

# THE 12-MONTH FUNDRAISING WORKBOOK



Your planning tool for raising  
**\$10,000\***  
or more in one year



# Welcome to your 12-month fundraising planning and strategy workbook!

This tactical resource is designed to help your organization plan and execute a successful fundraising strategy throughout the year. Whether you're a seasoned fundraising manager or just starting out, this planning tool provides valuable ideas, direction, and actionable steps to maximize your efforts and raise \$10,000\* or more.

## How to use this workbook

Each month includes

### Goal Setting and Idea Planning

Spaces to define your monthly fundraising goal and brainstorm additional ideas

### Events, Themes, and Trends

Key dates, seasonal trends, and relevant themes to align your fundraising efforts

### Fundraising Ideas

Creative and timely ideas to engage your supporters and drive participation

### RaiseRight Tips

Helpful strategies to boost RaiseRight program participation

## New to RaiseRight? Here's how it works

RaiseRight is the easiest, most convenient way to fundraise. Earn money just by shopping online or using gift cards to pay for everyday purchases—no extra spending required!



### 1. Go shopping

Buy gift cards (at face value) or shop online across hundreds of popular brands.



### 2. Raise funds

Your organization earns with every purchase (6% average, up to 20%).



### 3. Allocate earnings

Use or distribute the funds to meet your organization's fundraising goals.

RaiseRight is the perfect complement to your other fundraising efforts. In fact, about 96%\* of RaiseRight program managers use additional fundraisers alongside RaiseRight.

While events like auctions, tournaments, or product sales can bring in big bursts of fundraising dollars, RaiseRight offers a sustainable, passive income stream that keeps earning in the background—helping you hit your goals with less effort.

By adding RaiseRight to your fundraising strategy, you'll have a steady, reliable funding source that supports your organization all year long. On average, organizations earn \$5,000\* annually through RaiseRight. So, when you combine RaiseRight with other fundraising ideas, your organization has the potential to earn \$10,000 or more!

## Start a FREE RaiseRight program today

[RaiseRight.com/Enroll](https://RaiseRight.com/Enroll)



\*Disclaimer: A Fall 2024 survey found that approximately 96% of RaiseRight coordinators run other fundraisers in addition to RaiseRight, with RaiseRight making up about half of their total fundraising efforts. Based on average annual RaiseRight earnings of \$5,000 for direct-benefit organizations with an average of 12 participants, this suggests an estimated total of \$10,000+ raised over a 12-month period.

# January

Projected earnings from RaiseRight

Target earnings for other fundraisers

**\$250**

**\$250**

50%

50%

**Target total earnings for January: \$500**

## Themes and Trends

- Goal setting and self-improvement
- Health and wellness
- Budgeting and organizing
- Winter sports and indoor activities

## January Fundraising Ideas

- Fitness challenge
- Art auction
- Movie night with popcorn concessions
- Community ice skating day
- Service project pledge

## Notable Events

- Staying Healthy Month
- Creativity Month
- Mentoring Month
- New Year's Day | *January 1*
- National Use Your Gift Card Day | *Third Saturday of the month*
- National Popcorn Day | *January 19*
- Martin Luther King Jr. Day (Day of Service) | *Third Monday of the month*

## RaiseRight Earning and Participation Tips

Did you know? Families can use RaiseRight to simplify budgeting and stay on track with their financial goals this year.

Popular spending categories for January include groceries, health and fitness, and future travel planning.

Other Fundraiser ideas	Est. Costs	Est. Earnings	Volunteers & Hrs. Needed
Total Estimated Earnings			

# February

Projected earnings from RaiseRight

Target earnings for other fundraisers

**\$325**

**\$325**

50%

50%

**Target total earnings for February: \$650**

## Themes and Trends

- Love and gratitude
- Heart health
- Football and winter sports
- History and culture

## February Fundraising Ideas

- Football squares
- Chili cookout or pizza party
- Sweetheart dinner or valentine tea
- Candy grams
- Cupid fun run

## Notable Events

- American Heart Month
- Black History Month
- Youth Leadership Month
- RaiseRight Raise Days Bonuses
- National Pizza Day | *February 9*
- Valentine's Day | *February 14*
- Random Acts of Kindness Day | *February 17*
- Presidents' Day | *Third Monday of the month*

## RaiseRight Earning and Participation Tips

Launch a Valentine's Day-themed "Spread the Love" challenge and have participants use the 'Invite Friends & Family' tool to boost RaiseRight participation.

