



 GlobalGiving

2017 Nonprofit Partner Calendar

Photo: "Brilliant is Beautiful Fund" by Artist for Peace and Justice



January

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 New Year's Day	2 All GlobalGiving Offices Closed	3	4	5	6	7
8	9	10 GlobalGiving.org Expands to UK	11	12	13	14
15	16 MLK Jr. Day (US) GlobalGiving US Office Closed	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

DID YOU
KNOW?

The average donor retention rate is **46%**. [SOURCE](#)

January 2017



It's planning time!

Make sure to set **SMART GOALS** as part of your online fundraising strategy to keep you on track and maximize success. SMART goals are Specific, Measurable, Action-Oriented, Realistic, and Time-Bound!



On January 10, GlobalGiving is launching ONE website,

simplifying the GlobalGiving experience for donors and nonprofits alike! Donors will be able to give in USD and GBP and will be eligible for US tax deductions and UK Gift Aid all from one project page on GlobalGiving.org.



Do you have UK donors?

If so, with one global website, UK taxpayers who donate to your project can take advantage of Gift Aid, meaning that GlobalGiving can claim an additional 25% in matching support from the UK government on top of the original GBP donation for your project!



First step in donor retention: Send thank you notes!

Use GlobalGiving's **THANK YOU NOTE FEATURE** to thank your recent donors. Check out tips for writing engaging thank you emails on the Tools + Training blog [HERE](#).



Join our monthly Peer Learning Network webinars

to hear ideas, learn best practices and gain new skills from other nonprofit leaders. More info [HERE](#).



Reconnect with GlobalGiving!

Join the [PROJECT LEADER FACEBOOK GROUP](#).

Subscribe to the [TOOLS + TRAINING BLOG](#).

Check out GlobalGiving's [LEARN](#) section.

Sign up for a [ONE-ON-ONE CONSULTATION](#) with a GlobalGiving team member.

February

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Town Hall Meeting	2	3	4
5	6	7	8	9	10	11
12	13	14 Valentine's Day	15	16	17 Video Contest Submission Deadline	18
19	20 Presidents' Day (US) <i>GlobalGiving US Office Closed</i>	21	22 Peer Learning Network	23	24 Leadership Council + Ambassador Applications Due	25
26	27	28				

DID YOU KNOW?

Peer-to-peer giving accounts for almost **1/4 of online giving.** [SOURCE](#)

February 2017



Join us for GlobalGiving's Third Annual Town Hall Meeting

at **11:00 AM EST** on February 1! This is your opportunity to ask questions, share feedback, and offer ideas about the GlobalGiving experience. Participate in-person at either our Washington, DC or London office, or attend online. RSVP [HERE](#).



Have ideas for improving GlobalGiving's website and services?

APPLY to join our Leadership Council! This advisory committee, comprised of representatives from nonprofits like yours, participates in regular online discussions and conference call meetings with the GlobalGiving team.



Spread the love this Valentine's Day!

Encourage your supporters to donate to your project as a gift; we'll email the recipient a [TRIBUTE CARD](#).



Lights, Camera, Action!

Compete in GlobalGiving's Annual Video Contest for a chance to be featured in our donor email and on our Facebook and Twitter accounts. To participate, simply embed a 30-second to three minute [VIDEO](#) on your project page and submit the project page link using the [CONTEST FORM](#).



Do you want to help foster the nonprofit community in your country?

APPLY to become a GlobalGiving Ambassador! Selected individuals will host workshops and meet-ups with prospective and current GlobalGiving partners and conduct optional in-country site visits. Ambassadors will participate in an online training in March and will receive a \$1,000 grant to support their organization after successfully completing the program.

March



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Global Girl Fund Campaign Begins	2	3	4
5	6	7	8 International Women's Day	9	10	11
12	13	14	15 Global Girl Fund Campaign Ends	16 Online Fundraising Academy Applications Due	17	18
19	20	21	22 International World Water Day	23	24	25
26 Mother's Day (UK)	27	28	29 Peer Learning Network	30	31	

DID YOU KNOW?

