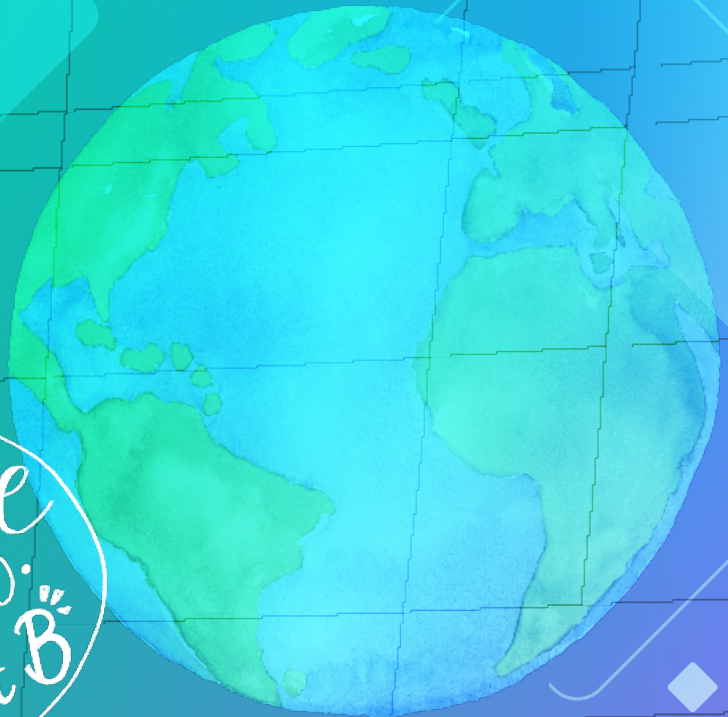


MOMENTS THAT MATTER

CHECKLIST

# Planning your next CSR campaign



## CHECKLIST:

# What to Do Before, During, and After Your Campaign

To make it even easier to prepare for a big campaign, we've crafted a checklist of things you can consider in the months or weeks leading up to the kickoff, followed by a calendar of philanthropic giving and service days.

## TWO - THREE MONTHS OUT

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### ☐ Think globally, act locally.

There are a lot of moments that matter throughout the year, but your CSR team and employees only have so much capacity to support a cause.

- What matters and what are the needs of the local communities where your employees work or where your company does business?
- How can these campaigns connect to a broader initiative within your organization?
- Can you connect these campaigns to DEI initiatives by serving underrepresented groups?
- Can you connect this campaign to the Sustainable Development Goals?

### ☐ Research and find partners.

#### Internal Partners

- Key leadership to champion the campaign
- Employee Ambassadors or Resource Groups

#### External Partners

- Nonprofits close to the cause or serving the location for the community you want to support.
- Your peers! If you determine the need in the community requires a resource you can't easily provide how can you partner with a nonprofit or other organization to help serve the community?

### ☐ Review last year's campaign initiative and results.

- How many volunteer hours or dollars donated did you reach?
- What was the employee participation rate?
- What were the favorite nonprofits or causes that your employees supported?
- What data were you missing that would have been nice to have? How can you collect that information moving forward?
- What was the impact from the campaign on the community? How can you partner with nonprofits moving forward to understand how your company made a difference?

## ☐ Identify and set goals.

### Internal Goals

- Set yourself up for reporting success by understanding what goals you want to measure for this campaign.
- Is this campaign focused on supporting a specific cause or disaster with a limited charity list?
- Is it focused on getting a high employee participation rate and open to any nonprofit organization?

### External Impact Goals

- Can you work with any nonprofits to understand goals they have that your company can support? For example, are there fundraising goals or a special skills-based project that can solve a need?

## ☐ Create a budget.

- Consider creating a budget for a special increased matching gift program (like 2:1 or 3:1 vs 1:1), Incentives, or Causes Cards to boost employee engagement with your campaign.
- Ask your employees how they would like to be recognized for their contributions. A simple meeting or small event to congratulate and thank your employees can go a long way.

## ☐ Plan your communication strategy.

We have a CSR Communication Toolkit [available for download](#), but we'll highlight the key points in this checklist as well!

- Use data as a guide. Analyze your digital communications to determine the best channels or multi-channel approach to spread your message.
- Think of all your employees' needs and how they may be different for new-hires, remote workers, seasonal, contract or retirees.
- Use story telling. Make sure your employees know the 'why' behind supporting this campaign. Invite your nonprofit partners to come tell their stories.
- Keep it consistent. Keep it transparent. Make it easy for all stakeholders to find the information they need.

