – **Memorial Day** (3-day weekend)
- **All Month** – Military Appreciation Month + Mental Health Awareness Month + End of School Year season



Strategic Themes for May

01 Spiritual Focus (May 1–4):

Launch with National Day of Prayer — focus on mission, discipleship, and prayer-powered generosity.

02 Mother's Day (May 5–12):

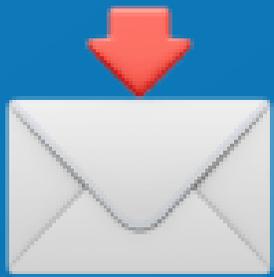
Honor moms, spiritual mothers, and mentors with tribute gifts or donor shoutouts.

03 Memorial Day (May 20–26):

Legacy giving, remembrance campaigns, military family support tie-ins.

04 End-of-School-Year Giving (May 13–31):

Focus on youth programs, scholarships, summer mission projects.



Email Strategy



**May 1
(Thu –
Nat'l
Day of
Prayer) –
“Let's
Cover
This
Mission
in
Prayer”**

- **Segment:** Entire list
- **Send Time:** 8:00 AM
- **CTA:** Prayer request form + optional giving opportunity



**May
9 (Fri) –
“Honor
a Mom.
Change
a Life.”**

- **Segment:** All donors
- **Send Time:** 11:00 AM
- **CTA:** Tribute gift in honor/memory of a mom + e-card or thank-you note



**May 22
(Thu) –
“This
Memorial
Day, Give
in Honor of
a Life Well
Lived”**

- **Segment:** Older givers, veterans, families
- **Send Time:** 6:00 PM
- **Hook:** Remember and give in someone's honor

 **May 30
(Fri) –
“Summer’s
Almost Here
—So Is the
Need”**

- **Segment:** Full list
- **Send Time:** 12:30 PM
- **CTA:** Fund scholarships, camps, or summer outreach



Social Media Strategy

Week	Theme	Post Ideas	Best Times
May 1-4	Prayer + Mission	Scripture reels, prayer graphics, team photos	T/Th/Sun 9AM
May 5-11	Mother's Day	"Who shaped your faith?" posts, tribute tiles	M/W/F 11AM
May 12-18	Youth/School	Grad quotes, next-gen ministry stories	T/F/Sat 7PM
May 19-26	Memorial Day	Flag photos, honor wall, remembrance stories	M/W/F 12PM
May 27-31	Summer Prep	Countdown graphics, "gear up" themed posts	T/Th/Sat 10AM



Direct Mail Opportunity

- **Send Window:** May 6–10
- **Theme:** “Honor, Legacy, and New Beginnings”
- **Mail Ideas:** Include a tribute insert (“Give in memory of...”), a grad celebration photo, or summer program brochure

Segmentation Ideas



- **Donors with Military or Elder Tags:** Personalized Memorial Day impact message
- **Moms Who Gave in the Past:** Send an encouragement + “help another mother” CTA
- **Young Families:** Appeal to summer program funding
- **Major Donors:** Invite to match scholarship campaign gifts May 20–31



Tips for May Fundraising Success

- **Use heartfelt storytelling** for Mother's Day and Memorial Day
- **Honor and gratitude** themes resonate well with older and faithful donors
- **Launch or pre-sell summer giving opportunities** before June arrives
- **Test tribute giving campaigns** (Mother's Day and Memorial Day are perfect timing)

June 2025 Fundraising Calendar & Strategy Guide

Theme: Growth, Gratitude, and Summer Readiness



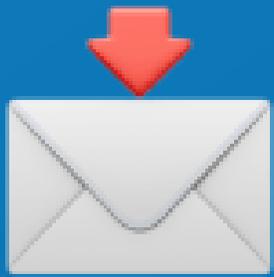
Key Dates in June 2025:

- **Sunday, June 1** – First day of Pride Month (for broader orgs)
- **Sunday, June 8** – **Pentecost Sunday** (*faith-based tie-in*)
- **Wednesday, June 11** – National Children’s Day (observed)
- **Sunday, June 15** – **Father’s Day**
- **Thursday, June 19** – **Juneteenth** (Federal Holiday)
- **Saturday, June 21** – First Day of Summer
- **All Month** – Graduation season, youth program kickoffs, summer giving launches



