BID BEACON™

Fundraising Calendar

YEAR

Business Name:

Fundraising Goal:

Date Created:

Overview

Primary Campaigns:

Key Giving Dates:

Key Messages:

Month:

1. Campaign Focus

Primary Fundraising Campaign:

Secondary Campaign(s):

Target Goal for the Month:

2. Key Dates & Deadlines

Date	Task / Event	Owner	Status

3. Donor Communications

Communication Type	Date Sent	Audience	Notes
Email Newsletter		All subscribers	
Campaign Email #1		Donors	
Campaign Email #2		Lapsed donors	
Social Posts		Social followers	
Direct Mail		Key supporters	

4. Events & Activities

Event Name	Date	Description	Owner	Budget

5. Task List

Task	Due	Owner	Status
			☐ Not Started ☐ In Progress ☐ Done
			☐ Not Started ☐ In Progress ☐ Done
			☐ Not Started ☐ In Progress ☐ Done
			☐ Not Started ☐ In Progress ☐ Done
			☐ Not Started ☐ In Progress ☐ Done

6. Sponsorship Outreach

Sponsor / Lead	Contact Date	Requested Amount	Status	Notes

Notes

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7. Auction / Raffle Planning

Item	Donor	Value	Confirmed?	Notes
			□ Yes □ No	
			□ Yes □ No	
			□ Yes □ No	
			□ Yes □ No	
			□ Yes □ No	
			□ Yes □ No	
			□ Yes □ No	
			□ Yes □ No	
			□ Yes □ No	
			□ Yes □ No	
			□ Yes □ No	
			□ Yes □ No	
			□ Yes □ No	
			□ Yes □ No	

Notes

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8. Team & Volunteer Coordination

Volunteer Needs:

-
-
-

Training Dates:

-
-
-

Shifts / Roles:

-
-
-

9. Metrics & Performance Review

Metric	Goal	Actual	Notes
Total Funds Raised			
Donors Acquired			
Avg. Gift Size			
Engagement Rate (emails/social)	_____%	_____%	

Year-End Summary

What Worked Well

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-
-

What Could Improve

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-
-

Top Campaigns of the Year

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-
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Donor Insights

- Best-Performing Channels:
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  -
  -
- Seasonal Giving Trends:
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  -
  -
- High-Value Donor Segments:
  -
  -
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