

Your 2022 Fundraising Calendar

Key shopping dates to help you maximise your donations in 2022



JANUARY

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.

Sales

Remind your supporters to use easyfundraising during the January sales.



FEBRUARY

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, insurance and broadband & TV). Remind your supporters to compare & switch providers via easyfundraising, they could raise over £100.



MARCH

Mother's Day

Remind your supporters they can spoil their mums with special gifts & raise a donation on Mother's Day.

Car Insurance

A lot of people tend to switch their car insurance provider during March. Remind your supporters to switch via easyfundraising and they could raise up to £45 for your cause.



APRIL

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. Use your travel tools to remind supporters that they can raise a FREE donation when they book hotels, villas, flights, travel insurance, airport parking or a rental car (in the UK or abroad).



JUNE

Father's Day

Your supporters can buy all their Father's Day gifts through easyfundraising AND raise donations.



JULY

Summer Activities & Sales

With the weather improving, your supporters will be thinking about booking some weekend activities or buying summer clothes in the sales.



AUGUST

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.



SEPTEMBER

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 £45 for your cause.

University Essentials

If you or your supporters know anyone going off to university they could raise donations when they buy all their uni essentials.



OCTOBER

Halloween

No tricks, just treats! From costumes to goodies, you can raise FREE donations. Plus, your Christmas fundraising tools will be available for you to use.



NOVEMBER

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 £280,000. Key dates to remember are Friday 25th & Monday 28th November 2022.



DECEMBER

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.