













Your 2021 Fundraising Calendar

Key shopping dates to help you maximise your donations in 2021

JAN	 Getaways	January is a key month when your supporters will consider booking a staycation or a trip abroad. Use your travel tools to remind your supporters to use easyfundraising as this will raise BIGGER donations for your cause.
	Sales	Remind your supporters to shop the January Sales via easyfundraising.
FEB	 Valentine's Day	Share the love for your cause and remind your supporters to buy their Valentine's Day gifts & flowers via easyfundraising.
	Switch Providers	During February, supporters might be reviewing their household bills and providers (energy, car & home insurance and broadband & TV). Remind your supporters to compare & switch providers via easyfundraising, they could raise over £100.
MAR	 Mother's Day	Remind your supporters they can spoil their mums with special gifts & raise a donation for your cause on Mother's Day.
	Car Insurance	A lot of people tend to switch their car insurance providers during March. Remind your supporters to switch via easyfundraising and they could raise up to £37.50 for your cause.
APR	 Easter Holidays	In the run up to the Easter holidays, many of your supporters might be looking to book a short getaway, buy gifts, or pick up supplies for any home & garden projects. Remind your supporters to buy anything they need via easyfundraising.
MAY	 Summer Getaways	Thoughts will be turning to planning a summer holiday (in the UK or abroad). Use your travel tools to remind supporters that they can also raise a FREE donation when they book hotels, villas, flights, travel insurance, airport parking or a rental car.
JUN	 Father's Day	Your supporters can buy all their Father's Day gifts through easyfundraising AND raise donations for your cause.
JUL	 Summer Activities & Sales	With the weather improving your supporters will be thinking about booking some weekend activities or buying summer clothes in the sales.
AUG	 Back to School Shopping	Parents will be planning ahead and buying school essentials for their children. Remind them they can buy anything from school shoes to laptops & raise a donation for your cause.
SEP	Car Insurance	September is another key month when car insurances are up for renewal. Remind your supporters to switch via easyfundraising and they could raise up to £37.50 for your cause.
	 University Essentials	If you or your supporters know anyone going off to university they could help you earn over £79 when they buy all their uni essentials.
OCT	 Halloween	No tricks, just treats! From costumes to goodies, you can raise FREE donations when you buy it all via easyfundraising. Plus, your Christmas fundraising tools will be available for you to use.
NOV	 Black Friday & Christmas Shopping	Black Friday is the BIGGEST sales event of the year, so don't forget to remind your supporters using your tools. Last year good causes like yours raised over £50,000. Key dates to remember are Friday 26th & Monday 29th November 2021.
DEC	 Christmas Advent Calendar	EVERY DAY until Christmas, you'll be able to WIN prizes and donations with our Advent Calendar. Plus, don't forget to remind your supporters to buy all their last-minute Christmas gifts via easyfundraising.