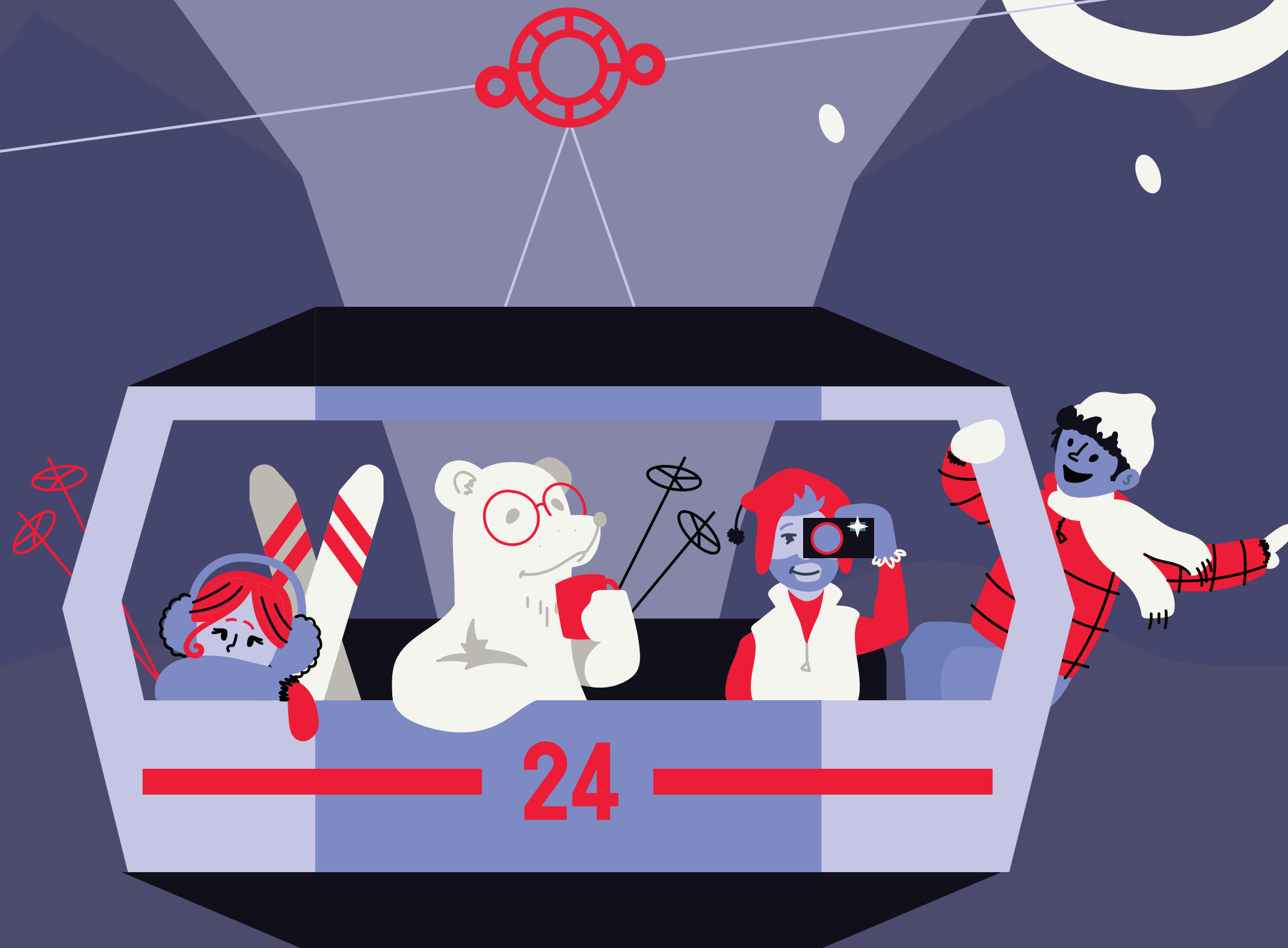


# DON'T WAIT FOR OPPORTUNITY, CREATE IT

 **GEORGE BERNARD SHAW**  
IRISH PLAYWRIGHT AND CRITIC



# JANUARY

S	M	T	W	T	F	S
31	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	01	02	03

01 New Year's Day, Federal Holiday

05 Media Cause Quarterly Mental Health Day, Offices Closed

15 Martin Luther King Jr. Day

24 International Day of Education

26 International Day of Clean Energy

## ADVOCACY SPOTLIGHT

Realign with your audiences on your policy priorities for the year, and kick it into gear for U.S. Appropriations campaigns!