Be sure to use RaiseRight for flowers, candy, gifts, dinner dates, and game-day snacks this month.

Other Fundraiser ideas	Est. Costs	Est. Earnings	Volunteers & Hrs. Needed
Total Estimated Earnings			

# March

Projected earnings from RaiseRight

Target earnings for other fundraisers

**\$425**

**\$425**

50%

50%

**Target total earnings for March: \$850**

## Themes and Trends

- Spring break and outdoor activities
- Education and learning
- Women's empowerment
- Tax season

## March Fundraising Ideas

- Read-a-Thon
- Community yard or garage sale
- Basketball brackets or watch party
- Green treats bake sale
- Pancake breakfast

## Notable Events

- College Basketball Tournaments
- Nutrition Month
- Women's History Month
- Read Across America Week | *March 2-6*
- National Pancake Day | *March 4*
- International Women's Day | *March 8*
- St. Patrick's Day | *March 17*
- National Clean Out Your Closet Week | *Third week of the month*

## RaiseRight Earning and Participation Tips

Gear up for friendly competition! Host a RaiseRight bracket challenge and let families compete to see who can earn the most this month.

Planning a home improvement or renovation project this spring? Getting ready to hit the road for spring break? You can score RaiseRight earnings for that!

Other Fundraiser ideas	Est. Costs	Est. Earnings	Volunteers & Hrs. Needed
Total Estimated Earnings			

# April

Projected earnings from RaiseRight

Target earnings for other fundraisers

\$300

\$300

50%

50%

Target total earnings for April: \$600

## Themes and Trends

- Spring sports and outdoor activities
- Spring cleaning
- Sustainability and eco-friendly initiatives
- Gardening

## April Fundraising Ideas

- Spring cleaning service auction
- DIY craft kits sale
- Plant or greenery sale
- Kickball tournament
- Easter brunch or Easter egg hunt

## Notable Events

- National Volunteer Month
- Easter
- National DIY Day | *April 2*
- National Burrito Day | *First Thursday of the month*
- National Self-Care Day | *April 5*
- National Student Athlete Day | *April 6*
- National Pet Day | *April 11*
- Earth Day | *April 22*

## RaiseRight Earning and Participation Tips

Add some egg-citement to your earnings! Raffle off an Easter or spring-themed gift basket to participants who reach a RaiseRight earnings goal this month.

Don't forget to use RaiseRight for all things Easter, spring cleaning, or gardening.

Other Fundraiser ideas	Est. Costs	Est. Earnings	Volunteers & Hrs. Needed
Total Estimated Earnings			

# May

Projected earnings from RaiseRight

Target earnings for other fundraisers

\$400

\$400

50%

50%

Target total earnings for May: \$800

## Themes and Trends

- Graduations and end of the school year
- Celebrating moms and teachers
- Mental health awareness
- Patriotism and remembrance

## May Fundraising Ideas

- Outdoor movie night
- Taco bar night
- Barbecue benefit or cook-off
- Walk-a-Thon
- Memorial Day flag sale

## Notable Events

- Asian American and Pacific Islander Heritage Month
- Mental Health Awareness Month
- National Walking Month
- National Barbecue Month
- RaiseRight Raise Days Bonuses
- School Principals' Day | *May 1*
- Cinco de Mayo | *May 5*
- Teacher Appreciation Week | *First full week of May*
- Mothers' Day | *Second Sunday of May*
- Memorial Day | *Last Monday of May*

## RaiseRight Earning and Participation Tips

Ready, set, earn! Host a flash challenge, like "Longest Earnings Streak" or "Top Earner of the Weekend".

Spoil graduates with the latest technology or a new outfit, and surprise mom with a weekend getaway, a spa day, or an evening at her favorite restaurant.

