

Sample Development Calendar Template

Month	Personal Donor Outreach (Phone, In-Person, Individual Email)	Event Outreach	Mail Outreach	Email Outreach (Mass Outreach)	Social Media	Website Content
September		\$300 Fundraising Goal				
October		Popcorn Sale Picture Day? Feast of St. Therese Halloween Party	CAP Back to School Mailing	CAP Back to School		
November	Thank-a-thon (ex: top 100 donors)	Pie Sale Giving Tuesday Holiday Mailing		CAP Giving Tuesday Campaign	Thanksgiving Giving Tuesday	
December	End of Year Calls	Holiday Raffle Christmas Show Photos & Bfast w/ Santa (PTA Hosted)	CAP Christmas Mailing	CAP Christmas CAP End of Year	Christmas	
January		Pizza Day (Monthly Event) Candy Sale* Confirm when this was				
February		Mardi Gras Party Carnival		Catholic Schools Week	Catholic School Week	
March		Paint Night Green Day Pastry Sale				
April	Easter Calls (ex: monthly donors)	Gala Candle Sale Spring Show Spring Candy Sale		CAP Easter Eblast		
May		Walk-A-Thon Spring Concert				
June		Graduation Mailer Alumni Graduation Giving Campaign Father's Day Golf Outing	CAP Graduation Mailing	CAP Grad	Grad Year Campaign	Grad Year Campaign
July						
August				Back to School Event (Target: Alumni & Parishioners Bulletin Blurb)	Back to School Event	