17% of all online revenue is generated from monthly recurring donations. [SOURCE](#)

March 2017



Supercharge your organization's fundraising with the Online Fundraising Academy!

APPLY to participate in this two-month online course focused on topics like developing an online fundraising strategy and harnessing social media for fundraising.



Did you know that GlobalGiving makes it possible for you to accept text-to-give donations

from donors with wireless plans in the United States? Every project on GlobalGiving has its own specific mobile giving keyword to accept \$10 donations. Learn more [HERE](#).



Looking for help developing your campaign strategy?

Check out GlobalGiving's CrowdFundamentals, a guide to online fundraising campaigns. Read more [HERE](#).



Invite your supporters to invest in your organization by signing up for a monthly recurring donation!

GlobalGiving will automatically deduct the donation from your donor's credit card each month, providing your organization with a consistent and reliable source of income. Find a direct link to promote your project's recurring donation feature from the "Share" tab on your GlobalGiving project page.

April

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 Little by Little Matching Campaign Begins	4 Online Fundraising Academy Kick-Off	5	6 International Day of Sport for Development + Peace	7 Little by Little Matching Campaign Ends	8
9	10	11	12	13	14 Good Friday <i>GlobalGiving UK Office Closed</i>	15
16 Easter Sunday	17 Easter Monday <i>GlobalGiving UK Office Closed</i>	18	19	20	21	22 Earth Day
23	24	25	26 Peer Learning Network	27	28	29
30						

DID YOU KNOW?

95% of nonprofits worldwide have a Facebook page. [SOURCE](#)

April 2017



“The power of crowdfunding isn’t in the funding, it’s in the crowd.”

MARI KURAISHI

GlobalGiving Co-Founder + President



We’ve expanded the Little by Little Campaign to help you incentivize more donors—

both new and repeat—to give during this bonus week! From April 3 through April 7, donations up to \$50 will be matched at 50% with \$50,000 available in matching funds and bonus prizes worth \$3,000.



Facebook is a great platform for sharing information,

increasing visibility for your work, and building relationships within your network. As a helpful **RULE OF THUMB**, for every 1,000 email subscribers, the average nonprofit has 355 Facebook followers—something to consider as you build your presence in 2017.



Earn Effectiveness Points!

Our mission is not only to help you access more funding, but also to connect you to information, ideas, and tools so that you can learn and grow! Visit your **GG REWARDS DASHBOARD** to take advantage of resources that will help you gather feedback from stakeholders, enhance your storytelling, improve your programs, and more!



Engage your donors on Earth Day!

Does your organization have environmentally-focused projects? If so:

- Use the buzz from Earth Day to drive donations to your projects.
- Start a conversation on Facebook or Twitter.
- Ask your supporters how your organization can be greener.
- Organize your donors to implement an environmental project.
- Encourage your donors to **FUNDRAISE** for your projects to celebrate Earth Day.

May

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 <i>GlobalGiving UK Office Closed</i>	2	3	4 Photo Contest Submission Deadline	5	6
7	8	9	10	11	12	13
14 <i>Mother's Day (US)</i>	15	16	17	18	19	20
21	22 Photo Contest Voting Begins	23	24	25	26 Photo Contest Voting Ends <i>Start of Ramadan</i>	27
28	29 <i>Memorial Day All GlobalGiving Offices Closed</i>	30	31 Peer Learning Network			

DID YOU
KNOW?

50% of donors prefer personalization more than speed when being thanked for a donation. [SOURCE](#)

May 2017



For those thinking about gifts for Mother's Day,

GlobalGiving has the perfect gift: a tribute card! Encourage your supporters to use our **TRIBUTE CARD** feature to make a donation as a gift for Mother's Day, and GlobalGiving will send a card via email.