## ONE MONTH OUT

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## ☐ Start executing your communication plan.

- Create a campaign [Engagement Element](#) in CSRconnect to keep all the details in one place.
- Consider creating a Volunteer Campaign to track volunteer events and hours and allow employees to easily search by campaign tag.
- Work with your Customer Success Manager if you are launching a special campaign.

## ☐ Connect with your internal and external partners.

- Schedule any training or reoccurring meetings needed with employee ambassadors, your committees, and senior leadership to keep them updated on the campaign's progress.
- Does your nonprofit partner require any training or background checks for volunteers prior to your event?

## ONE WEEK OUT

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- ☐ Schedule campaign kickoff announcements and meetings.
- ☐ Communicate “day of” details that employees need for in-person events.
- ☐ Complete final requirements and sign-offs for giving campaigns with your Customer Success Manager.
- ☐ Launch your campaign in CSRconnect.

## LAUNCH DAY AND DURING THE CAMPAIGN

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- ☐ Thank your employees for showing up.
- ☐ Communicate your mission and goals again.
- ☐ Communicate again where employees can find campaign details.
- ☐ Schedule updates with employees and leadership so they can see campaign metrics like volunteer hours reached, or dollars donated.
- Consider planning for employees to share their story of how they participated throughout the campaign.

## AFTER THE CAMPAIGN

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- ☐ **Celebrate!**
  - Take the time to celebrate with your employees and your nonprofit partners.
- ☐ **Collect feedback.**
  - Schedule an all-employee survey to get feedback, collect stories, or allow them to drop photos from their participation during the campaign.
- ☐ **Check-in with your partners.**
  - Plan meetings with your internal and external partners to get feedback and document what you can work on for next year.



## Conclusion: Action Steps

Here is a helpful list of action steps you can take today to be prepared for your next campaign:

- 1 Work with your team and get executive support for driving and maintaining your CSR programs.
- 2 Review the calendar of giving and service days for Canada, the United Kingdom and the U.S below.
- 3 Check out resources such as our [disaster response checklist](#) to learn how CSR teams can mitigate risk, support employees and communities, and create a disaster response plan.



## World Wide Notable Giving and Service Days

Days of service and giving bring awareness to important issues that might not get the attention they deserve on a day-to-day basis. It's a time for people to come together and support one another across the world. Even one small act of service, such as posting about International Women's Day or World Suicide Prevention Day, can make a significant impact and go a long way to highlight notable causes.

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### About Blackbaud

Blackbaud unleashes the potential of the people and organizations who change the world. As the leading software provider exclusively dedicated to powering social impact, Blackbaud expands what is possible across the nonprofit and education sectors, at companies committed to social responsibility, and for individual change makers. Built specifically for fundraising, nonprofit financial management, digital giving, grantmaking, corporate social responsibility and education management, Blackbaud's essential software accelerates impact through unmatched expertise and powerful data intelligence. Millions of people across more than 100 countries connect, give, learn, and engage through Blackbaud platforms.

