



Good Dog! Family Fundraising

ANNUAL FUNDRAISING PLANNER

Calendar and Goals Workbook for Successful Fundraising

Good Dog!
SERVICE CANINES

Setting up your Good Dog! Fundraiser and announcing it to your friends and family is exciting. But then what do you do?

Use the Good Dog! Annual Fundraising Planner to create a campaign strategy that meaningfully engages your supporters and inspires donations any time of the year!

This resource provides monthly goal planning worksheets and expert communication strategies and tactics to help you develop deeper connections with your donors. We've also mapped out major holidays and awareness months/days (some that are important and serious and others that are silly and fun) to make it easy for you to visually plot out your Good Dog! Fundraising Campaign.

Don't forget to check out our Family Fundraising Support Center for more resources and fundraising ideas. And, if you need help strategizing, feel free to email me at kimberly@gooddogautism.org.

Wags + Gratitude,

Kimberly Bordonaro
Good Dog! Fundraising Coach



HOW TO PLAN YOUR *Fundraising Strategies*

JANUARY

"No act of kindness, no matter how small, is ever wasted." - Aesop

THIS MONTH'S OBJECTIVE IS TO:

Raise \$1,000 for our Good Dog! Fundraiser

I WILL USE THE FOLLOWING TACTICS:

- | | |
|--|---|
| <input type="checkbox"/> Social Media | <input type="checkbox"/> Phone Calls: 3 people/week |
| <input type="checkbox"/> Bracelet Fundraiser | <input type="checkbox"/> Local Newspapers & TV |
| <input type="checkbox"/> Matching Sponsor: \$500 | <input type="checkbox"/> Email |

FUNDRAISING RESULTS:

Jan. Amount Raised: \$1,535
Total Raised: \$12,465 / \$16k

- 16 Total Donations
- 10 New Donors
- 15 New Facebook Followers
- 12 New Instagram Followers
- 2 News Stories (Ch 7 and 11)
- 1 Newspaper Story

IDEAS/NOTES:

Schedule a Coaching Call with Kimberly to discuss birthday fundraiser ideas.

Matching sponsor & personal outreach calls/emails made a big difference this month!

Objectives

Begin each month by establishing a *measurable* objective. This may be the amount you aim to raise for the month, obtaining a specific number of donations, getting media exposure in your local press, increasing social media followers by a certain amount,, etc.

Tactics

Next, list the specific activities you will implement to meet your monthly objective. For example: writing/scheduling social media posts, hosting a fundraising event, sending press releases to your local media, etc.

PRO TIP: Assign due dates to each action item as well as who is responsible for implementation.

Results

Keep focused by tracking your outcomes. It's natural to have some months that are more productive than others. Taking the time to reflect on what worked (or didn't) at the end of each month will help you streamline and improve your fundraising efforts moving forward.

Ideas/Notes

Use this section to further brainstorm fundraising ideas that pop up arise, identify people you need to contact, or any other memo you need to keep front and center as you plan for the month.

www.gooddogservicecanines.org/fundraisingsupport

HOW TO PLAN YOUR *Communication Calendar*

JANUARY 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	January Awareness: Walk Your Dog Month Train Your Dog Month				1 New Year's Day	2 Pet Travel Safety Day
3	4	5	6 Cuddle Up Day	7	8	9
10	11	12	13	14 Dress Up Your Pet Day	15	16
17	18 Martin Luther King Jr. Day	19	20	21 Hug Day	22	23 Reading Day
24 Compliment Day	25	26	27 Bubble Wrap Appreciation Day	28	29 Puzzle Day	30
31						

Awareness Month

Notable month-long observations to commemorate or raise awareness of events and issues that may be related to your family or Good Dog! fundraiser.

Calendar

Each month showcases major holidays, giving days, awareness days and more to help plan your outreach and fundraising strategy. Feel free to include any additional days like your child's birthday, fundraising events, or any other day that's specific to your family.