Strategic Themes for June

-
- 01 Graduation & Youth Campaigns (June 1–10):**
Celebrate young leaders, fund youth scholarships, camp ministries, and mentorship programs.
-
- 02 Father's Day (June 11–16):**
Highlight “spiritual fathers,” offer tribute giving in memory or honor.
-
- 03 Juneteenth & Justice (June 17–22):**
Share stories of impact related to equality, education, or family restoration.
-
- 04 Summer Kickoff Giving (June 23–30):**
“Summer of Impact” campaigns — prep for July with monthly giving drives or match challenges.
-



Email Strategy



**June 3
(Tue) –**

**“Graduation
Season Is
Here — So Is
Their Next
Step”**

- **Segment:** Youth and family supporters
- **Send Time:** 9:30 AM
- **CTA:** Fund youth programs, internships, or send-off packs



**June
13 (Fri) –
“Honor
the
Father
Figures
in Your
Life”**

- **Segment:** Entire list
- **Send Time:** 11:00 AM
- **CTA:** Tribute gift + optional e-card download



June 19
(Thu –
Juneteenth) –
“Freedom,
Justice & A
Better
Future”

- **Segment:** General list with social-justice lean
- **Send Time:** 8:00 AM
- **CTA:** Support programs that build equity and opportunity



**June 26
(Thu) –
"Summer's
Just Starting
—Let's
Launch Big"**

- **Segment:** All donors
- **Send Time:** 5:30 PM
- **Hook:** Match campaign or summer giving kickoff



Social Media Strategy

Week	Theme	Post Ideas	Best Times
June 1–8	Youth Focus	Grad reels, camp prep, student testimonies	M/W/F 10AM
June 9–15	Father's Day	"Who shaped your faith?" + donor spotlight	T/Th/Sat 7PM
June 16–22	Freedom + Equity	Highlight underserved communities, Juneteenth quotes	M/W/F 12PM
June 23–30	Summer Giving	Outdoor service pics, "Summer of Impact" countdown	T/Th/Sun 8PM

 **Direct Mail
Opportunity**

- **Send Window:** June 2–6
- **Theme:** “Celebrating Young Leaders” or “This Summer, Help Them Grow”
- **Mail Ideas:** Youth story insert, Father's Day card, or a Summer Giving sticker/gift

Segmentation Ideas



- **Donors with Children:** Emphasize summer enrichment or camp scholarships
- **Male Donors:** Tailor Father's Day message with legacy appeal
- **Donors in Urban Areas:** Tie in Juneteenth with empowerment programs
- **Monthly Donors:** Send a "Summer Sneak Peek" as exclusive bonus content



Tips for June Fundraising Success

- **Lean into storytelling for youth, family, and legacy themes**
- **Use tribute giving to honor father figures and grads**
- **Launch summer campaigns early to beat July vacation slowdowns**
- **Visuals matter: use bright, summery, people-filled photos**

July 2025 Fundraising Calendar & Strategy Guide

Theme: Freedom, Community, and Mid-Year Momentum



Key Dates in July 2025:

- **Friday, July 4 – Independence Day**
(Federal Holiday + major weekend for families)
- **Sunday, July 6** – Post-holiday church services (great donor follow-up moment)
- **Monday, July 7** – Q3 officially underway
- **Sunday, July 27** – National Parents' Day
- **All Month** – Mid-year momentum push, outdoor events, mission trip updates



Strategic Themes for July

01 Freedom to Give (July 1–7):

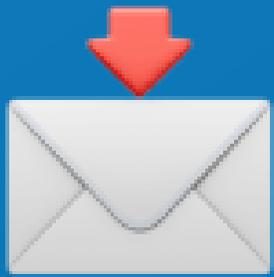
Patriotic-themed giving tied to faith, freedom, and legacy.
“Because we’re free, we can be generous.”

