

A group of four diverse young children (two boys and two girls) are smiling and huddled together. They are standing in front of a dark chalkboard. On the chalkboard, there are several simple line drawings of houses drawn with white chalk. The children are wearing colorful clothing: a red shirt, a blue shirt, a pink shirt, and a pink shirt. The background features a blue and white wavy pattern on the left and a blue and white wavy pattern on the right.

**2024**

# School Year Calendar

frontstream™



# SEPTEMBER

Childhood Cancer Awareness Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 Labor Day	3	4 National Wildlife Day	5 International Day of Charity	6	7
8 Literacy Day	9	10	11	12	13 Positive Thinking Day	14 Mawlid
15 Mawlid	16	17	18	19	20	21 World Gratitude Day
22	23	24	25 National Comic Book Day	26	27	28
29	30					

# SEPTEMBER

2024/2025 SCHOOL YEAR



**International Day of Charity** sounds like a good warm-up for Giving Tuesday in December. Use this [\*\*Giving Season Resource Library\*\*](#) to get a headstart.



**Start the school year off by celebrating International Literacy Day with a read -a-thon.**

2024/2025 SCHOOL YEAR

# OCTOBER

Bullying prevention month and  
breast cancer awareness month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2 Child Health Day Rosh Hashana begins	3 National Poetry Day	4 Rosh Hashana ends	5 World Teacher Day
6 Mad Hatter Day	7	8	9	10 World Mental Health Day	11 Give to Women and Girls Day Yom Kippur	12
13	14 Indigenous Peoples' Day Canada Thanksgiving	15	16 World Food Day Sukkot	17	18	19
20	21	22	23	24 United Nations Day Simchat Torah	25	26
27	28	29	30	31 Halloween		

2024/2025 SCHOOL YEAR



# OCTOBER

**2024/2025 SCHOOL YEAR**



**90% of teachers** spend their own money on supplies. Encouraging donations specifically for grants to teachers helps bring more innovative approaches to the classroom.



Check out these **7 Festive Fall Fundraising ideas** that will bring students, families, and the surrounding community together for your school.

**2024/2025 SCHOOL YEAR**



# NOVEMBER

National Native American Heritage Month  
and National Scholarship Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2 Birth of the Báb
3 Birth of Bahá'u'lláh National Sandwich Day	4	5	6	7	8	9
10 World Science Day	11 Veterans Day	12	13 World Kindness Day	14 National Fundraising Day National Pickle Day	15 World Philanthropy Day	16
17	18	19	20 Universal Children's Day	21 Children's Grief Awareness Day National Parental Involvement Day	22 Go for a Ride Day	23 Family Volunteer Day
24 Guru Tegh Bahadur Martyrdom Day	25	26	27	28 Thanksgiving, USA	29 Native American Heritage Day	30 Sikh Genocide Remembrance Day

National Hunger and Homelessness Awareness Week



# NOVEMBER

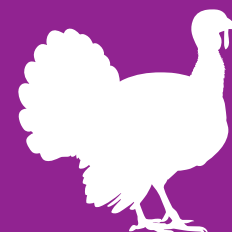
2024/2025 SCHOOL YEAR



**Giving Tuesday** is the biggest single day of charitable donations. **Start your planning** ahead of December 3rd to make the most of it.



**30% of annual charitable giving** happens during the last couple months of the calendar year. Use this **Guide to the Giving Season** to get ahead.



**Turkey Trot fundraisers** are a great way to get the community moving and raising funds. **10 Fun Ideas to Spice Up Your Turkey Trot Fundraiser.**



December is **Learn a Foreign Language Month**. Check out **these fun tips on how to run an engaging and educational fundraiser** everyone enjoys!

2024/2025 SCHOOL YEAR



# DECEMBER

Learn a Foreign Language Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 Special Education Day	3 Giving Tuesday International Day of Persons with Disabilities	4	5 International Volunteer Day National Handwashing Awareness Week	6	7
8	9 National Handwashing Awareness Week	10 Human Rights Day	11	12 International Universal Health Coverage Day	13	14
15	16 National Cupcake Day	17	18	19	20	21 Winter Solstice
22	23	24 Christmas Eve Hanukkah	25 Christmas	26 Hanukkah	27 Kwanzaa	28
29	30 Hanukkah Kwanzaa	31 New Years Eve				

2024/2025 SCHOOL YEAR



# DECEMBER

2024/2025 SCHOOL YEAR



Winter is a great time to **host a gala auction** for your school. Here are **35 Dazzling Gala Fundraiser Ideas** worth considering this season.



