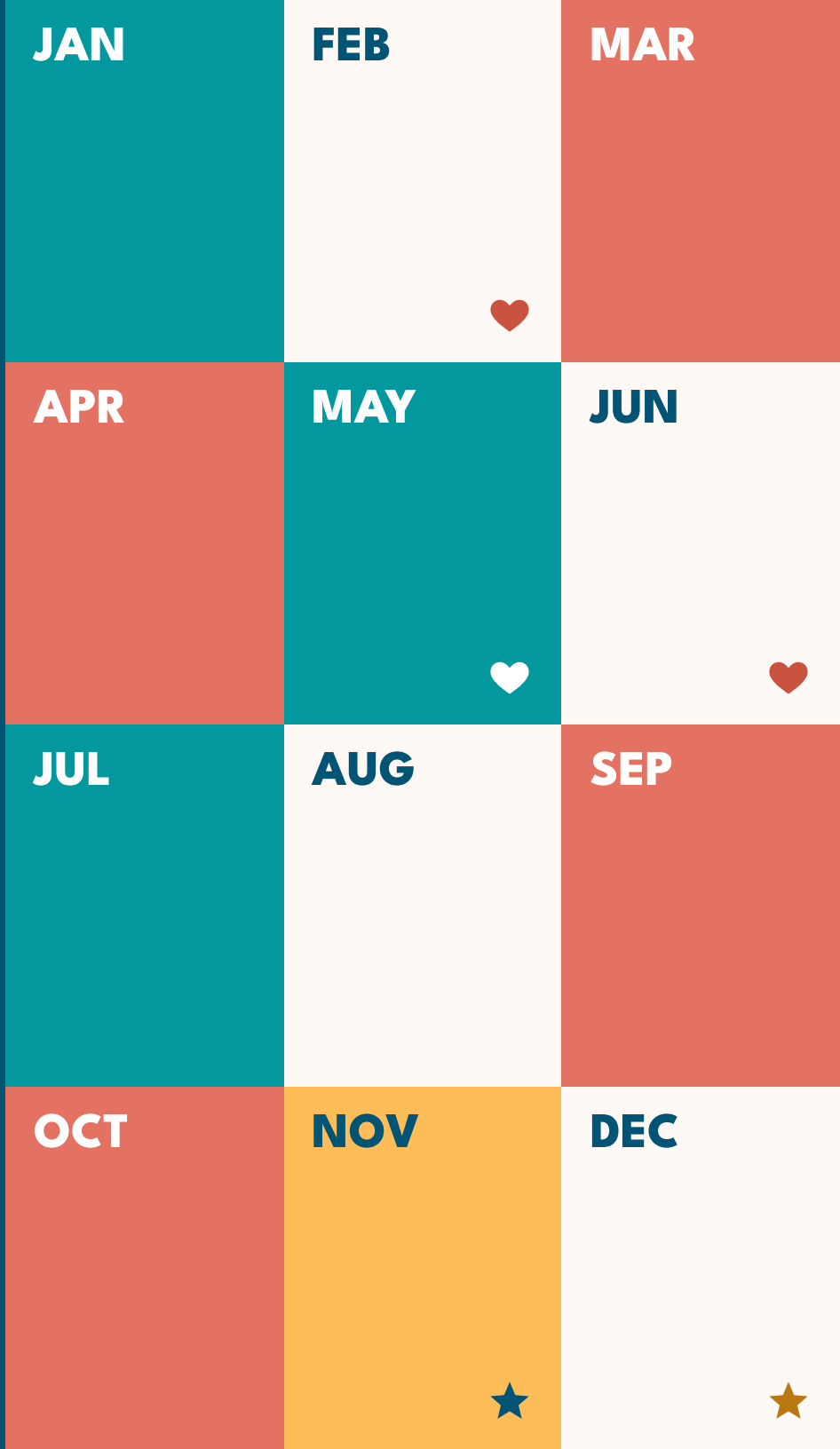
2027

SOCIAL GOOD CALENDAR

Every awareness day worth a post, and how to spot the ones worth a *fundraising campaign.*

FOR NONPROFIT LEADERS



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HOW TO USE THIS CALENDAR

Four kinds of days. Only some of them are for asking.

