The 2023 Nonprofit Calendar

All the dates and reminders you need for successful fundraising year-round.

NEON ONE

Plan For Success

A well-timed campaign can engage donors on multiple channels and set you up for organization-wide success. But knowing when to time your appeals, updates, emails, and social media posts can be tricky. The 2023 Nonprofit Calendar can help.

Good preparation and thoughtfully-developed resources separate a well-run campaign from a lackluster one. Having valuable resources and planning materials at your fingertips while you plan your fundraising and communication activities can make a world of difference.

In addition to helpful resources you can use to guide your activities next year, this calendar is full of U.S. holidays, cause awareness days, and other notable days that are relevant to nonprofits just like yours. In this calendar, you'll find information about days celebrating animal shelters, honoring war veterans, or providing awareness around public health issues.

Whether you're an arts nonprofit, health organization, environmental group, or a mental health advocacy charity, this calendar is for you. You can use it to build fundraising campaigns and content around important days, holidays, and themes.

Let this calendar be your reference during campaign planning, or print it out and hang it up by your computer for daily reminders about upcoming events.

Each month is tied to a relevant theme, which is accompanied by a list of related blogs, eBooks, videos, and community resources. It also includes exclusive sneak peeks of future resources you can expect from Neon One. We hope you love it.

Keep up the great work!
The Neon One team

January

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 New Year's Day	2	3 Mind-Body Wellness Day	4 World Braille Day	5	6	7 Orthodox Christmas
8	9	10	11 Human Trafficking Awareness Day	12	13 Korean-American Day	14 Dress Up Your Pet Day
15	16 Civil Rights Day, Martin Luther King Jr. Day	17	18	19	20	21 World Religion Day
22 Chinese New Year	23	24 International Day of Education	25	26	27 International Holocaust Rememberance Day	28
29	30	31				

MONTH-LONG OBSERVANCES:

- Veganuary
- National Blood Donor Month
- Cervical Cancer Awareness Month

January

The beginning of the year is the perfect time to focus on donor retention. You almost certainly have an influx of GivingTuesday and year-end donors to thank this month. After that, take some time to calculate your donor retention rate. The industry standard retention rate for first-time donors is 19%— that means that, on average, one in five first-time donors won't make a second gift. How does your organization compare?

If your organization exceeds expectations, you may decide to stick with your current retention activities. Otherwise, it may be worth it to give your donor retention strategy a refresh.

These resources can help:

- **Read: How to Retain Your Year-End Donors**
- **Read: 7 Effective Donor Retention Strategies**
- **Download: The Donor Retention Checklist**

February

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 World Interfaith Harmony Day	2 Groundhog Day	3 Feed the Birds Day, National Women Physicians Day, Give Kids A Smile Day, Golden Retriever Day	4 Rosa Parks Day, World Cancer Day
5	6	7	8	9	10	11 International Day of Women and Girls in Science
12 Superbowl Sunday	13 International Epilepsy Day	14 Valentine's Day, National Organ Donor Day, International Book Giving Day	15 International Childhood Cancer Day	16	17 Random Acts of Kindness Day	18
19	20 President's Day. National Love Your Pet Day, World Day of Social Justice	21 Mardi Gras	22 Ash Wednesday	23	24	25
	National Eating Disorders Awareness Week (20-26)					
26	27 World Non-Governmental Organization Day	28 Rare Disease Day, World Spay Day				
...(20-26)						

MONTH-LONG OBSERVANCES:

- Black History Month
- Heart Month
- Canned Food Month

February

February is a great month to give your website a once-over. Try refreshing your imagery and main copy, find and fix any broken links or outdated elements, and make sure your site is easy to use and navigate.

At the end of 2022, Neon One released a new-and-improved Neon Websites, a tool designed to make building a nonprofit website simpler than ever before. We're happy to create a better way for nonprofits to create a website that speaks to their unique mission, and the platform comes complete with robust dynamic templates! In 2023, Neon Websites users can also expect new membership and store features to be available.

