GalaBid

FREE CALENDAR FUNDRAISER KIT

Calendar Fundraiser *Template Kit*

Pick a date. Give that amount. Everything you need to plan, print, promote and track a calendar fundraiser that fills up fast.

PLAN · PRINT · PROMOTE · TRACK



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START HERE

How this kit *works*

Supporters pick a date and give that amount. The 5th = $5. The 31st = $31. Each date can be picked once.

Inside this kit

01 **Plan it**
Pick a calendar type, set your goal, assign owners

02 **Print it**
Pick-a-date, blank, Double Days and Advent calendars

03 **Track it**
A master sheet for every date, payment and thank-you

04 **Promote it**
A 3-week launch plan and 9 scripts to copy

05 **Wrap it up**
A one-page report so next year raises more

Before you start: the 60-second check

- ☐ Do we have a fundraising goal in dollars?
- ☐ Have we picked a calendar type and month?
- ☐ Does every calendar have an owner?
- ☐ Can supporters pay the moment they pick a date?
- ☐ Who keeps the master tracking sheet?
- ☐ Do we know how we'll share progress?

Anything in **[square brackets]** or on a _____ line is yours to fill in.

STEP 1

Choose your *calendar type*

Pick the version that suits your crowd. The totals assume every date is filled.

Calendar type	Each square costs	One full calendar raises	Best for
Pick-a-date (31 days)	$1 to $31	$496	Most groups
Pick-a-date (30 days)	$1 to $30	$465	Most groups
Pick-a-date (February)	$1 to $28	$406	Short campaigns
Double Days (31 days)	$2 to $62	$992	Generous communities, gala audiences
Advent (Dec 1 to 24)	$1 to $24	$300	Holiday giving
Flat $5 a square (31 days)	$5	$155	Students, young supporters
Flat $10 a square (31 days)	$10	$310	Teams, clubs

My calendar type: _____

STEP 2

Work out how many *calendars you need*

Divide your goal by what one full calendar raises, then round up.

Your goal ÷ one full calendar = calendars needed

Goal	31-day calendars needed	Double Days calendars needed
$500	2	1
$1,000	3	2
$2,500	6	3
$5,000	11	6
$10,000	21	11

My goal: $_____ ÷ $_____ = _____ calendars

STEPS 3 + 4

Assign calendars and *decide the details*

One calendar per person, class or team keeps it simple and adds a little friendly competition.

Calendar #	Owner (class, team or volunteer)	Month	Launch date	Target
1				$
2				$
3				$
4				$
5				$
6				$

Start date: _____ **End date:** _____

How supporters pay: ☐ Cash ☐ Check (payable to: _____) ☐ Online link: _____

Who keeps the master tracking sheet: _____

Where printed calendars go: _____

How we'll share progress: ☐ Social media ☐ Email ☐ School or club newsletter ☐ Noticeboard

READY TO PRINT

[Month] Calendar Fundraiser

Pick a date. Give that amount. Help us raise $_____ for [cause].

1 $1 Name _____	2 $2 Name _____	3 $3 Name _____	4 $4 Name _____	5 $5 Name _____	6 $6 Name _____	7 $7 Name _____
8 $8 Name _____	9 $9 Name _____	10 $10 Name _____	11 $11 Name _____	12 $12 Name _____	13 $13 Name _____	14 $14 Name _____
15 $15 Name _____	16 $16 Name _____	17 $17 Name _____	18 $18 Name _____	19 $19 Name _____	20 $20 Name _____	21 $21 Name _____
22 $22 Name _____	23 $23 Name _____	24 $24 Name _____	25 $25 Name _____	26 $26 Name _____	27 $27 Name _____	28 $28 Name _____
29 $29 Name _____	30 $30 Name _____	31 $31 Name _____				

Each date can be picked once. Pay by: _____ Questions? _____ Thank you!

SET YOUR OWN DATES

[Name] Calendar Fundraiser

We're raising $_____ for **[cause]**.

Date ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____
Date ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____
Date ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____
Date ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____
Date ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____	**Date** ____ **$** _____ Name _____

Pay by: _____ Contact: _____

DOUBLE DAYS

Double Days Calendar

Pick a date. Give double. One full calendar raises **$992** for **[cause]**.

1 $2 Name _____	2 $4 Name _____	3 $6 Name _____	4 $8 Name _____	5 $10 Name _____	6 $12 Name _____	7 $14 Name _____
8 $16 Name _____	9 $18 Name _____	10 $20 Name _____	11 $22 Name _____	12 $24 Name _____	13 $26 Name _____	14 $28 Name _____
15 $30 Name _____	16 $32 Name _____	17 $34 Name _____	18 $36 Name _____	19 $38 Name _____	20 $40 Name _____	21 $42 Name _____
22 $44 Name _____	23 $46 Name _____	24 $48 Name _____	25 $50 Name _____	26 $52 Name _____	27 $54 Name _____	28 $56 Name _____
29 $58 Name _____	30 $60 Name _____	31 $62 Name _____				

Each date can be picked once. Pay by: _____ Questions? _____

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ADVENT · DECEMBER 1 TO 24

Advent Calendar

Open a door, give a gift. Help us raise **$300** for **[cause]** this December.