National Human Trafficking Prevention Month

National Blood Donor Month

“THE GREATNESS OF A COMMUNITY  
IS MOST ACCURATELY MEASURED  
BY THE COMPASSIONATE ACTIONS  
OF ITS MEMBERS.

 **CORETTA SCOTT KING**

AUTHOR, ACTIVIST AND CIVIL RIGHTS LEADER

# FEBRUARY

S	M	T	W	T	F	S
28	29	30	31	01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	01	02

02 Groundhog Day

04 World Cancer Day

10 Lunar New Year

11 Super Bowl LVIII

14 Valentine's Day

19 President's Day

20 World Day of Social Justice

National Cancer Prevention Month

American Heart Month

Black History Month



**CHANGE DOES NOT ROLL IN ON  
THE WHEELS OF INEVITABILITY,  
BUT COMES THROUGH  
CONTINUOUS STRUGGLE.**

**M MARTIN LUTHER KING JR.**

AMERICAN MINISTER, ACTIVIST AND POLITICAL PHILOSOPHER



# MARCH

S	M	T	W	T	F	S
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

- 01 Employee Appreciation Day
- 03 World Wildlife Day
- 08 International Women's Day
- 10 Daylight Savings Begins
- 11 First Night of Ramadan
- 14 Equal Pay Day
- 17 St. Patrick's Day
- 18-22 Neurodiversity Celebration Week
- 19 First Day of Spring
- 20 International Day of Happiness
- 21 International Day of Forests
- 22 World Water Day
- 25 Holi
- 31 International Trans Day of Visibility
- 31 Easter


## ADVOCACY SPOTLIGHT

Engage your advocates in contacting lawmakers about U.S. Appropriations priorities!

National Women's History Month

HIV/AIDS Awareness Month

National Nutrition Month



LOVE CANNOT REMAIN BY ITSELF — IT HAS NO MEANING. LOVE HAS TO BE PUT INTO ACTION AND THAT ACTION IS SERVICE.

 **MOTHER TERESA**  
MISSIONARY AND NUN

# APRIL

S	M	T	W	T	F	S
31	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	01	02	03	04

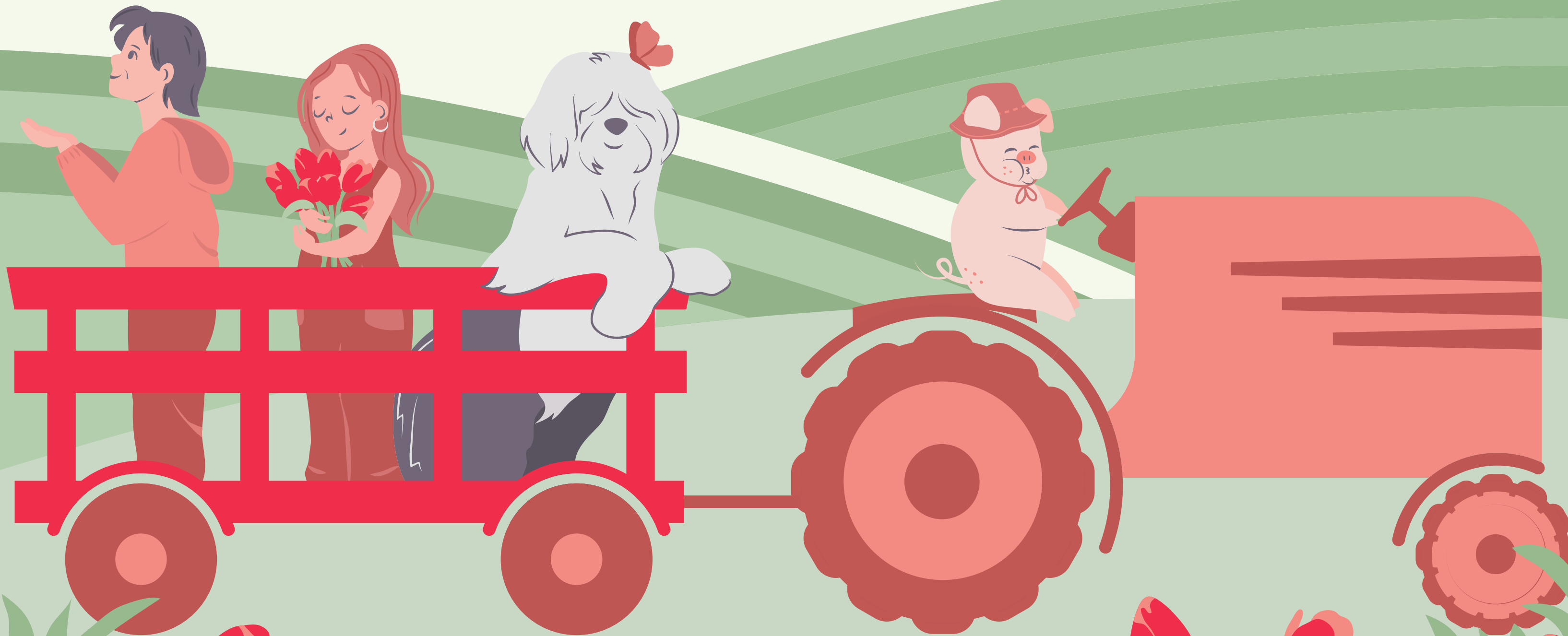
- 01-07 National Public Health Week
- 05 Media Cause Quarterly Mental Health Day
- 07 World Health Day
- 15 Tax Day
- 22 Earth Day
- 24 Administrative Professional Day
- 25 Take Your Kids to Work Day
- 21-27 National Volunteer Week