02 Mid-Year Momentum (July 8–20):

Revisit January goals, show progress, and rally for a strong second half.

03 Family & Community Focus (July 21–31):

Parents’ Day tribute, summer outreach stories, VBS updates, missions recaps.



Email Strategy

 **July 2
(Wed) –
“Freedom
to Give.
Freedom
to Serve.”**

- **Segment:** Entire list
- **Send Time:** 10:00 AM
- **CTA:** Soft ask with patriotic theme + thank-you story



**July 8
(Tue) –
“We’re
Halfway
Through
2025—
Let’s Keep
Building!”**

- **Segment:** General list
- **Send Time:** 12:00 PM
- **CTA:** Mid-year donor update + challenge gift to fund the next 6 months

 **July
17 (Thu)**

—

**“You’ve
Already
Done So
Much.
But
There’s
More
Ahead.”**

- **Segment:** Monthly and major donors
- **Send Time:** 6:00 PM
- **Hook:** Encourage increased commitment or matching gift offer



**July 29
(Tue) –
“This
Month,
Families
Were Fed.
Kids Were
Reached.
Thank
You.”**

- **Segment:** All donors
- **Send Time:** 8:00 PM
- **CTA:** Feel-good thank-you + early August teaser



Social Media Strategy

Week	Theme	Post Ideas	Best Times
July 1–7	Freedom & Gratitude	Flag visuals, July 4 event pics, red/white/blue themes	M/W/Th 11AM
July 8–14	Mid-Year Progress	Thermometers, vision statements, "We're halfway there!"	T/Th/Sun 9AM
July 15–21	Summer Stories	VBS photos, missions updates, behind-the-scenes content	M/W/F 12PM
July 22–31	Family Focus	Parents' Day, parenting tips, family blessings quotes	T/F/Sat 6PM

 **Direct Mail
Opportunity**

- **Send Window:** July 8–11
- **Theme:** “You’ve Brought Us This Far. Let’s Finish the Year Strong.”
- **Mail Ideas:** Halfway-report card, donor recognition list, family highlight insert

Segmentation Ideas



- **Donors who gave in January or Q1 only:** Reignite involvement with progress-based messaging
- **New summer donors:** First “insider” look at impact
- **Families:** Encourage family-themed giving or events
- **Monthly donors:** Offer a “Mid-Year Thanks” bonus story or small mailed gift



Tips for July Fundraising Success

- **Leverage the patriotic holiday early in the month**, then pivot to progress and mission
- **Use visuals from summer programs** — outdoor, smiling, and service-focused
- **Keep messaging high-energy and positive** – July is a great time for feel-good giving
- **Set up August campaigns now** — late July is the calm before back-to-school pushes

August 2025 Fundraising Calendar & Strategy Guide

Theme: Preparation, Purpose & Back-to-School Impact



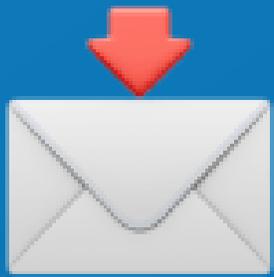
Key Dates in August 2025:

- **Thursday, August 7** – First Day of School (varies by region, common this week)
- **Sunday, August 10** – National S'mores Day (fun summer theme for youth orgs)
- **Sunday, August 17** – **National Nonprofit Day**
- **Sunday, August 24** – Back-to-School Blessing Sunday (great tie-in for churches)
- **All Month** – Back-to-school campaigns, gear drives, volunteer drives



Strategic Themes for August

-
- 01 Back-to-School Campaigns (Aug 1–15):**
Raise funds for school supplies, tutoring programs, and youth mentorship.
-
- 02 Nonprofit Awareness (Aug 10–20):**
Leverage National Nonprofit Day to tell your story and reintroduce your mission to lapsed donors.
-
- 03 Volunteer Recruitment & Fall Prep (Aug 21–31):**
Build your volunteer base and preview September giving season with teaser content.
-



Email Strategy



**Aug 6
(Wed) –
“Help a
Kid
Start
School
Strong”**

- **Segment:** All donors
- **Send Time:** 10:00 AM
- **CTA:** Fund school kits, uniforms, or mentorship programs



