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# 2023-24 School Fundraising Calendar

This calendar identifies days and months that can anchor school fundraising.  
It also recommends "blackout" days for religious observances.

## September 2023

### Childhood Cancer Awareness Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4 Labor day, United States National Wildlife Day	5 International Day of Charity	6 Fight Procrastination Day	7	8 International Literacy Day	9
10	11	12	13 Positive Thinking Day	14	15 Rosh Hashonah, Jewish	16 Rosh Hashonah
17 Rosh Hashonah	18	19	20	21 World Gratitude Day	22	23
24 Yom Kippur, Jewish	25 Yom Kippur	26 Mawlid an Nabi, Islam	27 Mawlid an Nabi	28	29 Sukkot, Jewish	30 Sukkot



International Day of Charity sounds like a good warm-up for [Giving Tuesday](#) in November. Test out some messages so you know what works for your audience!



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

## October 2023

Bullying Prevention Month and Breast Cancer Awareness Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 National Child Health Day	3	4	5 World Teachers Day	6 Mad Hatter Day	7 Simhat Torah, Jewish
8	9 Thanksgiving, Canada Indigenous Peoples Day, United States	10	11	12 #GiveToWomenAndGirls Day	13	14
15 Birth of the Bab, Baha'i	16 Birth of the Bab; Birth of Baha'u'llah, Baha'i	17 Birth of Baha'u'llah	18	19	20 Gurgaddi, Sikh	21
22	23	24	25	26	27	28
29	30	31				

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

## November 2023

National Native American Heritage Month and National Scholarship Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 Sikh Genocide, Sikh	2	3	4
5	6	7	8	9	10	11
12	13 World Kindness Day	14	15 World Philanthropy Day	16	17	18
19	20	21	22 Go For a Ride Day	23 Thanksgiving, United States	24 Martyrdom of Guru Tegh Bahadur, Sikh	25
26	27	28 Giving Tuesday	29	30		

💡 Giving Tuesday is the biggest single day of charitable donations. Start your planning well ahead to [make the most of this day](#).

## December 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5 International Volunteer Day	6	7 Hanukkah, Jewish	8 Hanukkah	9 Hanukkah
10 Hanukkah	11 Hanukkah	12 Hanukkah Universal Health Coverage Day	13 Hanukkah	14 Hanukkah	15 Hanukkah National Cupcake Day	16 Chocolate Covered Anything Day; Ugly Sweater Day
17	18	19	20	21	22	23
24 Christmas Eve, Christian	25 Christmas	26 Martyrdom of Baba Zorawar Singh, Sikh; Zarthosht No Diso, Zoroastrian	27	28	29	30
31						

💡 30% of all giving happens in December. Make your own impact day or simply [tap into the season of giving](#) for a final appeal before year's end.

🏃 Whether you're hosting a [walk-a-thon](#), 5K, [Polar Plunge](#), or another type of team fundraising event, Ugly Sweaters will always bring it up a notch!

## January 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3 World Braille Day	4 Guru Gobind Singh Sahib Birthday, Sikh	5 Guru Gobind Singh Sahib Birthday, Sikh	6
7	8	9	10	11	12	13
14	15 Martin Luther King Day, United States	16	17	18	19	20 National Hug Day
21	22	23	23	25	26 National Fun at Work Day	27
28	29	30	31			

💡 Celebrate World Braille Day with Braille Bingo that helps raise awareness for braille literacy.

## February 2024

Black History Month and Community Service Month




Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4 Give Kids a Smile Day	5	6	7 Safer Internet Day	8	9	10
11	12	13	14 Valentine's Day	15 Childhood Cancer Awareness Day	16	17 Random Acts of Kindness Day
18	19	20	21	22	23	24 Laylat al Bara'a, Islam
25	26 Tell a Fairy Tale Day	27	28	29		

- 💡 Plan a penny drive for Random Acts of Kindness Day.
- 🎗️ Host a [small online auction](#) for Childhood Cancer Awareness Day.