Say cheese! Submissions for the eighth annual Photo Contest are due Thursday, May 4.

Simply upload up to three unique, compelling, high-resolution photos on your project page and submit the photo URLs [HERE](#) for a chance to win a \$1,000 award and social media promotion.



Voting for GlobalGiving's Photo Contest begins on May 22.

An expert judge will select 75 photo submissions for voting on GlobalGiving's Photo Contest page. Invite your supporters to vote by entering their email address and verifying their vote by email. And bonus: all voters will be automatically subscribed to receive your project reports!



Photo contest voting tips for success:

- Reach out to all contacts in your networks. This is an easy way to build supporters for your project at no cost to them!
- Ask your colleagues and volunteers to spread the word far and wide.
- Feature your photo on all of your social media channels and ask people to vote!
- Consider opportunities to engage voters in person.
- Communicate regularly and update your messaging based on your standing in the contest.

June

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8 World Oceans Day	9	10
11	12	13	14	15	16	17
18 Father's Day (US, UK, Canada)	19	20 World Refugee Day Campaign	21	22	23	24
25 End of Ramadan	26	27	28 Peer Learning Network	29	30	

DID YOU KNOW?

13% of donations from United States donors are made on mobile devices. [SOURCE](#)

June 2017



GG Rewards helps us recognize organizations that actively engage

in the GlobalGiving community, report regularly, and focus on learning. In addition to benefitting from the GG Rewards Bonus Day (July 12), Superstars and Leaders are more likely to be recommended to corporate partners, included in GlobalGiving's donor promotions, and benefit from other special opportunities. Learn more about your organization's GG Rewards status [HERE](#).



Embed a widget on your website to promote your GlobalGiving projects.

Click the "Share" tab on your project page, then copy and paste the widget code on your website.



Carve out time on a regular basis to send personalized thank you notes

to your donors and let them know what you can accomplish with their support. To make this process easier, develop templates based on donor segments and upload pictures showcasing your work. Read additional tips for thank you notes [HERE](#).



Ask supporters to make a donation to your project as a gift for Father's Day.

GlobalGiving will send Dad a card via [EMAIL](#) or one the gift giver can print at home!



June is the busiest month of the year for weddings in the United States!

Invite your engaged supporters to [CREATE A GIFT REGISTRY](#) on GlobalGiving and receive donations to your project for their wedding.

July

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 Independence Day <i>GlobalGiving US Office Closed</i>	4	5	6	7	8
9	10	11	12 GG Rewards Bonus Day	13	14	15
16	17	18	19	20	21	22
23	24	25	26 Peer Learning Network	27	28	29
30 World Day Against Trafficking in Persons	31					

DID YOU KNOW?

72% of volunteers contribute to nonprofits compared to 40.4% of non-volunteers. [SOURCE](#)

July 2017



Get ready for GG Rewards Bonus Day!

On July 12, we will match up to \$1,000 per donor per organization based on your GG Rewards status—30% for Partners, 40% for Leaders, and 50% for Superstars. We have \$110,000 available in matching funds, plus bonus prizes.



Do you want your project to receive a bump up in GlobalGiving's search ranking?

If so, check out GlobalGiving's microproject option, open to Leaders and Superstars! These fundraising pages are live on the site for 90 days and can help you raise funds for a specific activity or outcome with a budget between \$250 and \$10,000. Learn more [HERE](#) and [USE THESE TIPS](#) to write a successful microproject.



Make it easier for your organization to manage your GlobalGiving projects

by adding Project Contributors and Rewards Contributors to your account! By using these additional account types, Project Leaders can receive assistance from other staff members, interns, and volunteers on the various tasks required on GlobalGiving. Read more [HERE](#).



Share a single call to action in your regular project reports.

These reports, emailed out to all of your donors, serve as a great engagement tool! In your next report, share a brief and powerful story about your work and emphasize your donors' impact. Then, conclude the report with a call to action—"Like" your organization on Facebook, subscribe to your organization's newsletter, or donate during an upcoming campaign.