Aug 17
(Sun –
Nat'l
Nonprofit
Day) –
“Today's
About Us
— But It's
Really
About
You”

- **Segment:** Entire list
- **Send Time:** 8:00 AM
- **Hook:** Celebrate your nonprofit's mission, include short donor video or photo montage



**Aug
22 (Fri) –
“Fall Is
Coming
— Let’s
Gear
Up”**

- **Segment:** Monthly and repeat donors
- **Send Time:** 11:30 AM
- **CTA:** Preview of what’s ahead — volunteer opportunities or matching gift coming soon

 **Aug
29 (Fri) –
“Finish
August
Strong
— Fuel
What's
Next”**

- **Segment:** Entire list
- **Send Time:** 7:00 PM
- **Hook:** Urgent, end-of-month ask tied to specific fall goals



Social Media Strategy

Week	Theme	Post Ideas	Best Times
Aug 1–10	School Prep	Backpack drives, kid interviews, supply unboxings	T/Th/Sat 10AM
Aug 11–17	Nonprofit Day	Story reels, before/after comparisons, throwback posts	M/W/F 11AM
Aug 18–24	Volunteers	“Why I serve” videos, signup invites, church leader reels	T/F/Sun 6PM
Aug 25–31	Month-End Push	“Here’s what we’ve done,” “Here’s what’s coming” countdowns	M/W/F 8PM



Direct Mail Opportunity

- **Send Window:** August 5–9
- **Theme:** “Back to School. Back to Mission.”
- **Mail Ideas:** Fold-out calendar of fall events, family-focused stories, donor thank-you from a student or parent

Segmentation Ideas



- **Education-related Donors or Volunteers:** Ask them to sponsor one student
- **Lapsed Donors from Last Fall:** Re-engagement via back-to-school nostalgia
- **Monthly Donors:** Show how their gifts support long-term goals into fall
- **Younger Givers:** Use energetic visuals, social media-style language, and emojis



Tips for August Fundraising Success

- **Play off “fresh start” energy** — just like the new school year
- **Use donor storytelling to inspire re-engagement**
- **Leverage National Nonprofit Day** for awareness + authority positioning
- **Build momentum now** — September is when fall fundraising season truly begins

September 2025 Fundraising Calendar & Strategy Guide

Theme: Purpose, Preparedness & Donor Re-Engagement



Key Dates in September 2025:

- **Monday, September 1 – Labor Day**
(Federal Holiday, 3-day weekend)
- **Sunday, September 7** – National Grandparents Day
- **Thursday, September 11** – 9/11 Day of Service
- **Sunday, September 21** – International Day of Peace
- **Monday, September 22** – First Day of Fall
- **All Month** – Start of fall event season, back-to-church month, donor reactivation opportunity



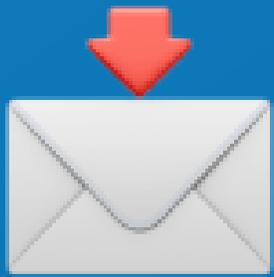
Strategic Themes for September

- 01 Labor Day Reconnect (Sep 1–7):**
Use the long weekend for soft re-engagement campaigns—gratitude, rest, and legacy giving.

- 02 Grandparents & Legacy (Sep 8–14):**
Focus on honoring spiritual grandparents, wisdom, and estate giving opportunities.

- 03 Back to Church & Fall Preview (Sep 15–22):**
Share upcoming events and mission goals. Launch a mini fall appeal.

- 04 Service & Peace (Sep 11 & Sep 21):**
Ideal for volunteer or reconciliation-focused missions.