You don't have to wait for a new Neon Websites release in order to improve your website. Check out these resources for advice about how to make your website better:

- **Read: Nonprofit SEO: 10 Tips to Optimize Your Website**

- **Read: 6 Well Designed Charity Websites That Inspire and Engage**

- **Read: 3 Ways to Make Your Nonprofit Stand Out With Website Personalization**

- **Watch: Create Personalization and Connection With Neon Websites**

P.S. Keep an eye out for a Neon One resource coming out this month! You'll discover lessons, tools, and activities that will help you create the best-ever website.

March

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Zero Discrimination Day	2 Read Across America Day	3 World Teen Mental Wellness Day, World Wildlife Day, Employee Appreciation Day	4
5	6 National Dentist's Day	7	8 International Women's Day, Holi	9 World Kidney Day	10 National Hug Your Dog Day	11
12 Daylight Saving Time Starts	13 National K9 Veterans Day	14 International Day Of Mathematics, Pi Day	15	16	17 Saint Patrick's Day	18
19 International Read To Me Day, Certified Nurses Day	20 World Oral Health Day, International Day Of Happiness	21 International Day For The Elimination Of Racial Discrimination, World Down Syndrome Day, World Social Work Day	22 Ramadan (Through April 21), World Water Day	23 National Puppy Day	24	25 National Medal Of Honor Day, Earth Hour
26	27 World Theatre Day	28 Respect Your Cat Day, American Diabetes Alert Day	29 National Vietnam War Veterans Day	30 National Doctors' Day, World Bipolar Day	31 International Transgender Day of Visibility	

MONTH-LONG OBSERVANCES:

- Women's History Month
- Social Work Month
- Music In Our Schools Month
- Colorectal Cancer Awareness Month

March

Whether your nonprofit's volunteer program is old or new, it can be challenging to find volunteers that are the right fit for your organization.

Whether you're looking for people who can volunteer during the workday or have a certain skill set, these resources will help you learn how to recruit the right volunteers.

Learn how to recruit volunteers:

- **Read: The Best Volunteer Recruitment Methods for Nonprofits**

- **Read: Volunteer Retention Strategies: 7 Tips to Keep Your Volunteers**

- **Watch: How the Ice Age Trail Grew Their Volunteer Program to the Equivalent of 40 FTEs**

- **Watch: Building Supporter Stewardship Through Volunteer Engagement**

April

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 April Fool's Day
2 World Autism Day, Palm Sunday, International Children's Book Day	3	4 National School Librarian Day	5 Passover (Through April 13)	6	7 Good Friday, World Health Day	8
9 Easter Sunday	10	11 National Pet Day	12	13	14 Day of Silence	15 Tax Day, World Art Day
16	17	18	19	20	21 Eid al-Fitr (21-22)	22 Earth Day
23 World Book Day	24	25	26 International Guide Dog Day	27	28 Arbor Day	29
30						

MONTH-LONG OBSERVANCES:

- National Minority Health Month
- Autism Acceptance Month
- National Volunteer Month
- Child Abuse Prevention Month
- Fair Housing Month

April

Don't underestimate the importance of well-organized data when it comes to your nonprofit's success. Building and maintaining relationships with your donors hinges on collecting and using accurate data. By collecting and organizing data correctly, you can stay in their good graces by addressing and communicating with them in the way they prefer and ensuring that they receive your communications. Historical fundraising data helps inform your overall fundraising strategy, too.

Cleaning up your database to make sure you have all the correct information, household groupings, and other key information is fundamental to continuing your important work.

→ **Learn how to clean your data with these resources:**

- **Read: 5 Lessons from Cobra Kai to Kick Your Donor Database into Shape**

- **Read: 4 Ways to Expertly Manage Donor Data**

- **Watch: Neon CRM Spring Cleaning Workshop**

- **Watch: How Zaman International Uses Existing Features and Tools to Extend Neon CRM**

P.S. The next Neon One research study is coming! If you enjoyed Donors: Understanding The Future of Individual Giving, be sure to stay tuned for a thorough resource about nonprofit email trends that will provide insight into how to create a successful communication strategy.