Cause days

YOUR BEST FUNDRAISING DAYS

The day the world talks about your issue. Rare Disease Day for a rare disease org. World Water Day for a WASH program. Earth Day for a climate group. Donors are already paying attention, so give them a reason to give.

Giving days

DONORS EXPECT THE ASK

Giving Tuesday, Dec 31, and your local or state giving day (big regional ones like Colorado Gives Day are marked). Everyone is asking, so yours has to be a campaign worth donating to.

Relationship days

FUNDRAISE ONLY IF IT FITS

Valentine's Day, Mother's Day, Father's Day, and Grandparents Day. A maternal health org on Mother's Day? Yes. A watershed group on Father's Day? Post a photo and move on.

Supporter days

THANK AND INVITE

Nat'l Volunteer Week, Nat'l Nonprofit Day, Nat'l Philanthropy Day, and Int'l Volunteer Day. Thank your donors, supporters, and community, and invite new people in. Save the ask for another day.

Before you fundraise on any day, ask three questions:

1. Can you connect your work to this day in one sentence?
2. Would a donor feel something reading that sentence?
3. Do you have a story and a photo to go with it?

Three yeses: it's a money day. Anything less: post about it and keep going.

Dates are accurate to the best of our knowledge at publication. Some awareness and giving days change from year to year, so confirm the date with the host before you build a campaign around it.

FIND YOUR DAYS BY CAUSE

Your cause has its own calendar. Start here.

These are the days donors already associate with your issue. Circle the ones that fit, then run them through the three questions.

HEALTH & RARE DISEASE

Feb 4: World Cancer Day
Feb 28: Rare Disease Day
Mar 11: World Kidney Day
Apr 7: World Health Day
Oct: Breast Cancer Awareness Month
Dec 1: World AIDS Day

MENTAL HEALTH

May: Mental Health Awareness Month
Jun 27: Nat'l PTSD Awareness Day
Sep 10: World Suicide Prevention Day
Oct 10: World Mental Health Day

ENVIRONMENT, CLIMATE & WASH

Mar 22: World Water Day
Apr 22: Earth Day
Jun 5: World Environment Day
Jun 8: World Oceans Day
Oct 15: Global Handwashing Day

ANIMALS

Mar 3: World Wildlife Day
Apr 30: Nat'l Adopt a Shelter Pet Day
Aug 26: Nat'l Dog Day
Oct 4: World Animal Day
Oct 29: Nat'l Cat Day

HUNGER & FOOD

May 28: World Hunger Day
Sep: Hunger Action Month
Oct 16: World Food Day
Nov 25: Thanksgiving

HOUSING & POVERTY

Oct 4: World Habitat Day
Oct 10: World Homeless Day
Oct 17: Int'l Day for the Eradication of Poverty
Dec 21: Nat'l Homeless Persons' Memorial Day

KIDS, YOUTH & EDUCATION

May: Nat'l Foster Care Month
May 3–7: Teacher Appreciation Week
Aug 12: Int'l Youth Day
Sep 8: Int'l Literacy Day
Oct 11: Int'l Day of the Girl
Nov: Nat'l Adoption Month

ARTS & CULTURE

Apr 23: World Book Day
May 18: Int'l Museum Day
Jun 21: World Music Day
Oct: Nat'l Arts & Humanities Month

VETERANS & MILITARY

May: Military Appreciation Month
May 31: Memorial Day
Jun 27: Nat'l PTSD Awareness Day
Nov 11: Veterans Day

WOMEN & GIRLS

Mar 8: Int'l Women's Day
Aug 26: Women's Equality Day
Oct: Domestic Violence Awareness Month
Oct 11: Int'l Day of the Girl

DISABILITY

Mar 21: World Down Syndrome Day
Apr 2: World Autism Day
Jul: Disability Pride Month
Dec 3: Int'l Day of Persons with Disabilities

HUMAN RIGHTS & JUSTICE

Jan 18: MLK Jr. Day
Feb 20: World Day of Social Justice
Jun 19: Juneteenth
Jun 20: World Refugee Day
Dec 10: Human Rights Day
Dec 18: Int'l Migrants Day

Don't see your cause? Search "[your issue] awareness day" and add it to the calendar pages.