Email Strategy

 **Sept 2**
(Tue – after
Labor Day)

–
“Because
You Care,
We Keep
Going”

- **Segment:** Full list
- **Send Time:** 9:30 AM
- **Tone:** Reflective, mission-focused, transition from summer



**Sept 9 (Tue) –
“Honor the
Grandparents of
Our Mission”**

- **Segment:** Donors 55+ or legacy givers
- **Send Time:** 11:00 AM
- **CTA:** Give in honor of a mentor or elder; link to legacy gift options



**Sept
17 (Wed)
– “Fall
Into
Impact:
Here’s
What’s
Ahead”**

- **Segment:** Entire list
- **Send Time:** 6:30 PM
- **CTA:** Previews of fall campaigns, events, and giving opportunities



**Sept
30 (Tue)
– “Last
Call:
Help
Launch
This Fall
Season
Right”**

- **Segment:** All supporters
- **Send Time:** 7:00 PM
- **CTA:** Month-end ask with October momentum tie-in



Social Media Strategy

Week	Theme	Post Ideas	Best Times
Sep 1–7	Labor Day	Staff appreciation, “You’ve worked hard—thank you!”	M/W/Sat 11AM
Sep 8–14	Legacy Giving	Grandparent stories, estate gift graphics, legacy quotes	T/Th/F 9AM
Sep 15–22	Fall Preview	Sneak peeks, volunteer calls, behind-the-scenes reels	M/W/F 12PM
Sep 23–30	Re-engagement	“We’re just getting started,” month-end impact reels	T/Th/Sun 7PM



Direct Mail Opportunity

- **Send Window:** September 10–13
- **Theme:** “Welcome to Fall — Let’s Finish Strong”
- **Mail Ideas:** Program preview, calendar of events, fall prayer card, envelope with legacy language for 55+ donors

Segmentation Ideas



- **Lapsed Donors from Q2 2024:** Invite them back with “new season, fresh impact” messaging
- **Older Donors (55+):** Introduce legacy giving language and estate planning resources
- **Event Attendees from Spring:** Invite to fall gatherings or give as a way to stay connected
- **Volunteers:** Celebrate service, invite deeper support through giving



Tips for September Fundraising Success

- **Transition messaging from summer to fall** — “Back to purpose,” “Fall into mission”
- **Test a fall mini-appeal mid-month** as a momentum booster
- **Segment by age or giving history** for legacy campaigns
- **Begin setting the stage for GivingTuesday and year-end giving now**

October 2025 Fundraising Calendar & Strategy Guide

Theme: Harvest, Hope & Strategic Momentum



Key Dates in October 2025:

- **Wednesday, October 1** – New month kickoff
- **Monday, October 13** – **Columbus Day / Indigenous Peoples' Day** (*Federal Holiday*)
- **Saturday, October 18** – **Sweetest Day** (*great for donor appreciation*)
- **Thursday, October 31** – **Halloween**
- **All Month** – Fall festivals, harvest events, mission trip prep, GivingTuesday pre-promotion starts

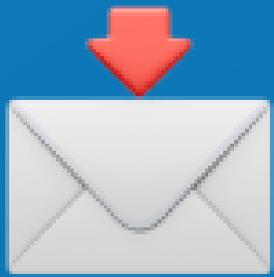


Strategic Themes for October

- 01 Harvest of Gratitude (Oct 1–13):**
Use fall imagery and language to thank donors and show what their gifts have “grown.”

- 02 Donor Appreciation (Oct 14–21):**
Use Sweetest Day as a reason to send love to supporters with small surprise bonuses.

- 03 GivingTuesday Prep & Warm-Up (Oct 22–31):**
Begin teasing your year-end campaign. Build your email list and activate reengagement.



Email Strategy



**Oct 2
(Thu) –
“Your
Gifts
Are
Bearing
Fruit”**

- **Segment:** All donors
- **Send Time:** 10:00 AM
- **CTA:** Show stories of impact + harvest-themed visual



**Oct 16
(Thu –
before
Sweetest
Day) –
“You’re
the
Sweetest
Part of Our
Story”**

- **Segment:** Recurring and long-time donors
- **Send Time:** 11:30 AM
- **CTA:** Downloadable thank-you card or video from beneficiaries



**Oct 28 (Tue) –
“We’re Just
Weeks Away
from
GivingTuesday”**

- **Segment:** General list
- **Send Time:** 5:30 PM
- **CTA:** “Join our early interest list” or “Help us build momentum” soft opt-in