May

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Melanoma Monday	2 National Foster Care Day	3	4	5 Cinco de Mayo, National Space Day	6 National Nurses Day
	Teacher Appreciation Week (1-5)					
7	8 World Red Cross Day	9	10 World Lupus Day	11	12 Military Spouse Appreciation Day	13
14 Mother's Day	15 International Day of Families	16	17	18 International Museum Day	19 National Endangered Species Day	20 National Rescue Dog Day, World Bee Day
21	22	23 World Turtle Day	24 World Schizophrenia Day	25	26	27
28 World Blood Cancer Day	29 Memorial Day	30 World Multiple Sclerosis Day	31			

MONTH-LONG OBSERVANCES:

- Asian American And Pacific Islander Heritage Month
- Military Appreciation Month

May

Regular, personalized communication with your donors, volunteers, and other supporters is crucial. Without these groups involved and engaged in your organization, how would you accomplish your goals?

Using best practices like donor segmentation, calling donors after they give their first gift, sending thank-you cards, and regularly reporting their impact all help you build more substantial relationships with your supporters.

Learn how you can communicate more effectively with your key supporters with these resources:

- **Read: Increase Supporter Engagement With These Stewardship Best Practices**

- **Read: The Donor Cultivation Cycle: A 5-Step Guide**

- **Read: Why You Should Be Calling to Thank Donors For Their Support**

- **Read: 10 Year-Round Donor Engagement Ideas For Your Nonprofit**

You can expect Dream Big 2023 in May! This interactive virtual event is all about creating meaningful generosity experiences for your donors and anyone who supports your work.

June

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 World Reef Awareness Day, National Say Something Nice Day	2	3
4 National Cancer Survivors Day	5 World Environment Day	6 National Higher Education Day	7	8	9	10 Global Wellness Day
11 National Children's Day	12	13	14 World Blood Donor Day	15	16	17
18 Father's Day	19 Juneteenth	20 World Refugee Day	21	22 World Rainforest Day	23	24
25	26	27 National PTSD Awareness Day, HIV Testing Day	28	29	30	

MONTH-LONG OBSERVANCES:

- Pride Month Begins
- Professional Wellness Month
- Zoo And Aquarium Month
- Adopt A Shelter Cat Month
- African-American Music Appreciation Month

June

June is the end of the fiscal year for many nonprofits. This is the perfect time to set goals and priorities for professional development for the following year. Whether you're a seasoned fundraiser or a new nonprofit professional, take the time to brush up your skills. No matter how far you are in your career, you can always learn something new.

Check out these resources as a starting point:

- **Read: Nonprofit Fundraising Best Practices: Maximize Your Fundraising Efforts**

- **Read: 35 Fundraising Strategies to Help You Raise More**

- **Read: Take a Psychological Approach to Fundraising With These 5 Tips**

July

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 **Clean Beaches Week (1-7)**
2	3	4	5	6	7	8
Clean Beaches Week (1-7)		Independence Day				
9	10 National Kitten Day	11	12	13	14	15 National Give Something Away Day
16	17 World Day for International Justice	18 Al-Hijra (Islamic New Year) (18-19)	19	20	21	22
23	24	25 National Hire a Veteran Day	26	27 National Disability Independence Day	28	29
30	31					

MONTH-LONG OBSERVANCES:

- National Make a Difference to Children Month

July

For many nonprofits, the summer months provide the opportunity to rest between spring campaigns and preparation for the end of the year. It's also a great time to prioritize staying on top of your nonprofit's finances in the new fiscal year. By putting in the groundwork at the beginning of your fiscal year, the rest of the calendar year (not to mention tax season) becomes far less chaotic.

