

2023 United Way Cause Calendar



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This calendar identifies days and months that can anchor your non-pledge fundraising. It also recommends "blackout" days for religious observances

Below is the color code used throughout the calendar to represent days in which you can fundraise around to help your United Way organization.

Education

Economic
Mobility

Health

Religious
Observances

January 2023

Poverty Awareness Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4 World Braille Day	5 Guru Gobind Singh Sahib Birthday, Sikh	6	7
8	9	10	11	12	13	14
15	16 Martin Luther King Day, United States	17	18	19	20	21 National Hug Day
22	23	24	25	26	27 National Fun at Work Day	28
29	30	31				



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

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February 2023

Black History Month

Community Service Month

Career and Technical Education Month

American Heart 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	15 Childhood Cancer Awareness Day	16	17 Random Acts of Kindness Day	18
19	20 World Day of Social Justice	21	22	23 Digital Learning Day	24	25
26	27	28				



Host a [small online auction](#) for Childhood Cancer Awareness Day.

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March 2023

International Women's History Month | 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 Laylat al Bara'a, Islam; Purim, Jewish	7	8 International Women's Day	9	10 International SEL Day	11
12	13 National Napping Day	14 Nanakshahi Sikh Pi Day	15	16	17	18
19	20	21 Navrose, Zoroastrian	22	23	24 Ramadan	25
26 Khordad Sal, Zoroastrian	27	28	29	30 World Bipolar Day	31 Ramadan	



National Reading Month is perfect timing for a read-a-thon.



#EmbraceEquity is this year's International Women's Day theme. Consider a [t-shirts fundraiser](#) to support DEI programs.

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April 2023

Community Service Month | Financial Literacy Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2 Holy Week, Christian; Palm Sunday, Christian	3 Holy Week National Public Health Week	4 Holy Week	5 Holy Week; Passover, Jewish	6 Holy Week; Passover	7 Ramadan; Holy Week; Good Friday, Christian World Health Day	8 Holy Week
9 Easter, Christian; Palm Sunday, Eastern Orthodox	10 Holy Week, Eastern Orthodox	11 Holy Week National Equal Pay Day	12 Holy Week	13 Holy Week	14 Ramadan; Holy Week; Holy Friday, Eastern Orthodox; Birth of Guru Nanak Sahib, Sikh; Khalsa Day, Sikh	15 Holy Week
16 Holy Week; Pascha, Eastern Orthodox	17	18 Tax Day, United States	19	20	21 Ridvan, First Day, Baha'i; Eid al Fitr, Islam	22 Eid al Fitr
23 World Book Day	24	25 National Financial Awareness Day	26	27 Take Our Daughters and Sons to Work Day	28 International Youth Service Day World Day for Safety & Health atWork Day	29
30	<div>  World Book Day is a great opportunity to host a read-a-thon!  National Financial Awareness day is a perfect opportunity host a savings challenge or a spare change drive to donate to a local charity. </div>					

May 2023

Mental Health Awareness Month

Affordable Housing Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8 World Red Cross and Red Crescent Day	9	10	11	12 International Nurses Day	13
14	15	16	17	18	19	20
21	22	23	24	25 Shavuot, Jewish	26 Shavuot	27 Shavuot
28	29 Memorial Day, United States	30 National Creativity Day	31			



Host a walk-a-thon or event to help support World Red Cross and Crescent Day!

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June 2023

Pride Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Children's Day; National Say Something Nice Day	2	3
4 Ghallughara Day, Sikh	5 World Environment Day	6	7	8 National Best Friends Day	9	10 Global Wellness Day
11	12	13	14	15	16 Guru Arjan Sahib Martyrdom Day, Sikh	17
18 Father's day	19 Juneteenth, United States	20	21	22	23	24
25	26	27	28 Eid alAdha, Islam National Insurance Awareness Day	29 Eid alAdha	30	



Host an auction that features organic products for World Environment Day.



Find a volunteer to teach a yoga fundraiser to recenter on Global Wellness Day.

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July 2023

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



Ask people to participate in Give Something Away Day by donating something you can use as an auction item for your fall fundraiser. [Here are 101 auction item ideas](#) for inspiration.

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August 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9 Book Lovers Day	10	11	12 International YouthDay
13	14 National Finance Awareness Day	15 Dormition of the Blessed Virgin Mary, Eastern Orthodox Relaxation Day	16 National Tell a Joke Day	17 National Nonprofit Day	18	19 World Humanitarian Day
20	21	22	23	24	25	26 Women's Equality Day
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!



Host a read-a-thon for Book Lovers Day!

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September 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4 Labor day, United States	5 International Day of Charity	6	7	8 International Literacy Day National 401k 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!

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October 2023

Bullying Prevention Month | Breast Cancer Awareness Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 National Child Health Day	3	4	5 World Teachers Day World Financial Planning Day	6	7 Simhat Torah, Jewish
8	9 Thanksgiving, Canada Indigenous Peoples Day United States	10	11 National Coming Out Day	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 World Savings Day				

♥ Walk-a-thons, auctions, and other events in your community are great ways to rally local support during Breast Cancer Awareness Month.

November 2023

National Native American Heritage Month | 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	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.](#)

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December 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3 International Day of Persons with Disabilities	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	16
17	18	19	20	21	22	23
24 Christmas, Christian	25 Christmas	26 Martyrdom of Baba Zorawar Singh, Sikh; ZarthoshtNo 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!

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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?

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.

**Boost Non-Pledge
Revenue: Creative
Fundraising Ideas For Your
United Way**

[Read now](#)

**7 Common Mistakes
People Make When
Planning A-thons**
(and how to avoid them)

[Download my copy](#)

**10 Secrets for a
Successful Auction**

[Get the secrets](#)

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