EXPOSITION	IMPACT	ASK	STEWARDSHIP
1/4 - Phone Call Happy New Year! Make a difference in [child]'s life this year [explain Jan/2021 goals] Visit [website] to help/learn more.	1/13 - social (video + link) Service Dogs give kids a new leash on life! Watch how generous gifts can help [child] [explain main benefit] #makeitpawssible	1/24 - social (image + link) We couldn't do this without you! Your loving generosity helps us give [child] a better life! Donate any amount you can [link]	1/31 - Email (image/video) Subject: Every child deserves a friend Dear [Name], Help our child live a fuller life. It all begins with a pawssome friend.

www.gooddogservicecanines.org/fundraisingsupport

Communication Plan

The best communication plan is a multi-channel one. Not only does this increase your visibility but it also creates a more cohesive experience for your supporters. Remember, the key is to make it as easy as possible for your donors to give in the ways they want to give and the places they want to be reached. Different channels to consider include social media, email, phone calls, text messages, fundraising events, mail, newsletters, etc. Use this space to determine the channels and messages (see next page) you plan to convey for the month.



MESSAGING *Strategy*

Many families wonder what they should say when soliciting donations and how to do it in a way that will not come across as pushy to their friends and family.

Your campaign should include four types of messages to cultivate interest and engagement from your supporters that lead to successful fundraising results.

Exposition

Introduces your child and family to your supporters and explains why they should care about your cause.

Impact

Illustrates the benefits a service dog will have upon your child and shows donors how they can make a difference.

Ask

Bolsters giving with heartfelt appeals and clear calls to action of how your donors can support your fundraiser.

Stewardship

Nurtures your relationships and inspires continued giving with prompt thank yous and spotlight storytelling.

JANUARY

"No act of kindness, no matter how small, is ever wasted." – Aesop

THIS MONTH'S OBJECTIVE IS TO:

I WILL USE THE FOLLOWING TACTICS:

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FUNDRAISING RESULTS:

IDEAS/NOTES:

JANUARY 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	January Awareness: Walk Your Dog Month Train Your Dog Month				1 New Year's Day	2 Pet Travel Safety Day
3	4	5	6 Cuddle Up Day	7	8	9
10	11	12	13	14 Dress Up Your Pet Day	15	16
17	18 Martin Luther King, Jr. Day	19	20	21 Hug Day	22	23 Reading Day
24 Compliment Day	25	26	27 Bubble Wrap Appreciation Day	28	29 Puzzle Day	30
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FEBRUARY

"The only way to do great work is to love what you do." – Steve Jobs

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FUNDRAISING RESULTS:

IDEAS/NOTES:

FEBRUARY 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Freedom Day	2 Groundhog Day	3 Golden Retriever Day Doggie Date Night	4	5 Give Kids a Smile Day	6
7 Super Bowl LV (Puppy Bowl)	8 Intl Epilepsy Day	9	10	11 Make a Friend Day	12	13
14 Valentine's Day	15 President's Day	16	17 Random Acts of Kindness Day	18	19 Tug-of-War Day	20 Love Your Pet Day
21	22 Walk Your Dog Day	23 Dog Biscuit Appreciation Day	24	25	26 Tell a Fairy Tale Day	27
28 Rare Disease Day			February Awareness: Black History Month Heart Month Spay and Neuter Awareness Month Boost Your Self Esteem Month Dog Training Education Month			

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MARCH

"You miss 100% of the chances you don't take." – Wayne Gretzky

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I WILL USE THE FOLLOWING TACTICS:

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FUNDRAISING RESULTS:

IDEAS/NOTES:

MARCH 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2 Dr. Seuss Day	3	4	5 Employee Appreciation Day	6
7	8 International Women's Day	9 Napping Day	10	11 Autism Service Dog Day	12	13
14 Daylight Savings Begins	15	16	17 St. Patrick's Day	18 Awkward Moments Day	19 World Sleep Day	20 Intl Day of Happiness
21 World Down Syndrome Day	22	23 National Puppy Day	24	25	26 Purple Day (Epilepsy)	27 Passover Begins
28 Palm Sunday	29 Holi	30 Take a Walk in the Park Day	31 Crayon Day	March Awareness: Developmental Disabilities Awareness Month Women's History Month National Nutrition Month		

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APRIL

"There are two ways of spreading light: to be the candle or the mirror that reflects it." – Edith Wharton

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FUNDRAISING RESULTS:

IDEAS/NOTES:

APRIL 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 April Fools Day	Good Friday 2 World Autism Awareness Day	3 Passover Ends
4 Easter	5	6	7 World Health Day	8	9	10 Siblings Day Hug Your Dog Day
Pet Day 11 Dog Therapy Appreciation Day	12 Ramadan Begins	13	14	15 High Five Day	16	17
18	19	20	21 Intl Micro-volunteering Day	22 Earth Day	23 World Book Day	National 24 Skipping Day World Veterinary Day
25 National Pet Parents Day	26 Kids and Pets Day	27	28 Superhero Day	29 Intl Dance Day	30	
					April Awareness: Autism Awareness Month Stress Awareness Month	

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MAY

*"Let us remember: One book, one pen, one child,
and one teacher can change the world." – Malala Yousafzai*

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I WILL USE THE FOLLOWING TACTICS:

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FUNDRAISING RESULTS:

IDEAS/NOTES:

MAY 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2 World Asthma Day Be Kind to Animals Week	3	4 Teacher Appreciation Day Star Wars Day	5 Cinco De Mayo	6 Nurses Day	7	8 National Dog Mom's Day
9 Mother's Day	10 Children's Book Week	11 Eat What You Want Day	12	13	14 Apraxia Awareness Day	15 Intl Day of Families
16 Neurodiversity Celebration Week	17	18 Intl Museums Day	19	20	21 World Meditation Day	22
23	24	25	26	27	28	29
30	31 Memorial Day	May Awareness: National Service Dog Eye Exam Month Mental Health Awareness Month Chip Your Pet Month Stroke Awareness Month Responsible Animal Guardian Month Teen Self Esteem Month				

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JUNE

"Every sunrise is an invitation for us to arise and brighten someone's day." – Richelle E. Goodrich

THIS MONTH'S OBJECTIVE IS TO:

I WILL USE THE FOLLOWING TACTICS:

FUNDRAISING RESULTS:

IDEAS/NOTES:

JUNE 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Intl Children's Day	2	3	4	5
6	7 Tourette's Awareness Day	8 Best Friends Day	9 World Pet Memorial Day	10	11	12 Loving Day
13	14 Learning Disability Week Rare Chromosome Disorder Week	15 Intl Working Animal Day	16	17	18 Autistic Pride Day Intl Picnic Day	19 Juneteenth
20 Father's Day	21 Dog Party Day	22	23	24	25 Take Your Dog to Work Day	26
27	28	29	30	June Awareness: PTSD Awareness Month Safety Month Tourette's Awareness Month		

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JULY

"No one has ever become poor from giving." – Anne Frank

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I WILL USE THE FOLLOWING TACTICS:

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FUNDRAISING RESULTS:

IDEAS/NOTES:

JULY 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 Intl Joke Day	2	3
4 Independence Day	5	6	7 World Chocolate Day Global Day of Forgiveness	8	9	10
11 Cheer Up the Lonely Day All American Pet Photo Day	12	13	14	15 World Youth Skills Day Give Something Away Day	16	17 Toss Away the Could Haves & Should Haves Day World Emoji Day
18 Ice Cream Day	19 Get Out of the Dog House Day	20 Moon Day	21	22 Hot Dog Day	23 Gorgeous Grandma Day	24 Cousins Day
25 Parents Day	26 Disability Independence Day Aunt & Uncles Day	27 Love is Kind Day	28	29	30	31 Mutt Day
				July Awareness: Fragile X Awareness Month		

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AUGUST

"The secret to change is to focus all of your energy not on fighting the old, but on building the new." – Socrates

THIS MONTH'S OBJECTIVE IS TO:

I WILL USE THE FOLLOWING TACTICS:

FUNDRAISING RESULTS:

IDEAS/NOTES:

AUGUST 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Intl Assistance Dog Week	2 Coloring Book Day	3 National Night Out	4 Assistance Dog Day	5 Work Like a Dog Day	6	7
8 Happiness Happens Day	9	10 Spoil Your Dog Day	11	12 Middle Child Day	13 Intl Left Handers Day	14 Bowling Day Garage Sale Day
15 Relaxation Day	16	17 Nonprofit Day	18	19	20	21
22 Be an Angel Day	23	24	25	26 National Dog Day	27 Just Because Day	28 Rainbow Bridge Remembrance Day
29	30 Holistic Pet Day	31 Matchmaker Day				
				August Awareness: Family Fun Month Happiness Happens Month Back to School Month		