→ **These resources will help you with various nonprofit accounting needs, including how to best use the integration between Neon CRM and Quickbooks:**

- **Read: Top 5 Nonprofit Bookkeeping Tips**
- **Read: Nonprofit Chart of Accounts: Four Steps to Success**
- **Watch: Quickbooks and Neon CRM: A Match Made in Heaven**
- **Watch: Quickbooks and Neon CRM: Sample Mapping and Reconciliation**

August

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 National Minority Donor Awareness Day, World Lung Cancer Day	2	3	4	5
6	7 Purple Heart Day	8 International Cat Day	9 International Day of the World's Indigenous People, National Book Lovers Day	10 National Spoil Your Dog Day	11	12
13	14	15	16	17 National Nonprofit Day	18	19 World Humanitarian Day
20	21	22	23	24	25	26 Women's Equality Day
27	28	29	30	31 International Overdose Awareness Day		

MONTH-LONG OBSERVANCES:

- National Immunization Awareness Month
- National Eye Exam Month
- MedicAlert Awareness Month

August

For many organizations, GivingTuesday marks the beginning of the year-end fundraising push. With any big campaign, the sooner you start planning, the more likely you are to succeed and make it through the busy season with less burnout. We recommend starting in August! That way you have plenty of time to brainstorm, write, fundraise, strategize, and communicate in anticipation of the big day.

Use these resources to help you kick-off your GivingTuesday Campaign with ease:

- **Read: 4 Creative GivingTuesday Campaign Ideas for Fundraising Success**

- **Download: Neon One's GivingTuesday Toolkit**

- **Watch: 2 Part Webinar Series: Gear Up For The 10th Anniversary of GivingTuesday**

For even more resources, be sure to check out the GivingTuesday Resource Center.

September

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 National Food Bank Day	2
3	4 Labor Day, National Wildlife Day	5 International Day of Charity	6 Read a Book Day	7	8 International Literacy Day, Worldwide Cystic Fibrosis Day	9
10 World Suicide Prevention Day	11	12	13	14	15 National Hispanic Heritage Month Begins, World Lymphoma Awareness Day	16
					Rosh Hashana (15-17)	
17 ...(15-17)	18	19 National Dance Day	20	21 International Day of Peace	22	23 Bisexual Day of Visibility, National Public Lands Day
24 Yom Kippur	25	26 National Voter Registration Day	27	28	29	30

MONTH-LONG OBSERVANCES:

- Childhood Cancer Awareness Month
- Blood Cancer Awareness Month

September

Waiting until GivingTuesday ends to start year-end planning is not the best approach to manage an end-of-year campaign. The earlier you can start planning, the better! While having some overlap in planning the two campaigns can be stressful, planning them side-by-side can make the transition from GivingTuesday to year-end go far more smoothly.

Use these resources to jump-start your planning:

- **Read: 8 Things Every Year-End Giving Letter Needs (Plus Templates!)**

- **Watch: Building Your Year-End Campaign: Strategy, Storytelling, and CRM Set-Up**

- **Download: The Ultimate Year-End Giving Timeline**

October

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 International Day of Older Persons, International Music Day	2 Child Health Day, World Habitat Day	3	4 World Animal Day	5 National Do Something Nice Day, World Teachers' Day	6 World Cerebral Palsy Day	7
8	9 Indigenous People's Day	10 World Mental Health Day, World Homeless Day, World Day Against the Death Penalty	11 National Emergency Nurses Day, National Coming Out Day	12	13	14 World Hospice and Palliative Care Day
15	16 Global Cat Day, World Food Day	17 International Day for the Eradication of Poverty	18	19	20 National Mammography Day, National Youth Confidence Day	21
22	23	24	25 International Artist's Day	26	27	28 National Make A Difference Day
29 World Psoriasis Day	30	31 Halloween				

MONTH-LONG OBSERVANCES:

- Domestic Violence Awareness Month
- Down Syndrome Awareness Month
- Breast Cancer Awareness Month

October

Despite the lingering effects of the ongoing pandemic, events are still a popular fundraising tactic, whether they be in person, virtual, or hybrid.

With all the changes to the nonprofit event landscape over the past three years, Neon One has recognized the need for more robust event software for nonprofits. Keep your eyes peeled for the future of events software at Neon One.