# March 2024

International Women's History Month and National Reading Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 Zero Discrimination Day	2 World Teen Mental Wellness Day
3 Employee Appreciation Day; National Unplugging Day	4	5	6	7	8 International Women's Day	9
11 Ramadan	12		13 National Napping Day	14 Nanakshahi, Sikh	15	16
17	18	19	20	21 Navrose, Zoroastrian	22	16
24 Holy Week Palm Sunday, Eastern Orthodox; Purim, Jewish	25 Holy Week; Holi, Sikh	26 Khordad Sal; Zoroastrian  Holy Week	27 Holy Week; Hola Mohalla, Sikh	28 Holy Week	29 Ramadan; Holy Week Good Friday; Christian International Transgender Day of Visibility	30 Holy Week
31 Ramadan; Easter, Christian International Transgender Day of Visibility	<div>  National Reading Month is perfect timing for a read-a-thon.            Turn National Unplug Day into a peer-to-peer fundraising event where family and friends pledge to unplug.            DigitALL: Innovation and technology for gender equality is this year's International Women's Day theme. Consider a <a href="#">t-shirts fundraiser</a> to support DEI programs.         </div>					



# April 2024

## Autism Awareness Month and Community Service Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7 World Health Day	8	9 Eid al Fitr, Islam	10 Ramadan; Eid al Fitr	11	12	13 Vaisakhi, Sikh
14	15 World Art Day Tax Day, United States	16 Wear Pajamas to Work Day	17	18 Birthday of Guru Angad Dev, Sikh	19	20
21 Ridvan, First Day, Baha'i	22 Earth Day Passover; Jewish	23 World Book Day	24	25 Take Our Daughters and Sons to Work Day	26 Arbor Day	27
28 Palm Sunday Eastern Orthodox	29	30 International Jazz Day Passover; Jewish				



World Book Day is a great reason to host a read-a-thon!



Create a community Plant a Tree fundraiser for Earth or Arbor Day.



Lean into a jazz theme for an upcoming gala or fundraiser. Or encourage teams to lean into the culture of jazz for your Spring walk-a-thon.

## May 2024

Mental Health Awareness Month, Asian American and Pacific Islander Heritage Month, and Jewish American Heritage Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3 National Space Day	4 Star Wars Day
5 World Laughter Day	6	7	8	9	10	11
12 International Nurses Day	13	14	15	16	17 National Pizza Party Day	18
19	20 World Bee Day	21	22	23	24	25
26	27 Memorial Day, United States	28	29	30 National Creativity Day	31	



Outer space always makes for a great event theme; or 🍕-themed could be delicious!





Does the school nurse need supplies and want a grant to run an education program for the students?

Nurses week/day is a great time to [make an appeal](#) specific to that grant request!

# June 2024

## Pride Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 National Say Something Nice Day;
2 Women's Golf Day	3 World Bicycle Day	4 Ghallughara Day, Sikh	5 World Environment Day	6	7 National Donut Day	8 World Ocean Day; National Best Friends Day
9 Children's Day	10	11	12	13	14 Guru Arjan Sahib Martyrdom Day, Sikh	15 Nature Photography Day
16 Father's day Eid al Adha, Islam	17 Eid al Adha	18	19 Juneteenth, United States	20	21 International Day of Yoga	22
23	24	25	26	27	28	29
30	<div>  Consider hosting your own <a href="#">charity (mini) golf tournament</a> to raise money for the golf team and break down barriers for more women to get into the sport.            Find a parent volunteer to teach a yoga fundraiser to recenter at the end of a busy school year.         </div>					

## July 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 Canada Day	2	3	4 Independence Day, United States	5	6
	International Joke Day					
7	8	9	10	11	12 International Malala Day	13
14	15 National Give Something Away Day	16	17	18	19	20
21 National Ice Cream Day	22	23	24	25	26	27
28	29	30 Friendship Day	31			

- 💡 Ask families to participate in Give Something Away Day by donating something you can use as an auction item for your fall fundraiser. [Here are 160+ school fundraising ideas](#) for inspiration.
- 🍦 [Sell tickets](#) to an ice cream party.

## August 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9 Book Lovers Day; National Son and Daughter Day	10 National Spoil Your Dog Day
11 National Son and Daughter Day	12 International Youth Day National Vinyl Record Day	13 Left-Handers Day Tisha B'Av	14	15 Dormition of the Blessed Virgin Mary, Eastern Orthodox	16 National Tell a Joke Day	17 National Nonprofit Day
18	19 World Photography Day	20	21	22	23	24 International Strange Music Day
25	26	27	28	29	30 National Beach Day	31



**Give yourself a little self-care for all the hard work you do all year long this National Nonprofit Day!**



**Turn Spoil Your Dog Day into a 5k** or walk-a-thon. Take it to the 🎉 to get two for one.



Put on your dancing shoes and host a dance-a-thon for Vinyl Record Day.



## 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.



# Ready to get started with your next fundraising event? Check out these resources.

**The Ultimate Guide to  
School Fundraising**

[Read now](#)

**How MCPE Raised Over  
\$83,500 in One Night for  
Their Schools**

[See the Interview](#)

**160+ School Fundraising  
Ideas**

[Get Inspired](#)

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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.

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