1 $1 Name _____	**2** $2 Name _____	**3** $3 Name _____	**4** $4 Name _____	**5** $5 Name _____	**6** $6 Name _____
7 $7 Name _____	**8** $8 Name _____	**9** $9 Name _____	**10** $10 Name _____	**11** $11 Name _____	**12** $12 Name _____
13 $13 Name _____	**14** $14 Name _____	**15** $15 Name _____	**16** $16 Name _____	**17** $17 Name _____	**18** $18 Name _____
19 $19 Name _____	**20** $20 Name _____	**21** $21 Name _____	**22** $22 Name _____	**23** $23 Name _____	**24** $24 Name _____

Each door can be opened once. Pay by: _____ Questions? _____

MASTER TRACKING SHEET

Calendar #____ · Owner: _____ · Month: _____ · Dates 1 to 16

Date	Amount	Supporter name	Phone or email	Paid?	Cash / check / online	Thanked?
1	$1			☐		☐
2	$2			☐		☐
3	$3			☐		☐
4	$4			☐		☐
5	$5			☐		☐
6	$6			☐		☐
7	$7			☐		☐
8	$8			☐		☐
9	$9			☐		☐
10	$10			☐		☐
11	$11			☐		☐
12	$12			☐		☐
13	$13			☐		☐
14	$14			☐		☐
15	$15			☐		☐
16	$16			☐		☐

MASTER TRACKING SHEET

Calendar #____ · Owner: _____ · Month: _____ · Dates 17 to 31

Date	Amount	Supporter name	Phone or email	Paid?	Cash / check / online	Thanked?
17	$17			☐		☐
18	$18			☐		☐
19	$19			☐		☐
20	$20			☐		☐
21	$21			☐		☐
22	$22			☐		☐
23	$23			☐		☐
24	$24			☐		☐
25	$25			☐		☐
26	$26			☐		☐
27	$27			☐		☐
28	$28			☐		☐
29	$29			☐		☐
30	$30			☐		☐
31	$31			☐		☐

Totals: Pledged $_____ · Collected $_____ · Still to collect $_____ · Dates left ____

Rule of thumb: collect payment when the date is picked. Every unpaid pledge is a follow-up you'll have to make later.

YOUR 3-WEEK LAUNCH PLAN

Fill the calendar in *three weeks*

When	Do this	Done
Week 0 (before launch)	Print calendars and the tracking sheet	☐
	Set up your payment link or cash box	☐
	Brief calendar owners: the ask, how to pay, who to send names to	☐
Day 1	Launch post, email and text (scripts on the next pages)	☐
	Each owner asks 5 people in person	☐
Day 2 to 3	Pick the first few dates yourself or ask your board, so the calendar never looks empty	☐
Day 4	Share your first progress update	☐
Week 2	Post the "dates still open" list	☐
	Owners follow up with anyone who said "later"	☐
	Ask local businesses to take the big dates (25th to 31st)	☐
Week 3	"Last dates" post: list every open date by name	☐
	Final 48 hours: personal texts to your closest supporters	☐
Wrap-up	Collect outstanding payments	☐
	Share the total and thank everyone	☐
	Fill in the wrap-up report	☐

SCRIPTS YOU CAN COPY

Copy, paste, *send*

Swap in the **[bracketed]** details. Keep the ask short: the calendar does the explaining.

LAUNCH POST (SOCIAL MEDIA)

We're filling a calendar for **[cause]**! Pick a date in **[month]** and give that amount: the 3rd is $3, the 25th is $25. Every square gets us closer to $**[goal]**. Grab your date before it's gone: **[link]**

TEXT MESSAGE

Hi **[name]**! We're filling our **[month]** calendar for **[cause]**. Pick a date and give that amount ($1 to $31). Want one? **[link]**

IN-PERSON ASK (FOR CALENDAR OWNERS)

"We're raising funds for **[cause]** with a calendar. You pick a date and give that amount, so it can be anything from $1 to $31. Which date would you like?"

Tip: hold out the calendar and a pen. People pick faster when they can see it.

BUSINESS ASK

"We're filling a calendar for **[cause]**, and the last week of the month is still open. Would **[business]** take the 31st? We'll thank you by name when we share our total."

SCRIPTS YOU CAN COPY

Keep the *momentum going*

LAUNCH EMAIL

Subject: Pick a date, any date

Hi **[name]**,

This **[month]**, we're raising funds for **[cause]** with a calendar fundraiser. Pick any open date, and give the amount that matches it. Choose the 7th and give $7, or the 28th and give $28.

Each date can only be picked once, so the sooner you choose, the more dates you'll have to pick from.

[Pick your date: link]

Thank you,

[Name]

PROGRESS UPDATE

[x] dates down, **[x]** to go! We've raised $**[amount]** for **[cause]**. Is your birthday, anniversary or lucky number still open? **[link]**

DATES STILL OPEN

Still open: **[list dates]**. Pick one before they're gone: **[link]**

FINAL PUSH

Only **[x]** dates left, and **[x]** days to go! Help us fill the calendar for **[cause]**: **[link]**

THANK YOU

We did it! Every date is filled, and together we raised $**[amount]** for **[cause]**. Thank you to everyone who picked a date. **[One sentence on what the funds will do.]**

WRAP-UP REPORT

What worked, and *what's next*

Fill this in while it's fresh. It's the fastest way to raise more next year.

Calendars run	
Dates filled	_____ of _____
Total raised	$
Best-performing calendar	
Dates that went first	
Best channel (in person, social, email, text)	
What we'll do differently next time	
Date to start planning next year	

Next time, raise more: run Double Days, add one calendar per volunteer, or take it online so supporters can pick and pay in one step.

A note on raffles: a pick-a-date calendar isn't a raffle, since nobody wins anything. If you add a prize drawing for each date, it becomes a calendar raffle, and raffle rules in your state may apply.

TAKE IT ONLINE

Let supporters pick a date *and pay in one step*

Share one link, wherever they see your calendar. No app to download.

- ✓ **Your goal thermometer fills as dates are chosen**
- ✓ **Payments go straight into your own Stripe account**
- ✓ **Help from real people by live chat, 7 days a week**
- ✓ **Zoom support calls and a Campaign Health Check**

See pricing for your region: galabid.com/pricing

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Raise more, stress less.