**Oct 31
(Fri –
Halloween)
– “Don’t
Let
October
End
Without
Doing
Something
Good”**

- **Segment:** All
- **Send Time:** 6:00 PM
- **Hook:** Playfully urgent “last chance” end-of-month giving reminder



Social Media Strategy

Week	Theme	Post Ideas	Best Times
Oct 1–7	Fall Gratitude	Fall photos, harvest-themed visuals, testimonial reels	M/W/F 11AM
Oct 8–14	Donor Joy	“You did this” stories, pumpkin spice memes, behind-the-scenes prep	T/Th/Sun 9AM
Oct 15–21	Sweetest Day	Thank-you reels, supporter shoutouts, heart overlays	T/F/Sat 6PM
Oct 22–31	GivingTuesday Prep	Countdown posts, “Save the Date” animations, donor impact previews	M/W/F 8PM



Direct Mail Opportunity

- **Send Window:** October 7–11
- **Theme:** “You’re Part of the Harvest”
- **Mail Ideas:** Postcard with fall imagery, donor story + GivingTuesday save-the-date insert
- **Optional:** Include a fall-themed sticker or magnet as a surprise gift

Segmentation Ideas



- **Longtime Donors:** Send physical and digital thank-you combo with optional early GivingTuesday match
- **Recent Donors:** Show “impact update” before year-end
- **Unsubscribed Past Donors:** Reactivate with GivingTuesday teaser in Oct 28 campaign
- **Monthly Givers:** Feature in appreciation posts — let others see their example



Tips for October Fundraising Success

- **Use autumn metaphors** like “sowing,” “growing,” and “harvesting”
- **Surprise donors with appreciation** (email GIFs, digital cards, or mini bonuses)
- **Tease GivingTuesday** now — don’t wait until November
- **Offer sneak peeks of year-end goals** to build anticipation and urgency

November 2025 Fundraising Calendar & Strategy Guide

Theme: Gratitude, Generosity & GivingTuesday



Key Dates in November 2025:

Tuesday, November 11 – Veterans Day *(Federal Holiday)*

Thursday, November 13 – World Kindness Day

Saturday, November 15 – National Philanthropy Day

Thursday, November 27 – Thanksgiving Day

Friday, November 28 – Black Friday

Monday, December 1 – Cyber Monday

Tuesday, December 2 – GivingTuesday



 **Note:** While GivingTuesday falls in December this year, November is your launch runway. Strategic pre-positioning this month is everything.

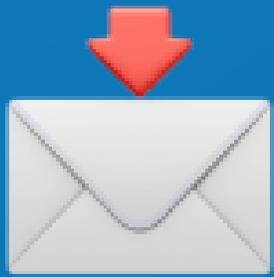


Strategic Themes for November

- 01 Gratitude & Impact (Nov 1–15):**
Celebrate donors and mission wins. Leverage Philanthropy Day & Veterans Day for powerful storytelling.

 - 02 GivingTuesday Warm-Up (Nov 16–27):**
Build your list, launch early pledges, test content, and offer “early bird” giving options.

 - 03 GivingTuesday Execution (Nov 28–Dec 2):**
5-day multi-channel strategy: Black Friday through GivingTuesday.
-



Email Strategy



**Nov 7
(Fri) –
“We
Couldn’t
Do This
Without
You”**

- **Segment:** All donors
- **Send Time:** 10:30 AM
- **CTA:** Impact report or gratitude gallery



**Nov 13
(Thu –
World
Kindness
Day) –
“One Act
of
Kindness
Can Spark
So Much”**

- **Segment:** Entire list
- **Send Time:** 12:00 PM
- **CTA:** Invite to join early GivingTuesday crew or share a story

 **Nov 22 (Sat) –**
“Our
GivingTuesday
Goal: [X Impact]
in Just One Day”

- **Segment:** All supporters
- **Send Time:** 8:30 AM
- **CTA:** Announce your campaign, launch early pledges or matching gifts