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SEPTEMBER

"If you can dream it, you can do it." – Walt Disney

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FUNDRAISING RESULTS:

IDEAS/NOTES:

SEPTEMBER 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 No Rhyme (Nor Reason) Day	2	3 Lazy Mom's Day	4
5 Be Late for Something Day Cheese Pizza Day Intl Day of Charity	6 Labor Day Rosh Hashanah	7 Grateful Patient Day	8 Ampersand Day	9 Teddy Bear Day	10 Swap Ideas Day	11 Patriot Day
12 National Day of Encouragement Grandparents Day Hug Your Hound Day	13	14	15 Yom Kippur Neonatal Nurses Day	16 Working Parents Day	17	18
19 Talk Like A Pirate Day Wife Appreciation Day	20	21 World Gratitude Day	22 National Girls' Night	23	24	25 World Dream Day
26	27 Family Day	28	29	30		
			September Awareness: National Service Dog Month Hispanic Heritage Month Neonatal Intensive Care Awareness Month			

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OCTOBER

"What counts in life is not the mere fact that we have lived. It is what difference we have made to the lives of others that will determine the significance of the life we lead." – Nelson Mandela

THIS MONTH'S OBJECTIVE IS TO:

I WILL USE THE FOLLOWING TACTICS:

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FUNDRAISING RESULTS:

IDEAS/NOTES:

OCTOBER 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 Black Dog Day ADD/ADHD Awareness Day	2
3	4	5 World Teachers' Day Do Something Nice Day	6 World Cerebral Palsy Day	7 Inner Beauty Day	8	9
10 World Mental Health Day	11	12	13 Stop Bullying Day	14 Dessert Day	15 Grouch Day	16
17	18	19	20 Youth Confidence Day	21	22 Make a Dog's Day	23 Make a Difference Day
24	25 World Pasta Day	26	27 World Occupational Therapy Day	28	29	30
31 Halloween	October Awareness: Down Syndrome Awareness Month Bully Prevention Month Rett Syndrome Awareness Month ADD/ADHD Awareness month Physical Therapy Month Pet Wellness Month Dyslexia Awareness Month Sensory Awareness Month					

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NOVEMBER

"The smallest act of kindness is worth more than the grandest intention." – Oscar Wilde

THIS MONTH'S OBJECTIVE IS TO:

I WILL USE THE FOLLOWING TACTICS:

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FUNDRAISING RESULTS:

IDEAS/NOTES:

NOVEMBER 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 National Authors' Day Cook for Your Pets Day	2 Election Day	3 Stress Awareness Day	4 Diwali	5 Donut Day	6
7 Dear Santa Letter Week Daylight Savings Ends	8	9 World Adoption Day	10 Forget-Me-Not Day	11 Veterans Day	12	13 World Kindness Day
14	15	16 Intl Day of Tolerance	17 World Prematurity Day Take a Hike Day	18	19	20 Child's Day Adoption Day
21 World Hello Day	22	23	24	25 Thanksgiving	26 Black Friday	27 Small Business Saturday
28 Hanukkah Begins	29 Cyber Monday	30 GivingTuesday		November Awareness: Epilepsy Awareness Month Military Family Month National Adoption Month Prematurity Awareness Month		

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DECEMBER

"Fundraising is the gentle art of teaching the joy of giving." - Hank Russo

THIS MONTH'S OBJECTIVE IS TO:

I WILL USE THE FOLLOWING TACTICS:

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FUNDRAISING RESULTS:

IDEAS/NOTES:

DECEMBER 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2 Special Education Day	3 Intl Day of Persons with Disabilities	4 Cookie Day
5	6 Hanukkah Ends	7	8	9 Christmas Card Day	10	11
12	13	14	15 Cupcake Day	16	17 Underdog Day	18 Twin Day
19	20	21	22	23 Re-Gifting Day	24 Christmas Eve	25 Christmas
26 Kwanzaa	27	28	29 Hero Day	30	31 New Year's Eve	
			December Awareness: Safe Toys & Gifts Month			

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