- National Autism Awareness Month
- National Parkinson's Awareness Month
- Sexual Assault Awareness Month
- Stress Awareness Month

YOU MAKE A LIVING BY WHAT YOU GET. YOU MAKE A LIFE BY WHAT YOU GIVE.

 WINSTON CHURCHILL

FORMER PRIME MINISTER OF GREAT BRITAIN



# MAY

S	M	T	W	T	F	S
			01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	01

6-10 Teacher's Appreciation Week

12 Mother's Day

27 Memorial Day

### ADVOCACY SPOTLIGHT

Plan for fall in-district meetings and advocacy fly-in days if you haven't already!

National Pet Month

AAPI Heritage Month

Mental Health Awareness Month

Lupus Awareness Month

# WE NEED, IN EVERY COMMUNITY, A GROUP OF ANGELIC TROUBLEMAKERS.

 **BAYARD RUSTIN**  
GAY AFRICAN AMERICAN CIVIL RIGHTS LEADER



## JUNE

S	M	T	W	T	F	S
26	27	28	29	30	31	01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

05 World Environment Day

06 National Higher Education Day

08 World Ocean's Day

12 World Day Against Child Labor

14 Flag Day

16 Father's Day

19 Juneteenth, Federal Holiday

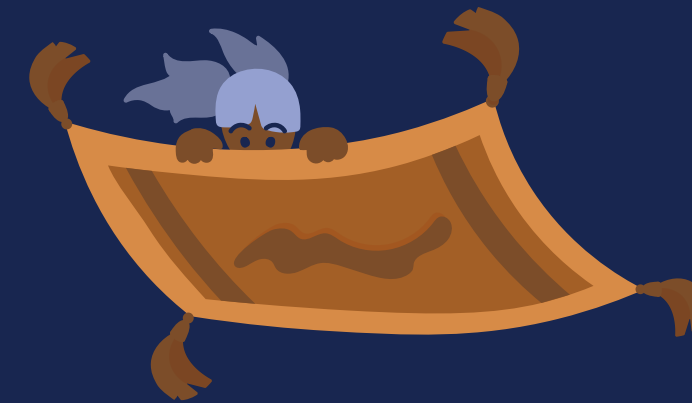
20 First Day of Summer

Pride Month

ACT AS IF WHAT YOU DO  
MAKES A DIFFERENCE.  
IT DOES.