August

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7 Youth Week Fundraising Campaign Begins	8	9	10	11	12 International Youth Day Youth Week Fundraising Campaign Ends
13	14	15	16	17	18	19
20	21 Social Impact Academy Applications Due	22	23	24	25	26
27	28 <i>GlobalGiving UK Office Closed</i>	29	30 Peer Learning Network	31		

DID YOU KNOW?

1/3 of nonprofit online revenue is generated through email. [SOURCE](#)

August 2017



What is your organization's impact?

How can you measure your effectiveness? How do you collect and use community feedback? Join us for our third annual Social Impact Academy to explore different theories of impact measurement and to learn about practical tools that you can use to increase your organization's effectiveness. [APPLY](#) to join a small cohort to participate in this two-month course.



Write effective fundraising emails that open hearts (and wallets).

Learn how [HERE](#).



Regularly engage your volunteers and network to ensure they feel invested in your cause.

This August, invite your organization's advocates to create a [GLOBALGIVING FUNDRAISER](#) to raise money for your project! The donor can use his or her personalized fundraiser page to reach out to family and friends. Get inspired with these [SUCCESS STORIES](#).



Did you know that GlobalGiving offers Web Analytics?

This feature offers insight into your GlobalGiving donations, projects, and report activity. Analytics also provide the data you need to maximize the effectiveness of your communications, raise more funds, and retain donors. Learn more [HERE](#).



Every month, GlobalGiving selects one Superstar project to be featured as the Project of the Month

to receive donations from a group of monthly donors. Learn how to increase your chances of becoming a project of the month [HERE](#).



September

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4 Labor Day (US) <i>GlobalGiving US Office Closed</i>	5	6	7	8	9
10	11	12 Social Impact Academy Kick-Off	13	14	15 GG Innovation Awards Submissions Due	16
17	18	19	20	21	22	23
24	25	26	27 Peer Learning Network	28	29	30

DID YOU KNOW?

67% of our nonprofit partners said that GlobalGiving helps them become more effective, not just in fundraising, but overall as an organization. [SOURCE](#)

September 2017



GlobalGiving provides a project report rating to help you improve your donor communications.

The GlobalGiving team reviews all reports and rates them on a scale of 1 (poor) to 5 (excellent). Excellent reports are more likely to be featured in our promotional outreach. What makes a report excellent? We're looking for close-up, high-resolution photos and two to three paragraphs that tell a compelling, project-specific story and include information about how funds have been used. Learn more [HERE](#).



The higher your GG Rewards status, the more one-on-one consultations you earn

with the GlobalGiving team! While Superstars are eligible to receive unlimited sessions, Leaders may sign up for three and Partners may sign up for two sessions. **SIGN UP** for a session and increase your status to earn more.



While year-end fundraising traditionally begins the Monday after the US Thanksgiving holiday, it starts to ramp up several months before, so get ready to online fundraise!

- Draft a SMART goal and a strategy to achieve that goal.
- Use a GlobalGiving campaign to mobilize your supporters.
- Craft a fundraising communications calendar. Think strategically about important dates like #GivingTuesday (November 28) and December 31, and use your calendar to determine how and when you are going to communicate with your donors.
- Identify and engage fundraising advocates.

October

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 Giving Week Begins GG Innovation Awards	3	4	5 Pro-Rated Bonus Day	6 Giving Week Ends	7
8	9	10	11	12	13	14
15	16 World Food Day	17	18	19 Diwali (India)	20	21
22	23 World Polio Day	24	25 Peer Learning Network	26	27 Fail Forward Contest Deadline	28
29	30	31 Halloween				

DID YOU KNOW?

The average increase in click-through rates when emails are personalized is **14%**. [SOURCE](#)

October 2017



We want to celebrate the many forms that giving takes!

Join the GlobalGiving team for a week of activities designed to help your organization increase visibility, attract new donors, receive volunteering support, raise funds, and enhance your effectiveness from October 2 through 6.