# U.S. GIVING & SERVICE DAYS 2025

| JANUARY   | FEBRUARY  | MARCH   |
|---|---|---|
| <b>National Mentoring Month</b>   | <b>Black History Month</b>  | <b>Women's History Month</b>  |
| <ul style="list-style-type: none"> <li>1 World Day of Peace </li> <li>4 World Braille Day </li> <li>11 Nat'l Human Trafficking Awareness Day</li> <li>20 MLK Day of Service</li> <li>20 Presidential Inauguration Day</li> <li>24 Int'l Day of Education </li> </ul>   | <ul style="list-style-type: none"> <li>1 Nat'l Freedom Day</li> <li>4 World Cancer Day </li> <li>7 Wear Red Day</li> <li>11 Int'l Day of Women and Girls in Science </li> <li>17 Random Acts of Kindness Day</li> <li>20 World Day of Social Justice </li> </ul> | <ul style="list-style-type: none"> <li>2 Read Across America Day</li> <li>3 World Wildlife Day </li> <li>8 Int'l Women's Day </li> <li>18 Global Recycling Day </li> <li>20 Int'l Day of Happiness </li> <li>21 Red Nose Day</li> <li>21 World Down Syndrome Day </li> <li>22 World Water Day </li> </ul> |
| APRIL   | MAY   | JUNE  |
| <b>National Volunteer Month</b>   | <b>Asian American and Pacific Islander Heritage Month</b>   | <b>LGBTQ+ Pride Month</b>   |
| <ul style="list-style-type: none"> <li>2 World Autism Awareness Day </li> <li>5 Nat'l Wildlife Week</li> <li>7 World Health Day </li> <li>20 Nat'l Volunteer Week</li> <li>22 Earth Day </li> <li>24 World Immunization Week </li> <li>28 World Day for Safety and Health at Work </li> </ul>  | <ul style="list-style-type: none"> <li>6 Nat'l Teacher Day</li> <li>8 Nat'l Children's Mental Health Awareness Day</li> <li>11 Women's Health Week</li> <li>16 Endangered Species Day</li> <li>22 Int'l Day for Biological Diversity </li> <li>26 Memorial Day</li> </ul>   | <ul style="list-style-type: none"> <li>5 World Environment Day </li> <li>8 World Oceans Day </li> <li>8 Nat'l Children's Day</li> <li>14 World Blood Donor Day </li> <li>19 Juneteenth</li> <li>20 World Refugee Day </li> <li>28 Stonewall Riots Anniversary</li> </ul>   |
| JULY  | AUGUST  | SEPTEMBER   |
| <b>Disability Pride Month</b>   | <b>National Immunization Month</b>  | <b>National Hispanic Heritage Month</b>   |
| <ul style="list-style-type: none"> <li>1 Clean Beaches Week</li> <li>3 Int'l Plastic Bag Free Day </li> <li>15 World Youth Skills Day </li> <li>30 Int'l Friendship Day </li> <li>30 World Day against Trafficking in Persons </li> </ul>   | <ul style="list-style-type: none"> <li>1 Nat'l Minority Donor Awareness Day</li> <li>12 Int'l Youth Day </li> <li>17 Nat'l Nonprofit Day</li> <li>19 World Humanitarian Day </li> <li>26 Women's Equality Day</li> </ul>  | <ul style="list-style-type: none"> <li>5 Int'l Day of Charity </li> <li>8 Int'l Literacy Day </li> <li>10 World Suicide Prevention Day </li> <li>21 Int'l Day of Peace </li> <li>21 Climate Week</li> <li>29 World Heart Day </li> </ul>   |
| OCTOBER   | NOVEMBER  | DECEMBER  |
| <b>Global Diversity Awareness Month</b>   | <b>Native American Heritage Month</b>   | <b>Universal Human Rights Month</b>   |
| <ul style="list-style-type: none"> <li>1 Int'l Day of Older Persons </li> <li>2 Int'l Day of Non-Violence </li> <li>3 Nat'l Diversity Day</li> <li>4 World Animal Day </li> <li>10 World Mental Health Day </li> <li>16 World Food Day </li> <li>17 Int'l Day of the Eradication of Poverty </li> <li>27 Nat'l Pro Bono Week</li> </ul> | <ul style="list-style-type: none"> <li>11 Veterans' Day</li> <li>13 World Kindness Day </li> <li>15 America Recycles Day</li> <li>17 Hunger &amp; Homelessness Awareness Week</li> <li>20 World Children's Day </li> <li>27 Thanksgiving</li> </ul>   | <ul style="list-style-type: none"> <li>1 World AIDS Day </li> <li>2 Giving Tuesday </li> <li>3 Int'l Day of Persons with Disabilities </li> <li>5 Int'l Volunteer Day </li> <li>10 Human Rights Day </li> </ul>  |