Use this **Interactive Auction Planner (Template)** and **Strategic Auction Item Pricing Calculator** for great fundraisers.



Learn how **MCPE's gala auction** **raised over \$83,500 for its schools.**

2024/2025 SCHOOL YEAR



# JANUARY

School Board Appreciation Month

Poverty in America Awareness Month

Mental Wellness Month

Walk Your Pet Month

National Mentoring Month

National Blood Donor Month

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

1  
New Years Day  
Global Family Day

3  
World  
Braille Day

11  
International  
Thank You Day

19  
World Religion  
Day

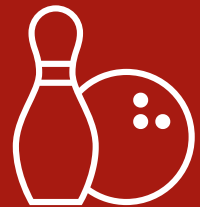
20  
Martin Luther King  
Day, USA

28  
Data Privacy Day

29  
National Puzzle  
Day

# JANUARY

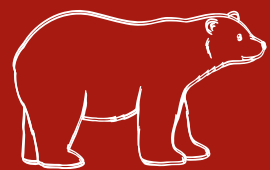
2024/2025 SCHOOL YEAR



Stay warm indoors during with a **bowl-a-thon fundraiser**.



Check out 25 lovely **Valentine's Day Fundraising Ideas**.



Make Spring Break cooler by planning a **Polar Plunge fundraiser** now.



1 in 285 kids are diagnosed with cancer in the US annually; chances are that a child in your school will suffer this awful diagnosis. **Consider these fundraising ideas** for International Childhood Cancer Awareness day on Saturday, February 15th if a kid in your school is afflicted.

2024/2025 SCHOOL YEAR



# FEBRUARY

Black History Month

Community Service Month

International Boost Self Esteem Month

Career & Technical Education Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2 Groundhog Day	3	4 Give Kids a Smile Day	5	6	7 Safer Internet Day	8
National School Counseling Week						
9	10	11	12	13	14 Valentine's Day	15 International Childhood Cancer Awareness Day
Random Acts of Kindness Week						
16	17 President's Day	18	19	20	21	22
Random Acts of Kindness Week						
23	24	25	26 Tell a Fairytale Day	27	28	
National Eating Disorders Awareness Week						

# FEBRUARY

2024/2025 SCHOOL YEAR



Time to start planning outdoor peer-to-peer fundraisers! Check out these guides on how to host a **Color Fun Run** or an inclusive **Walk-a-thon**.



Lean on this **interactive fundraising planner (template)** to keep your event-planning organized from start to finish.



Saint Patrick's Day is around the corner: Here are **12 Charming Fundraising Ideas**.

2024/2025 SCHOOL YEAR



# MARCH

International Women’s History Month

Self Harm Awareness Month

Music in our Schools Month

National Reading Month

Gender Equality Month

Middle-level Education Month

Developmental Disabilities Awareness Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 Self Harm Awareness Day Zero Discrimination Day
2 World Teen Mental Wellness Day Read Across America Day	3 Employee Appreciation Day National Unplug Day	4	5	6	7	8 International Women’s Day
9	10	11	12	13 National Napping Day	14 SEL Day Pi Day	15
16	17	18	19	20	21 World Downs Syndrome Day World Poetry Day	22 World Water Day
23	24	25	26	27	28	29 International Transgender Day of Visibility

# MARCH

2024/2025 SCHOOL YEAR



Remember these Top 5 Tips for helping team fundraisers banish 'ask shyness' while raising money for your peer-to-peer events and a-thons.



Plan a bike-a-thon fundraiser the whole community will enjoy.

2024/2025 SCHOOL YEAR



# APRIL

- Autism awareness month
- Child Abuse Prevention Month
- Child National STD Awareness Month
- community service month
- Counseling Awareness Month
- National Youth Sports Safety Month
- Alcohol Awareness Month
- Deaf History Month
- School Library Month
- Arab American Heritage Month
- Month of the Military
- Sexual Assault Awareness and Prevention Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Sexual Assault Awareness Day of Action April Fools Day	2 International Children’s Book Day World Autism Awareness Day	3	4	5
6	7 World Health Day	8	9	10	11	12
National Library Week						
13	14	15 World Art Day Tax Day, USA	16	17	18	19
20	21	22 Earth Day	23 World Book Day	24	25	26 Arbor Day
National Volunteer Week						
27	28	29	30			
National Specialized Instructional Support Personnel Appreciation Week						

# APRIL

## 2024/2025 SCHOOL YEAR



End the school year with a celebration by hosting a **dance-a-thon fundraiser** on school grounds or in the gymnasium.