Q1

2027 SOCIAL GOOD CALENDAR

★ Giving day ♥ Relationship day Supporter day ○ Circle your cause days

JANUARY

Nat'l Blood Donor Month

3	Int'l Mind-Body Wellness Day
4	National Trivia Day
11	Nat'l Human Trafficking Awareness Day
18	MLK Jr. Day
21	National Hugging Day
24	National Compliment Day
27	Int'l Holocaust Remembrance Day

FEBRUARY

Black History Month

1	Nat'l Get Up Day
4	World Cancer Day
11	Int'l Day of Women & Girls in Science
14	**Valentine's Day** ♥
17	Random Acts of Kindness Day
20	World Day of Social Justice
22	World Thinking Day
28	Rare Disease Day

MARCH

Women's History Month

1	World Compliment Day
3	World Wildlife Day
5–6	Global Day of Unplugging
8	Int'l Women's Day
11	World Kidney Day
18	Global Recycling Day
20	Int'l Day of Happiness
21	World Down Syndrome Day
22	World Water Day
27	Earth Hour, 8:30 pm

JAN–MAR 2027

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Q2

2027 SOCIAL GOOD CALENDAR

★ Giving day ♥ Relationship day 👥 Supporter day ○ Circle your cause days

APRIL

World Autism Month

1 April Fools' Day
2 World Autism Day
6 **Arizona Gives Day** ★
7 World Health Day
9 Day of Silence
18–24 **Nat'l Volunteer Week** 👥
22 Earth Day
23 World Book Day
30 Nat'l Adopt a Shelter Pet Day

MAY

Mental Health Awareness Month
AAPI Heritage Month
Nat'l Foster Care Month
Military Appreciation Month

3–7 Teacher Appreciation Week
4 Anti-Bullying Day
9 **Mother's Day** ♥
12 Int'l Nurses Day
15 Int'l Day of Families
18 Int'l Museum Day
21 Nat'l Bike to Work Day
25 Nat'l Missing Children's Day
28 World Hunger Day
29 Int'l Day of UN Peacekeepers
30 Nat'l Creativity Day
31 Memorial Day

JUNE

Pride Month

5 World Environment Day
8 World Oceans Day
12 Global Wellness Day
19 Juneteenth
20 **Father's Day** ♥
20 World Refugee Day
21 World Music Day, Nat'l Selfie Day
27 Nat'l PTSD Awareness Day
30 Social Media Day

APR–JUN 2027

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2027 SOCIAL GOOD CALENDAR

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JULY

Disability Pride Month

7 Global Forgiveness Day
11 World Population Day
12 Malala Day
17 World Emoji Day
18 Nelson Mandela Day
30 Int'l Day of Friendship
30 World Day Against Trafficking in Persons

AUGUST

Nat'l Immunization Awareness Month

9 Nat'l Book Lovers Day
9 Int'l Day of the World's Indigenous Peoples
12 Int'l Youth Day
17 **Nat'l Nonprofit Day**
19 World Humanitarian Day
21 Nat'l Senior Citizens Day
26 Women's Equality Day
26 Nat'l Dog Day

SEPTEMBER

Suicide Prevention Awareness Month
Hunger Action Month
Hispanic Heritage Month (Sep 15–Oct 15)

5 **Int'l Day of Charity**
8 Int'l Literacy Day
10 World Suicide Prevention Day
12 **Nat'l Grandparents Day** ♥
13 Positive Thinking Day
15 Int'l Day of Democracy
16 **North Texas Giving Day** ★
21 Int'l Day of Peace, Zero Emissions Day
30 Int'l Podcast Day

