

# October 2023



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5 Review your data from the previous year, if available	6	7
8	9 COLUMBUS DAY	10 Check that you have all the tools you need	11	12	13	14
15	16 Gather and craft stories of impact	17	18	19	20 Gather images of your mission in action	21
22	23	24	25	26	27	28
29	30 Ask your best supporters to share your message in November	31 HALLOWEEN	1	2	3	4
5	6	7	8	9	10	11

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29	30	31	1 Create your Giving Tuesday <a href="#">landing page</a> with Donorbox	2	3	4
5	6	7	8	9	10 Create your campaign video, if using	11 VETERANS DAY
12	13	14	15 Pull your lists for any planned email outreach	16	17	18
19	20 Plan and build social media updates in advance	21	22	23 THANKSGIVING Send a thank you message to all your volunteers and donors	24	25
26 Send a teaser email to your lists notifying them of your campaign	27 Share your first social media post	28 GIVING TUESDAY Use your <a href="#">Giving Tuesday toolkit!</a>	29 Thank your donors and post your campaign results on social media!	30 Perform a <a href="#">SWOT analysis</a> of your campaign to prepare for next year	1 Keep the momentum going for your year-end campaign	2
3	4	5	6	7	8	9