2024/2025 SCHOOL YEAR



# MAY

Mental Health Awareness Month

National Foster Care Month

Jewish American Heritage Month

National Physical Fitness and Sports

Military Appreciation Month

Month Teen Pregnancy Prevention Month

Asian American and Pacific Islander Heritage Month

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

1

2

3

National Space Day

National Specialized Instructional Support Personnel Appreciation Week

4

Star Wars Day

5

World Laughter Day

6

7

8

National Children's  
Mental Health  
Awareness Day

9

10

Teacher Appreciation Week

11

Mother's Day

12

13

14

15

Global Accessibility  
Awareness Day  
International Day  
of Families

16

17

International Day Against  
Homophobia, Transphobia and  
Biphobia  
National Pizza Party Day  
Armed Forces Day

18

19

20

21

22

23

24

25

National Missing  
Children's Day

26

Memorial Day

27

28

29

30

National  
Creativity Day

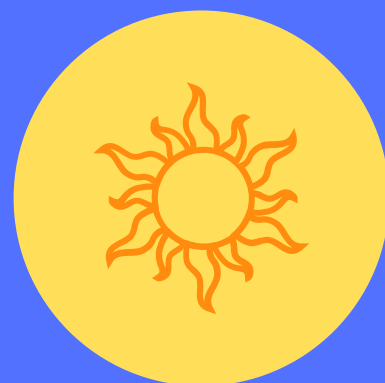
31

World No  
Tobacco Day

2024/2025 SCHOOL YEAR

# MAY

2024/2025 SCHOOL YEAR



Check out these [21 sizzling summer fundraising ideas](#) for your school.

2024/2025 SCHOOL YEAR

## Your Fundraising Campaign Checklist

# Make a Plan

- ☐ Set your fundraising goal and determine your campaign theme.
- ☐ Assemble your team and assign roles.
- ☐ Create a campaign calendar to organize your promotion (email schedule, social media posts, website updates, phone calls, etc).
- ☐ With Panorama's digital engagement tools, you can create segmentation lists to target email recipients based on who's donated, registered, or already received a mailing.
- ☐ Determine how you will track responses.
- ☐ Establish success metrics that include more than a fundraising goal.
- ☐ Here are some common ones:
  - How many new donors did you acquire?
  - Was your average donation higher than last year?
  - How many donors signed up for recurring donations?



**Fundraising is  
a team sport.**

**You don't have  
to do it on  
your own.**

*Try these ideas to find  
volunteers for your next  
school fundraiser.*

**Include a call for volunteers**

The next PTO meeting is a perfect time!

**Contact parents throughout the school**

These folks are likely to be well-connected to other parents who are cause-minded.

**Get in touch with existing school groups**

...booster clubs, PTO, theatre, etc.

**Reach out to high school students**

Volunteering can be a great résumé builder for college.



## Your Fundraising Campaign Checklist

# Create your campaign or event website

- ☐ Add your organizational branding and messaging so your supporters trust and recognize your cause.
- ☐ Provide a seamless mobile, registration and donor experience so supporters can signup or give on the go.
- ☐ Create urgency with a real-time countdown, thermometer, and campaign end date.
- ☐ Highlight teams and individuals on the leaderboard or donation listing.
- ☐ Ask supporters to share your campaign or event on social media with a single click.
- ☐ Maximize donations with customized donation options including donor covers the fee and employer-donation match.
- ☐ Turn on additional gift options including recurring and monthly donations.



## Your Fundraising Campaign Checklist

# Connect with your supporters

- ☐ Engage your top teams, and reach out to your entire network including:
  - Volunteers.
  - Corporations.
  - Local businesses.
  - Board members.
- ☐ Major donors who are strong supporters of your organization to provide a matching grant incentive.
- ☐ Ask top donors to commit their support by sharing on their social media or sending an email. When you have top donors support others will be more inclined to follow.
- ☐ Put dollars into real terms and explain how their participation and donations directly impacts your cause. For example, if \$100 provide a week of meals to a family, state that plainly. Double down with stories that bring the impact to life. Donors love to see how far their own donation can go.





Over 20,000 schools and nonprofits increase donations and find new supporters through the **BiddingForGood** community of 1.7M philanthropic shoppers — all while simplifying their fundraising.

**Discover the FrontStream difference  
for your next event.**

Talk to an expert

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