JUL–SEP 2027

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Q4

2027 SOCIAL GOOD CALENDAR

★ Giving day ♥ Relationship day Supporter day ○ Circle your cause days

OCTOBER

Domestic Violence Awareness Month
Breast Cancer Awareness Month
Nat'l Arts & Humanities Month

1	World Vegetarian Day, Int'l Day of Older Persons
3–9	Fire Prevention Week
4	World Animal Day, World Habitat Day
5	World Teachers' Day
10	World Mental Health Day, World Homeless Day
11	Int'l Day of the Girl
14	**DAF Day (Donor Advised Funds)** ★
15	Global Handwashing Day
16	World Food Day
17	Int'l Day for the Eradication of Poverty
29	Nat'l Cat Day

NOVEMBER

Native American Heritage Month
Nat'l Adoption Month
Movember

1	World Vegan Day
3	Nat'l Stress Awareness Day
8	Nat'l STEM/STEAM Day
11	Veterans Day
13	World Kindness Day
15	**Nat'l Philanthropy Day**
15	America Recycles Day
16	Int'l Day for Tolerance, Nat'l Entrepreneurs' Day
18	**Give Miami Day** ★
20	Transgender Day of Remembrance
25	Thanksgiving
30	**Giving Tuesday** ★

DECEMBER

Universal Human Rights Month

1	World AIDS Day
3	Int'l Day of Persons with Disabilities
5	**Int'l Volunteer Day**
5	World Soil Day
7	**Colorado Gives Day** ★
10	Human Rights Day
12	Worldwide Candle Lighting Day
18	Int'l Migrants Day
21	Nat'l Homeless Persons' Memorial Day
31	**Year-end giving deadline** ★

OCT–DEC 2027

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YOUR PLAN

Your 2027 money days

Pick three cause days and one giving day. That’s four campaigns, and a fundraising year you can actually run.

Day	Date	Why your donors care (one sentence)	Your story + photo
○ Cause day 1			
○ Cause day 2			
○ Cause day 3			
★ Giving day			

You’ve got your four days. Now each one needs a campaign worth donating to. Awareness alone won’t raise the money.

Watch the free training →

WHO MADE THIS

MEET CHRISTINA

Christina Tzavaras Edwards is a fundraising strategist, founder of **Splendid Consulting®**, and host of the **Purpose & Profit Club® Podcast**. Through **The Club, The SPRINT Method™, Easy Emails for Impact™, and her Social Street Team® Method**, she helps everyone from first-year founders to established fundraising teams raise more from individual donors.

$51M+
raised by organizations she's advised

15,000+
nonprofit pros trained

20+
countries

RESULTS ACROSS CAUSE AREAS:

- A patient support nonprofit grew **30% year over year**, on top of 50% the year before.
- An international health nonprofit raised **$100,000 in July**, double its goal.
- A cultural institution nearly **5x'd a campaign, from $1,900 to $9,000**, with the Easy Emails for Impact™ method.
- An LGBTQ+ community center beat its $15,000 Give OUT Day goal with **$16,000 raised**.
- An animal welfare nonprofit has raised **$200,000+** toward its capital campaign.

Before nonprofits, she led digital strategy for Jamestown's $325M Ponce City Market. Seen at GiveCon, the Boys & Girls Club of America Conference, and Nonprofit Times.



YOUR NEXT STEP

Awareness days aren't enough. Donors give to campaigns worth donating to.

The SPRINT Method™ shows you how to build that campaign around the days that matter to your donors, from your laptop. SPRINT campaigns raise $10K–$20K in 7–30 days.

> *I would still be doing nothing other than applying for grants.*
>
> — SAMI, ONE GOOD FRIEND

$19,000+
raised in one month

64
donors

0
active donors before the campaign

One Good Friend was nine months old, with two grant rejections, when it built its August campaign around Friendship Month.
Also with SPRINT: an animal welfare nonprofit set a $20,000 goal and raised **$21,506**.

Free training: **How to raise $10K in 10 days (without grants or events)**

Watch the free training →

Scan to watch the free training

Listen weekly: the Purpose & Profit Club® Podcast

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