Have some fun in October! In the U.S., many of your supporters will be getting ready for Halloween.

Run a pumpkin carving contest or share staff Halloween photos on your organization's social media accounts. Use this month to build relationships with your donors before year-end giving begins.



Failure. Fail. Failed.

These aren't words most people like to say, but we think it's time to embrace failing forward. Submit your organization's fail forward story for a chance to win a cash award. [CHECK OUT THE WINNERS](#) of the 2016 Fail Forward Contest.



The final Bonus Day of the year is Thursday, October 5.

GlobalGiving will be matching every donation on a pro-rated basis, which means GlobalGiving increases the value of every donation proportionally by what is raised that day overall. Maximize your Bonus Day participation by:

- Giving your donors at least one week of notice.
- Identifying and recruiting fundraising advocates to engage new donors.
- Using GlobalGiving's project report tool to mobilize donors to participate in this matching opportunity.
- Building excitement and spreading the word on Facebook and Twitter.
- Personally calling or emailing large donors to ask them to give.



November

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11 Veteran's Day (US)
12	13	14	15	16	17 Year-End Campaign Opt-In Deadline	18
19 World Toilet Day	20 Universal Children's Day	21	22	23 Thanksgiving (US) GlobalGiving US Office Closed	24 GlobalGiving US Office Closed	25
26	27	28 #Giving Tuesday + Year-End Campaign Begins	29 Peer Learning Network	30	1	2

DID YOU KNOW?

On average, organizations in the United States **raise more than 25%** of their annual income in November and December. [SOURCE](#)

November 2017



The Year-End Campaign is a great opportunity to engage your supporters during the most important fundraising period of the year

while competing for bonus prizes and visibility. **OPT IN** by Friday, November 17 to take advantage of this campaign!



Develop the winning #GivingTuesday strategy for your organization:

- Begin personal outreach to major donors six weeks in advance.
- Emphasize matching times and urgency.
- Target loyal supporters.
- Use email and social media to build excitement before and throughout the day.



Did you know that in 2015, GlobalGiving's corporate gift card program generated nearly \$2.5 million benefitting almost all of our nonprofit partners?

Gift Cards can be redeemed to support any GlobalGiving project, so before year-end fundraising begins to ramp up, start thinking about improving your visibility on GlobalGiving. Project ranking is used to determine what projects are featured on our homepage as well as the order in which projects appear in GlobalGiving's search functions. Track your project ranking **ON YOUR DASHBOARD**.



December

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		28	29	30	1 World AIDS Day	2
3	4	5	6	7	8	9
10 Human Rights Day	11	12	13	14	15	16
17	18	19	20	21	22	23
24 Christmas Eve	25 Christmas Day <i>All GlobalGiving Offices Closed</i>	26 Boxing Day (UK) <i>All GlobalGiving Offices Closed</i>	27	28	29	30
31 Year-End Campaign Ends New Year's Eve						

**DID YOU
KNOW?**

12% of all giving occurs on the last three days of the year. [SOURCE](#)

December 2017



During our Recurring Match Campaign, an anonymous donor will match the first donation of all new monthly donations started during the giving season.

In addition to providing your organization with a reliable source of funding—projects have received over \$7 million in recurring donations all-time on GlobalGiving!—these monthly gifts also help you earn GG Rewards points.



Have the last word!

Don't forget to send a final fundraising email early on the morning of December 31 to catch stragglers—giving peaks mid-day!



Repetition works. Stay in touch with your donors throughout December to create awareness and keep your work on supporters' minds.

Make sure that you are up-to-date in sending thank you letters, and don't hesitate to send up to two project reports during the month.



Don't miss this final chance to increase your GG Rewards status and engage new donors.

Why now? Because December is a key time for gift card redemptions, and Superstars get a bump in the search rankings and earn more gift card redemptions than Leaders and Partners!