# CANADA GIVING & SERVICE DAYS 2025

| JANUARY   | FEBRUARY  | MARCH   |
|---|---|---|
| <b>Mentoring Month</b>  | <b>Black History Month</b>  | <b>National Social Work Month</b>   |
| <ul style="list-style-type: none"> <li>1 World Day of Peace </li> <li>4 World Braille Day </li> <li>20 MLK Day of Service</li> <li>21 Lincoln Alexander Day</li> <li>24 Int'l Day of Education </li> <li>29 Nat'l Day of Remembrance and Action against Islamophobia</li> </ul>  | <ul style="list-style-type: none"> <li>4 World Cancer Day </li> <li>11 Int'l Day of Women and Girls in Science </li> <li>17 Family Day</li> <li>20 World Day of Social Justice </li> <li>26 Pink Shirt (Anti-Bullying) Day</li> <li>28 Rare Disease Day</li> </ul> | <ul style="list-style-type: none"> <li>3 World Wildlife Day </li> <li>8 Int'l Women's Day </li> <li>18 Global Recycling Day </li> <li>20 Int'l Day of Happiness </li> <li>21 Red Nose Day</li> <li>21 World Down Syndrome Day </li> <li>22 World Water Day </li> <li>31 Nat'l Indigenous Languages Day</li> </ul> |
| APRIL   | MAY   | JUNE  |
| <b>Parkinson's Awareness Month</b>  | <b>Asian Heritage Month</b>   | <b>National Indigenous History Month</b>  |
| <ul style="list-style-type: none"> <li>2 World Autism Awareness Day </li> <li>7 World Health Day </li> <li>7 Green Shirt Day</li> <li>10 Nat'l Wildlife Week</li> <li>22 Earth Day </li> <li>27 Nat'l Volunteer Week</li> <li>28 Nat'l Day of Mourning</li> </ul>   | <ul style="list-style-type: none"> <li>5 Mental Health Week</li> <li>7 Nat'l Child &amp; Youth Mental Health Day</li> <li>12 Nat'l Nurses Week</li> <li>16 Endangered Species Day</li> <li>19 Victoria Day</li> <li>22 Int'l Day for Biological Diversity </li> </ul>   | <ul style="list-style-type: none"> <li>5 World Environment Day </li> <li>7 Nat'l Health and Fitness Day</li> <li>15 Nat'l Public Service Week</li> <li>20 World Refugee Day </li> <li>21 Nat'l Indigenous Peoples Day</li> <li>28 Int'l Pride Day </li> </ul>  |
| JULY  | AUGUST  | SEPTEMBER   |
| <b>Disability Pride Month</b>   | <b>Immunization Awareness Month</b>   | <b>Hunger Action Month</b>  |
| <ul style="list-style-type: none"> <li>1 Canada Day</li> <li>3 Int'l Plastic Bag Free Day </li> <li>5 Nat'l Injury Prevention Day</li> <li>15 World Youth Skills Day </li> <li>24 Int'l Self-Care Day </li> <li>30 Int'l Friendship Day </li> </ul>   | <ul style="list-style-type: none"> <li>1 Emancipation Day</li> <li>4 Civic Holiday</li> <li>9 Nat'l Peacekeepers' Day</li> <li>12 Int'l Youth Day </li> <li>19 World Humanitarian Day </li> <li>26 Women's Equality Day</li> </ul>  | <ul style="list-style-type: none"> <li>5 Int'l Day of Charity </li> <li>8 Int'l Literacy Day </li> <li>10 World Suicide Prevention Day </li> <li>21 Int'l Day of Peace </li> <li>29 World Heart Day </li> <li>30 Nat'l Day for Truth and Reconciliation</li> </ul>   |
| OCTOBER   | NOVEMBER  | DECEMBER  |
| <b>Women's History Month</b>  | <b>Adoption Awareness Month</b>   | <b>Universal Human Rights Month</b>   |
| <ul style="list-style-type: none"> <li>1 Int'l Day of Older Persons </li> <li>2 Int'l Day of Nonviolence </li> <li>4 World Animal Day </li> <li>10 World Mental Health Day </li> <li>13 Thanksgiving</li> <li>16 World Food Day </li> <li>17 Int'l Day of the Eradication of Poverty </li> <li>31 Nat'l UNICEF Day</li> </ul> | <ul style="list-style-type: none"> <li>8 Nat'l Indigenous Veterans Day</li> <li>11 Remembrance Day</li> <li>13 World Kindness Day </li> <li>15 Nat'l Philanthropy Day</li> <li>20 Nat'l Child Day</li> </ul>   | <ul style="list-style-type: none"> <li>1 World AIDS Day </li> <li>2 Giving Tuesday </li> <li>3 Int'l Day of Persons with Disabilities </li> <li>5 Int'l Volunteer Day </li> <li>10 Human Rights Day </li> </ul>  |

