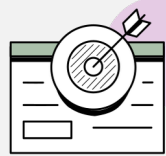
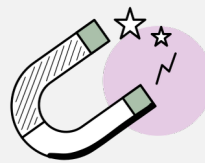


The 1-Hour Nonprofit Marketing Calendar



A plug-and-play system to plan your communications with clarity, even if you're a team of one.



What's
Inside

Editable 12-Month Calendar Template

- To be ready to be filled with awareness days, campaign cycles, and events.
- Colour-coded by purpose (Awareness, Fundraising, Storytelling, Community).

"Plug-and-Play" Campaign Prompts

- Ready-to-use content themes for newsletters, social media, and emails.
- Example: "Donor Story," "Mission Moment," "Impact Snapshot," "Behind the Scenes."

30-Minute Setup Guide

- Quick instructions on how to customize and use the calendar.
- "What to plan quarterly vs weekly."

Bonus: Content Cadence Cheatsheet

- Includes sample posting rhythm for teams of one.



[Get the template here](#)



How to use this calendar **Set Up Guide**

Pick Your Starting Point

Choose the month you want to start from.

Add Your Key Campaigns

Plug in your organization's main fundraising or program campaigns (Giving Tuesday, Year-End, AGM, etc.).

Slot in Storytelling Moments

Use the pre-filled prompts (Impact Story, Donor Highlight, Program Behind-the-Scenes, Partner Shout-out).

Choose Your Cadence

Start small: 2 social posts per week + 1 email per month can make a real difference.

(Use the "Cadence Cheat Sheet" on the next page.)



Marcela's **Hot Tip**

Your marketing rhythm isn't about perfection, it's about presence and consistency.



Review **it quarterly**

Schedule one "Communications Reset Hour" every quarter to reflect, adjust, and re-align your plan with your goals.