

ANNUAL PLANNING CALENDAR EXCEL TEMPLATE

ABC Nonprofit Annual Planning Calendar

Initiative	Focus Area	Audience	Effort	Impact	Sponsor/POC	JAN	FEB	MAR	APR
Share previous year results	Awareness	External	Moderate	High	Communications team				
Donor report card	Stewardship	Stakeholders	Moderate	High	Donor relations				
Quarterly board meeting	Volunteering	Board of directors	Moderate	High	Leadership				
Volunteer training	Volunteering	Volunteers	High	High	Volunteer management				
Set annual fundraising targets	Fundraising	Board of directors	High	High	Donor relations				
Digital ads	Awareness	External	Moderate	Moderate	Communications				
Quarterly newsletter	Awareness	External, Stakeholders	Low	Moderate	Communications				
Mother's Day campaign	Fundraising	External	Low	Moderate	Communications				
Father's Day campaign	Fundraising	External	Low	Moderate	Communications				
End-of-year campaign	Fundraising	External	Moderate	High	Communications				
Annual fundraising gala	Fundraising	External	High	High	Events team				
Website feature stories	Awareness	External	Moderate	Moderate	Communications				
Donor thank you mixer	Stewardship	Stakeholders	High	High	Donor relations				

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Focus Area	Definition
Fundraising	Donations raised through fundraising events
Awareness	Generating knowledge or understanding of the charity and its efforts
Volunteering	Securing new volunteers and maintaining volunteer retention
Stewardship	Cultivating donor relationships

Audience	Definition
Internal	Employees within the charity
External	Audiences outside the charity who are unaffiliated with ABC Charity
Board of Directors	Audiences who hold a board position with the charity

Excel download includes:

1. Instructional guide with tips
2. Fill-in-the-blank template
3. Sample calendar