Other Fundraiser ideas	Est. Costs	Est. Earnings	Volunteers & Hrs. Needed
Total Estimated Earnings			



# June

Projected earnings from RaiseRight

Target earnings for other fundraisers

**\$375**

**\$375**

50%

50%

**Target total earnings for June: \$750**

## Themes and Trends

- Start of summer
- Community events
- Wedding season
- Vacation and travel

## June Fundraising Ideas

- 5K run or walk-a-thon
- Golf tournament
- S'mores kit sale
- Picnic day
- Bingo night or game night

## Notable Events

- Pride Month
- National Running Day | *First Wednesday in June*
- Flag Day | *June 14*
- Father's Day | *Third Sunday in June*
- Juneteenth | *June 19*
- National Cookie Dough Day | *June 21*
- National Bingo Day | *June 27*

## RaiseRight Earning and Participation Tips

Sweeten the summer with weekly surprise drawings, like \$5 gift cards for ice cream, smoothies, or gas for participants who make a RaiseRight purchase.

Incorporate RaiseRight into your summer plans—buy gift cards or shop online for sporting goods, camping and beach trips, family entertainment, travel, or home improvement projects.

Other Fundraiser ideas	Est. Costs	Est. Earnings	Volunteers & Hrs. Needed
Total Estimated Earnings			

# July

Projected earnings from RaiseRight

Target earnings for other fundraisers

\$300

\$300

50%

50%

Target total earnings for July: \$600

## Themes and Trends

- Summer sports and activities
- Celebration of food
- Vacation and travel
- Parades and outdoor fun

## July Fundraising Ideas

- Red, white, and blue bake sale
- Fireworks viewing party
- Adventure experience auction
- Ice cream social
- Vacation photo contest

## Notable Events

- National Grilling Month
- RaiseRight Back-to-School Bonuses
- Independence Day | *July 4*
- World Chocolate Day | *July 7*
- National French Fry Day | *July 11*
- National Ice Cream Day | *Third Sunday of the month*
- National Chicken Wing Day | *July 29*

## RaiseRight Earning and Participation Tips

Let the games begin! Create a summer-themed fundraising game, like a scavenger hunt or bingo, with a grand prize for the top RaiseRight earners.

Stock up on all your summer essentials like swimwear, barbecue and grilling supplies, and outdoor party goods by shopping with brands on RaiseRight.

Other Fundraiser ideas	Est. Costs	Est. Earnings	Volunteers & Hrs. Needed
Total Estimated Earnings			

# August

Projected earnings from RaiseRight

Target earnings for other fundraisers

\$350

\$350

50%

50%

Target total earnings for August: \$700

## Themes and Trends

- Back-to-school preparation
- Last-minute summer activities
- Health, wellness, and fitness
- Vacation and travel

## August Fundraising Ideas

- Cookie sale
- Pickleball tournament
- Pet photography
- Outdoor yoga or fitness class
- Car wash

## Notable Events

- Back to School Month
- Summer Sun Safety Month
- National Chocolate Chip Cookie Day  
*August 4*
- National Pickleball Day | *August 8*
- National Nonprofit Day | *August 17*
- National Dog Day | *August 26*

## RaiseRight Earning and Participation Tips

Back-to-school season is the perfect time to generate buzz around RaiseRight! Introduce new families to RaiseRight's annual earning potential and encourage participation with exciting back-to-school bonuses.

Use RaiseRight to earn on all your shopping for school supplies, technology, clothing and shoes, and college and dorm essentials.

Other Fundraiser ideas	Est. Costs	Est. Earnings	Volunteers & Hrs. Needed
Total Estimated Earnings			

# September

Projected earnings from RaiseRight

Target earnings for other fundraisers

**\$525**

**\$525**

50%

50%

**Target total earnings for September: \$1,050**

## Themes and Trends

- Start of autumn
- Fall sports
- Family activities and routines
- Education and mentorship

## September Fundraising Ideas

- Football tailgate party
- Apple pie sale
- Community cleanup sponsorship
- Tree planting sponsorship
- Food truck festival

## Notable Events

- Self-Improvement Month
- Start of Hispanic Heritage Month (15th)
- RaiseRight Raise Days Bonuses
  
- Labor Day | *First Monday of the month*
- International Charity Day | *September 5*
- National Cheeseburger Day | *September 18*
- National Cleanup Day | *Third Saturday of the month*
- National Coffee Day | *September 29*

## RaiseRight Earning and Participation Tips

Turn school and community events into RaiseRight enrollment opportunities! Host a gift card raffle at a sports game or school event, and reward new RaiseRight participants with bonus entries.