# U.K. GIVING & SERVICE DAYS 2025

| JANUARY   | FEBRUARY  | MARCH  |
|---|---|--|
| <b>National Mentoring Month</b>   | <b>LGBTQ+ History Month</b>   | <b>Women's History Month</b>   |
| <ul style="list-style-type: none"> <li>1 World Day of Peace </li> <li>4 World Braille Day </li> <li>11 Nat'l Human Trafficking Awareness Day </li> <li>20 MLK Day of Service</li> <li>24 Int'l Day of Education </li> </ul>   | <ul style="list-style-type: none"> <li>3 Race Equality Week</li> <li>4 World Cancer Day </li> <li>6 Time to Talk Day</li> <li>10 Nat'l Apprenticeship Week</li> <li>10 Student Volunteering Week</li> <li>11 Int'l Day of Women and Girls in Science </li> <li>20 World Day of Social Justice </li> </ul>                                  | <ul style="list-style-type: none"> <li>3 World Wildlife Day </li> <li>8 Int'l Women's Day </li> <li>17 Neurodiversity Celebration Week</li> <li>18 Global Recycling Day </li> <li>20 Int'l Day of Happiness </li> <li>21 Red Nose Day</li> <li>21 World Down Syndrome Day </li> <li>22 World Day for Water </li> </ul> |
| APRIL   | MAY   | JUNE   |
| <b>Autism Acceptance Month</b>  | <b>Local &amp; Community History Month</b>  | <b>Pride Month</b>   |
| <ul style="list-style-type: none"> <li>2 World Autism Awareness Day </li> <li>7 World Health Day </li> <li>11 World Parkinson's Day </li> <li>22 Earth Day </li> <li>24 World Immunization Week </li> <li>24 On Your Feet Britain</li> <li>25 World Malaria Day </li> </ul>                                | <ul style="list-style-type: none"> <li>8 World Red Cross Red Crescent Day </li> <li>10 World Fair Trade Day </li> <li>11 Children's Day</li> <li>12 Foster Care Fortnight</li> <li>12 Learning At Work Week</li> <li>12 Mental Health Awareness Week</li> <li>22 Int'l Day for Biological Diversity </li> </ul>                      | <ul style="list-style-type: none"> <li>2 Volunteers' Week</li> <li>5 World Environment Day </li> <li>8 World Oceans Day </li> <li>14 World Blood Donor Day </li> <li>16 Refugee Week</li> <li>16 Learning Disability Week</li> </ul>   |
| JULY  | AUGUST  | SEPTEMBER  |
| <b>Disability Pride Month</b>   | <b>Happiness Happens Month</b>  | <b>National Organic Month</b>  |
| <ul style="list-style-type: none"> <li>3 Int'l Plastic Bag Free Day </li> <li>11 World Population Day </li> <li>15 World Youth Skills Day </li> <li>24 Int'l Self-Care Day </li> <li>30 Int'l Friendship Day </li> <li>30 World Day against Trafficking in Persons </li> </ul>                          | <ul style="list-style-type: none"> <li>9 Int'l Day of the World's Indigenous Peoples </li> <li>12 Int'l Youth Day </li> <li>14 Nat'l Financial Awareness Day</li> <li>19 World Humanitarian Day </li> <li>21 World Entrepreneurs' Day </li> </ul> | <ul style="list-style-type: none"> <li>5 Int'l Day of Charity </li> <li>5 Food Bank Day</li> <li>8 Int'l Literacy Day </li> <li>10 World Suicide Prevention Day </li> <li>15 Nat'l Inclusion Week</li> <li>18 Int'l Equal Pay Day </li> <li>29 World Heart Day </li> </ul>  |
| OCTOBER   | NOVEMBER  | DECEMBER   |
| <b>Black History Month</b>  | <b>Men's Health Awareness Month</b>   | <b>Universal Human Rights Month</b>  |
| <ul style="list-style-type: none"> <li>1 Int'l Day of Older Persons </li> <li>2 Int'l Day of Nonviolence </li> <li>4 World Animal Day </li> <li>10 World Mental Health Day </li> <li>16 World Food Day </li> <li>17 Int'l Day of the Eradication of Poverty </li> <li>20 Nat'l Adoption Week</li> </ul> | <ul style="list-style-type: none"> <li>3 Pro Bono Week</li> <li>3 Trustees' Week</li> <li>10 Anti-Bullying Week</li> <li>11 Remembrance Day</li> <li>13 Kindness Day </li> <li>16 Int'l Day for Tolerance </li> <li>20 World Children's Day </li> </ul>  | <ul style="list-style-type: none"> <li>1 World AIDS Day </li> <li>2 Giving Tuesday </li> <li>3 Int'l Day of Persons with Disabilities </li> <li>5 Int'l Volunteer Day </li> <li>10 Human Rights Day </li> <li>26 Boxing Day</li> </ul>  |