You can also expect Neon One to host the fourth Generosity Xchange in October 2023. This virtual event features top industry voices, inspiring sessions, Neon One-focused workshops, and more—and registration starts at $0.

→ **Learn more about nonprofit fundraising events:**

- **Read: How to Plan a Hybrid Peer-to-Peer Fundraising Event**
- **Read: Don't Miss These 12 Nonprofit Conferences in 2022 and 2023**
- **Watch: The Present and Future of Live Events**
- **Watch: Soup to Nuts: An Interactive Auction Experience**

November

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5 Daylight Saving Time Ends	6	7	8	9	10	11 Veterans Day
12 World Pneumonia Day	13 World Kindness Day	14 World Diabetes Day	15 National Philanthropy Day, America Recycles Day	16 International Day for Tolerance	17	18
19	20 Transgender Day of Remembrance	21	22	23 Thanksgiving	24 Native American Heritage Day, Black Friday	25 Small Business Saturday
26	27	28 GivingTuesday	29	30		

MONTH-LONG OBSERVANCES:

- No Shave November
- Alzheimer's Awareness Month
- Lung Cancer Awareness Month
- National Diabetes Month
- Native American Heritage Month
- Epilepsy Awareness Month

November

As the influx of end-of-year donations starts to roll in, it's important for your nonprofit to prioritize appreciation for *everyone* who makes your work possible. Donors, volunteers, and members are equally important to your organization's success.

Have a solid stewardship plan in place to ensure your supporters feel appreciated and choose to stay involved now and in the months and years to come.

→ **These resources will help you:**

- **Read: How to Create a Lasting Giving Moment**

- **Read: How to Write The Perfect Donation Thank-You Letter**

- **Download: Nonprofit Receipt and Thank-You Letter Templates**

- **Watch: Happy and Memorable: Why Supporter Satisfaction is More Important Than Money**

Julia Campbell's Nonprofit Social Media Summit is returning this November. Get a recap of last year's event here.

December

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 World AIDS Day	2 International Day for the Abolition of Slavery
3 International Day of Persons with Disabilities	4 Wildlife Conservation Day	5 International Volunteer Day	6	7 Hanukkah (7-15)	8 Human Rights Day	9
10 Hanukkah (7-15)	11	12 International Universal Health Coverage Day	13	14	15	16
17	18	19	20	21	22	23
24 Christmas Eve	25 Christmas Day	26 Kwanzaa (12/26-1/1)	27	28	29	30
31 Kwanzaa (12/26-1/1) New Year's Eve						

MONTH-LONG OBSERVANCES:

- Seasonal Depression Awareness Month

- Universal Human Rights Month

December

Without monitoring your past progress, you'll find it harder to improve in the future. By reviewing and evaluating your work this year to inform goals for next year, you can set KPIs (Key Performance Indicators) for 2024. With these goals and KPIs set, it will be easier for you to determine opportunities to improve your nonprofit's performance—and your own—in a number of areas.

→ **Check out these resources about to set relevant goals and KPIs:**

- **Read: How to Use Nonprofit KPIs to Measure Your Performance**

- **Read: How Nonprofits Can Set and Meet Fundraising Goals**

Cheers To 2023!

Do you feel better about what 2023 has in store for your nonprofit and your work? If you're seeking ongoing support and advice from other nonprofit professionals, be sure to join our Connected Fundraising Community.This group is a free Slack forum where nonprofit professionals come together to share advice, tips, recommendations, and victories.

JOIN THE CONNECTED FUNDRAISING COMMUNITY

About Neon One

Neon One provides social good organizations with connected fundraising tools and services they need to help fulfill their mission. The team works hard to help nonprofits raise more money and build sustainable, long-term growth with software, services, and resources. Our products are designed to manage the full range of nonprofit operational needs, from fundraising and donor management to program operations and financial reconciliation.

Visit neonone.com to learn more about Neon CRM, Neon Websites, and all the other tools in our platform.

LEARN MORE ABOUT OUR PRODUCTS