 **WILLIAM JAMES**

AMERICAN PHILOSOPHER AND PSYCHOLOGIST



# JULY

S	M	T	W	T	F	S
31	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	01	02	03

04 Independence Day, Federal Holiday

05 Media Cause Quarterly Mental Health Day, Offices Closed

17 Ashura

24 International Day of Self Care

28 Parent's Day

## FUNDRAISING SPOTLIGHT

Lay the groundwork for your year-end-match.

Minority Mental Health Awareness Month

Disability Pride Month

National Parks Month



# THE TIME IS ALWAYS RIGHT TO DO WHAT IS RIGHT.

## MARTIN LUTHER KING JR.

AMERICAN MINISTER, ACTIVIST AND POLITICAL PHILOSOPHER



# AUGUST

S	M	T	W	T	F	S
28	29	30	31	01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

05 Determine Your Media Plan and Budget for Year End

17 National Nonprofits Day

26 Women's Equality Day

27 National Grief Awareness Day

31 Secure Your Matching Gift for Year End by Today!

### ADVOCACY SPOTLIGHT

Check the calendars for in-district meetings and engage in advocacy!

### FUNDRAISING SPOTLIGHT

Plan your content strategy and case for support.

Water Quality Month





**WE MUST USE OUR LIVES  
TO MAKE THE WORLD A  
BETTER PLACE TO LIVE, NOT  
JUST TO ACQUIRE THINGS.**

**🏠 DOLORES HUERTA**  
LABOR LEADER + CIVIL RIGHTS ACTIVIST

# SEPTEMBER

S	M	T	W	T	F	S
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

- 02 Labor Day, Federal Holiday
- 09 Launch Awareness + Lead Gen Ads to Start Building for Year-End
- 09-13 National Suicide Prevention Week
- 15 Hispanic Heritage Month Begins
- 22 First Day of Fall
- 29 National Coffee Day

## FUNDRAISING SPOTLIGHT

Consider your tactics and plot your calendar for year end.