 **Nov 27 (Thurs
– Thanksgiving) –
“Before the
Feast, A Word of
Thanks”**

- **Segment:** Entire list
- **Send Time:** 7:30 AM
- **CTA:** Just gratitude — no ask

 **Nov 29 (Sat –
Weekend of
GivingTuesday)****

- **“This Tuesday Could Change Everything”**
- **Send Time:** 4:00 PM
- **CTA:** Countdown + shareable social link + match reminder



Social Media Strategy (Pre-GivingTuesday)

Week	Theme	Post Ideas	Best Times
Nov 1–9	Gratitude	Donor shoutouts, handwritten notes, “legacy donors”	T/Th/Sat 11AM
Nov 10–16	Warm-Up	“What if generosity went viral?” reels, GivingTuesday preview	M/W/F 12PM
Nov 17–23	Countdown	“10 Days to Go” graphics, donor testimonial reels	T/Th/Sun 9AM
Nov 24–30	Black Friday Weekend	GivingTuesday video launch, testimonials, influencer takeover	F/Sun/M 6–8PM



Direct Mail Opportunity

- **Send Window:** Nov 10–14
- **Theme:** “You’ve Changed Lives. Will You Do It Again on GivingTuesday?”
- **Mail Ideas:** Include a printed GivingTuesday countdown calendar or fridge card. Add QR code to campaign video.



GivingTuesday WOW Tactics



Multi-Email GivingTuesday Stack *(Dec 2 actual date)*

Date	Subject Line	Timing
Sun, Nov 30	"It Starts in 48 Hours..."	6:30 PM
Mon, Dec 1	"Tomorrow: One Day. Big Impact."	10:30 AM
Tues, Dec 2 AM	"Today's the Day – Let's Do This!"	8:00 AM
Tues, Dec 2 Noon	"We're Halfway There – Can You Help Us Finish?"	12:00 PM
Tues, Dec 2 PM	"Only Hours Left – Help Us Reach the Finish Line!"	6:30 PM
Tues, Dec 2 Late	"Before Midnight – One Last Chance to Give"	11:00 PM



Bonus Strategies

- **Donor Match Challenge:** Line up a donor to match gifts up to a certain dollar amount
- **Peer-to-Peer Push:** Encourage supporters to start their own mini-campaigns (use Canva kits or templates)
- **Instagram Countdown Sticker:** Use IG Stories to build daily momentum
- **GivingTuesday Landing Page:** Make it live by Nov 10 with story, thermometer, and simple donation options
- **Video Storytelling:** Use a short vertical video series — 3 parts: “Before,” “During,” and “Thank You”
- **VIP Pre-GivingTuesday Email List:** Build one in early November with exclusive content and early access



Tips for GivingTuesday Success

- **Start promoting by Nov 10 at the latest** — don't wait until the week of
- **Use countdowns, urgency, and matching gifts** to build momentum
- **Segment your audience:**
 - Long-time donors = matching gift ask
 - First-time givers = "Join us for the first time"
 - Lapsed donors = "This is your moment to come back"
- **Celebrate all day** — email, reels, stories, texts, livestream if possible

December 2025 Fundraising Calendar & Strategy Guide

Theme: Celebration, Urgency & Year-End Generosity



Key Dates in December 2025:

- **Tuesday, December 2** – **GivingTuesday** (*major focus, already outlined in November*)
- **Sunday, December 21** – First Day of Winter
- **Wednesday, December 24** – Christmas Eve
- **Thursday, December 25** – Christmas Day
- **Wednesday, December 31** – Last Day to Give in 2025



Strategic Themes for December

01 Post-GivingTuesday Follow-Up (Dec 3–10):

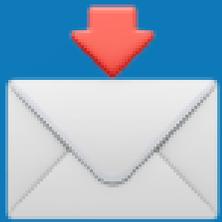
Thank donors, recap results, and invite continued generosity.

02 Christmas Giving (Dec 11–24):

Frame giving as a way to honor Christ, spread joy, and end the year with purpose.

03 Year-End Countdown (Dec 26–31):

Use specific dates and timing to maximize urgency and boost final gifts.