Get ready for a fall refresh by using RaiseRight for things like new clothing, seasonal groceries, and cozy home decor as the season changes.

Other Fundraiser ideas	Est. Costs	Est. Earnings	Volunteers & Hrs. Needed
Total Estimated Earnings			

# October

Projected earnings from RaiseRight

Target earnings for other fundraisers

\$350

50%

\$350

50%

Target total earnings for October: \$700

### Themes and Trends

- Halloween
- Harvest season
- Cozy activities and meals
- Community service

### October Fundraising Ideas

- Pumpkin sale or carving contest
- Fall craft fair
- Cornhole tournament
- Spooky movie night
- Leaf raking services

### Notable Events

- World Mental Health Day | *October 10*
- International Day of the Girl | *October 11*
- Indigenous Peoples' Day (Columbus Day) | *Second Monday of the month*
- National Mentoring Day | *October 27*
- Halloween | *October 31*

## RaiseRight Earning and Participation Tips

Get ahead of the holiday hustle! Connect with non-participating families and encourage them to enroll in RaiseRight for the holidays. Highlight upcoming bonus events in November.

Be sure to use RaiseRight for all things Halloween, fall festivities, sports-watching events, and early holiday shopping.

Other Fundraiser ideas	Est. Costs	Est. Earnings	Volunteers & Hrs. Needed
Total Estimated Earnings			

# November

Projected earnings from RaiseRight

Target earnings for other fundraisers

**\$575**

**\$575**

50%

50%

**Target total earnings for November: \$1,150**

## Themes and Trends

- Harvest season
- Holiday kickoff and shopping
- Transition to winter
- Gratitude and giving

## November Fundraising Ideas

- Wreath or candle sale
- Gratitude grams
- Turkey Trot 5K run or walk
- Shop Local or Shop Small raffle
- Holiday recipe book sale

## Notable Events

- Native American Heritage Month
- RaiseRight Raise Days Bonuses
- National Sandwich Day | *November 3*
- National Cash Back Day | *November 6*
- Veterans Day | *November 11*
- Thanksgiving | *Last Thursday of November*
- Black Friday | *Day after Thanksgiving*
- Small Business Saturday | *Saturday after Thanksgiving*
- Cyber Monday | *Monday after Thanksgiving*

## RaiseRight Earning and Participation Tips

Let the holiday shopping commence! Run a “Fall Bonus Frenzy” contest and award prizes to your top earners for the month.

Don't forget to use gift cards and shop online during Black Friday, Cyber Week, and Small Business Saturday!

Other Fundraiser ideas	Est. Costs	Est. Earnings	Volunteers & Hrs. Needed
Total Estimated Earnings			

# December

Projected earnings from RaiseRight

Target earnings for other fundraisers

**\$750**

**\$750**

50%

50%

**Target total earnings for December: \$1,500**

## Themes and Trends

- Start of winter
- Holiday celebrations
- End-of-year giving
- Resolutions and reflections
- Gratitude and giving

## December Fundraising Ideas

- Holiday gift wrapping station
- Holiday movie night with concessions
- Ice skating night
- Cookie decorating kits sale
- Ugly sweater party or contest

## Notable Events

- RaiseRight Holiday Bonuses
- Giving Tuesday | *Tuesday after Thanksgiving*
- National Cookie Day | *December 4*
- National Cocoa Day | *December 13*
- National Ugly Sweater Day | *Third Friday of December*
- Christmas Day | *December 25*
- New Year's Eve | *December 31*

## RaiseRight Earning and Participation Tips

RaiseRight is the perfect solution for the holiday rush! You can find eGift cards for hundreds of brands, great for instant gifting and last-minute purchases.

Small-denomination gift cards are ideal stocking stuffers. For big-ticket purchases, don't forget to shop online through RaiseRight and pay with a gift card to earn even more!

Other Fundraiser ideas	Est. Costs	Est. Earnings	Volunteers & Hrs. Needed
Total Estimated Earnings			



# RaiseRight™

Simply the right way to fundraise

## Start a Free Program

### Website

[www.RaiseRight.com/Enroll](http://www.RaiseRight.com/Enroll)

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### Phone Number

800-727-4715 Option 4

Feel free to leverage our amazing customer support team if you have any questions. They're here to help, and many of them are active program coordinators themselves, so they can give you extra insight on how to make the most of your program.