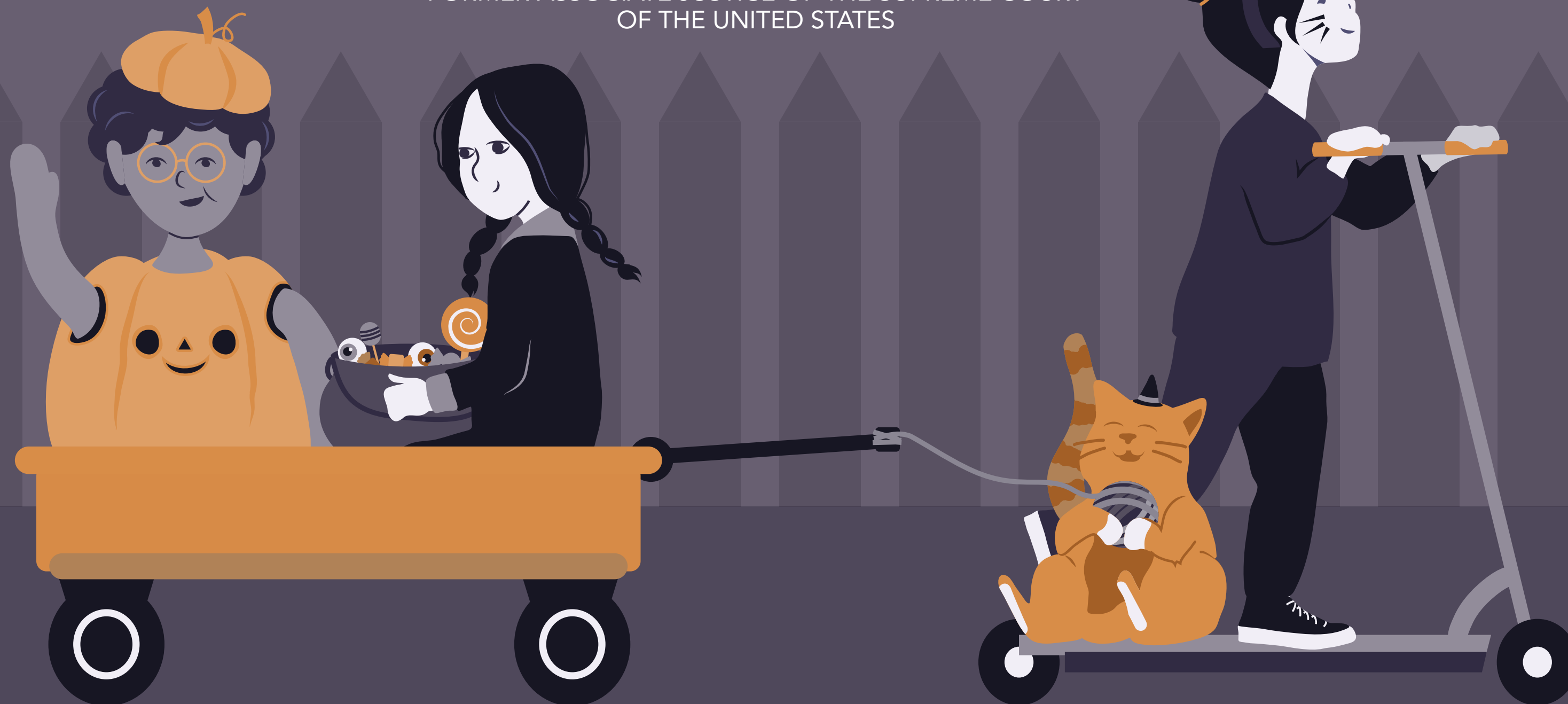
Hispanic Heritage Month



FIGHT FOR THE THINGS THAT YOU CARE ABOUT, BUT DO IT IN A WAY THAT WILL LEAD OTHERS TO JOIN YOU.

**RUTH BADER GINSBURG**

FORMER ASSOCIATE JUSTICE OF THE SUPREME COURT OF THE UNITED STATES



# OCTOBER

S	M	T	W	T	F	S
29	30	01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	01	02

- 04 Media Cause Quarterly Mental Health Day, Offices Closed
- 05 International Day of Charity
- 05 World Teacher's Day
- 07 Launch Fundraising Ads
- 08 Finalize Drafts for November Cultivations
- 10 World Mental Health Day
- 11 National Coming Out Day
- 14 Indigenous People's Day, Media Cause Offices Closed
- 15 Hispanic Heritage Month Ends
- 26 Make A Difference Day
- 31 Finalize Giving Tuesday Fundraiser Emails

**FUNDRAISING SPOTLIGHT**

Get to drafting and designing for year-end fundraising content and campaigns.

- National Bullying Awareness Month
- Hispanic Heritage Month
- Breast Cancer Awareness Month



I RAISE UP MY VOICE—NOT SO THAT I CAN SHOUT, BUT SO THAT THOSE WITHOUT A VOICE CAN BE HEARD... WE CANNOT ALL SUCCEED WHEN HALF OF US ARE HELD BACK.

 **MALALA YOUSAFZAI**  
PAKISTANI EDUCATION ACTIVIST



# NOVEMBER

S	M	T	W	T	F	S
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

- 01 Launch November Cultivation Emails
- 03 Daylight Savings Ends - Fall Back!
- 05 Election Day
- 08 Finalize December Cultivations
- 11 Veteran's Day, Federal Holiday
- 13 Launch an Evergreen Fundraising Lightbox
- 13-19 Transgender Awareness Week
- 15 National Philanthropy Day
- 18 Launch Giving Tuesday Emails and Fundraising Ads
- 20 Finalize Final Five Days of Cultivation Emails
- 21 Thanksgiving Day
- 26 Giving Tuesday

## FUNDRAISING SPOTLIGHT

Lights, Camera, Action! It's fundraising showtime!

Native American Heritage Month

American Diabetes Month

Men's Health Month

SUCCESS IS A JOURNEY, NOT  
A DESTINATION. THE DOING  
IS OFTEN MORE IMPORTANT  
THAN THE OUTCOME.

 **ARTHUR ASHE**  
AMERICAN TENNIS PLAYER



# DECEMBER

S	M	T	W	T	F	S
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

- 02 Launch December Cultivation Emails
- 10 Human Rights Day
- 16 Swap Ad Copy to More Urgent End of Year Messaging
- 21 First Day of Winter
- 25 Christmas
- 25 First Day of Hannukah
- 26 Kwanza
- 27-31 Year End Cultivation Emails
- 31 New Year's Eve, Media Cause Offices Closed

## FUNDRAISING SPOTLIGHT

Remember to pull performance data routinely and adjust as you go!