Email Strategy (Full- Force Campaigning)

 **Dec 4 (Thu) –
“You Gave on
GivingTuesday—
Look What You
Made Possible”**

- **Segment:** All GT donors
- **Send Time:** 11:00 AM
- **CTA:** Thank-you + ask to keep momentum going with monthly gift

 **Dec 12**
(Fri) – “Give
the Gift of
Hope This
Christmas”

- **Segment:** Entire list
- **Send Time:** 10:00 AM
- **CTA:** Tie giving to Christmas meaning + honor/memory gift option



**Dec 22
(Mon) –
“Still
Shopping?
This Gift
Lasts
Forever.”**

- **Segment:** Non-donors or lapsed donors
- **Send Time:** 5:00 PM
- **CTA:** Last-minute giving with emotional appeal + eCard



**Dec
28 (Sun)
– “Just 4
Days
Left to
Make a
2025
Gift”**

- **Segment:** Entire list
- **Send Time:** 6:00 PM
- **CTA:** Early year-end reminder + matching gift if available

 Dec
30 (Tue)
– "24
Hours
Left:
There's
Still
Time to
Give"

- **Segment:** All
- **Send Time:** 11:30 AM
- **CTA:** Countdown, clear ask, goal thermometer



Dec 31 (Wed – FINAL DAY) – Multi- Email Blast

Time	Subject Line
8:00 AM	"It's the Last Day to Give in 2025!"
3:00 PM	"Only Hours Left to Be Part of This"
10:00 PM	"Final Chance – Your 2025 Gift Must Be In By Midnight"



Social Media Strategy (High Frequency, High Emotion)

Week	Theme	Post Ideas	Best Times
Dec 1–10	GT Recap	Donor selfies, giving impact visuals, behind-the-scenes	T/Th/F 12PM
Dec 11–20	Christmas Spirit	“12 Days of Giving,” family features, donor legacy quotes	M/W/Sat 10AM
Dec 21–25	Celebrate & Reflect	Candlelight photos, Christmas reels, “Why We Give” stories	T/F/Sun 6PM
Dec 26–31	Year-End Countdown	Daily countdowns, video thank-you, donation thermometer graphics	Every Day 8AM + 6PM



Direct Mail Opportunity

- **Send Window:** Dec 5–10
- **Theme:** “The Most Important Gift You’ll Give This Season”
- **Mail Ideas:** Include a holiday card, handwritten note if possible, and year-end reply envelope. Use gold foil or festive design.

Segmentation Ideas



- **2024 First-Time Donors:** Encourage year-end second gift to build retention
- **Lapsed Donors from 2022–2023:** Emotional year-end stories + tax deduction reminder
- **Recurring Donors:** Thank and reinforce long-term impact — invite an additional gift if appropriate
- **Non-Donors on List:** “It’s not too late to make your first gift in 2025”



Tips for December Fundraising Success

- **Plan your email calendar early** — and don't be afraid to send more than once per day at year-end
- **Use urgency, goals, and visual countdowns** to drive action
- **Frame giving around Christmas values** — generosity, legacy, faith, and impact
- **End strong on Dec 31** — that day may bring in 10–20% of your December total

Conclusion:

Finish Strong—Start Now

If 2024 taught us anything, it's that **uncertainty is certain**. But with preparation, prayer, and wise digital engagement, your church or nonprofit doesn't have to wait and wonder if giving will come.

You now have a roadmap for 2025. But a plan is only powerful when it's put into action.

So as you look ahead:

- ◆ Use this guide to plot your email sends and campaigns
- ◆ Assign volunteers or staff to each initiative early
- ◆ Build your content calendar with stories, video, and faith-filled CTAs
- ◆ And most of all—**make it your mission to connect giving with the gospel**

If you need help executing any part of this calendar—from building a donor funnel to designing GivingTuesday assets—we'd love to help.

Reach out to **Todd Turner – Creative Digital Guide**, or contact one of our trusted ministry partners to start building your 2025 strategy.

Let's make 2025 the most generous year your ministry has ever seen.