

CHECKLIST

Moments that Matter

Planning your next **CSR campaign** to boost employee engagement and maximize your **social impact**.



CSR Pros



Nonprofits



Employees

Every CSR campaign starts with a big idea. But turning that idea into meaningful impact requires thoughtful planning, timely alignment, and a clear strategy that engages employees and communities in a meaningful way.

To help you start planning with purpose, we've crafted this checklist full of practical tips to guide you through to your campaign's kick-off, as well as a calendar featuring 2026's most notable local and global giving and service days.

This resource will equip you with the tools you need to align your community impact programs with significant moments throughout the year – and ensure that every moment counts toward purpose.

CHECKLIST:

What to Do Before, During, and After Your Campaign

TWO - THREE MONTHS BEFORE

☐ **Think globally, act locally.**

There are many awareness days throughout the year, but your CSR team and employees only have so much capacity to support a cause. So, as you consider which moments you want to focus on in the year ahead, ask yourself:

- What are the needs of the local communities where your employees work or where your company does business?
- How can this campaign connect to broader initiatives within your organization?
- Can you connect this campaign to DEI initiatives by serving underrepresented groups?
- Can you connect this campaign to the UN's Sustainable Development Goals?
- Does this campaign align with employee values and the causes they want to support?

☐ **Research and find partners.**

As you plan your campaign, identify people that you can collaborate with, both internally and externally, to help you maximize the impact of your campaign.

Internal Partners

- Key members of your leadership team 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.**

Consider learnings from previous campaigns, including:

- How many volunteer hours or dollars money did you reach?
- What was the employee participation rate?
- What were the favourite 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 of the campaign on the community? How can you partner with nonprofits moving forward to understand how your company made a difference?

If this is your first campaign, that's okay! You can still use the questions above as a benchmark for the kind of data you want to capture this year.

■ Identify and set goals.

Set yourself up for reporting success by understanding what goals you want to measure for this campaign.

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 allocating a budget for a special enhanced matching gift program, where the company contributes \$2 or \$3 for every \$1 donated by an employee rather than a standard 1:1 ratio.
- To further boost engagement, you can also leverage additional motivators like [Incentives](#) or [Cause Cards](#).
- 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.
- Think about what kind of engagement opportunities you want provide. Will you offer volunteering, giving, or both? Will you include virtual and/or hybrid opportunities to engage remote or global teams?

■ Plan your communication strategy.

We have an in-depth CSR Communication Toolkit [available for download](#), but to keep things simple, here are some of our best communication practices to keep in mind.

- **Use data as your guide.** Analyze your digital communications to determine which channel(s) you want to leverage to spread your message. (Remember: you can always use more than one!)
- **Review your employees' needs and how they may differ for new-hires**, remote workers, seasonal, contract or retirees.
- **Localize communication.** Tailor messaging by region, language, or team for deeper connection and greater authenticity.
- **Don't just share a message.** Tell a story. Make sure your employees know the 'why' behind the campaign. Invite your nonprofit partners to share their experiences as well.
- **Keep it consistent. Keep it transparent.** Make it easy for all stakeholders to find the information they need.

ONE MONTH OUT

■ Start executing your communication plan.

If you have [CSRconnect](#):

- Create a campaign [Engagement Element](#) 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 ---

☐ **Schedule campaign kickoff announcements and meetings.**

☐ **Communicate “day of” details that employees need for in-person events.**

☐ **If you have CSRconnect, 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 ---

☐ **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, money donated etc.**

- Consider planning for employees to share the story of how they participated throughout the campaign.

AFTER THE CAMPAIGN ---

☐ **Celebrate!**

- Take the time to celebrate with your employees and your nonprofit partners on the positive impact you have made.

☐ **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.

☐ **Share your results with the wider community.**

- Consider adding your efforts to your yearly impact report or creating a short social post/video to demonstrate the impact of your campaign.

Action Steps

Now that you have the tools for success, here's a helpful list of action steps you can take 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. For global businesses with employees in other countries, note the dates that are globally recognized to identify key moments that can help drive impact across borders.
- 3 Beyond awareness days, stay abreast of key seasons for climatic hazards around the world including, floods, hurricanes, and more. 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 for times of crisis.
- 4 Set a reminder to review your campaign data quarterly to inform mid-year adjustments as needed.



Global Giving and Service Days

Moments that Matter both shine a spotlight on causes, issues, and celebrations at particular times throughout the year; and encourage people across the globe to come together in support of one another.

Even one small act of service, such as posting about International Women's Day or World Suicide Prevention Day, can make a significant impact in your community, resonate with your employees, and go a long way to highlight notable causes.

U.S. GIVING AND SERVICE DAYS 2026

JANUARY	FEBRUARY	MARCH
National Mentoring Month	Black History Month	Women's History Month
<ul style="list-style-type: none"> 1 World Day of Peace  4 World Braille Day  11 Nat'l Human Trafficking Awareness Day 19 MLK Day of Service 24 Int'l Day of Education  	<ul style="list-style-type: none"> 1 Nat'l Freedom Day 4 World Cancer Day  6 Wear Red Day 11 Int'l Day of Women and Girls in Science  17 Random Acts of Kindness Day 20 World Day of Social Justice  	<ul style="list-style-type: none"> 2 Read Across America Day 3 World Wildlife Day  8 Int'l Women's Day  18 Global Recycling Day  20 Int'l Day of Happiness  20 Red Nose Day 21 World Down Syndrome Day  22 World Water Day 
APRIL	MAY	JUNE
National Volunteer Month	Asian American and Pacific Islander Heritage Month	LGBTQ+ Pride Month
<ul style="list-style-type: none"> 2 World Autism Awareness Day  6 Nat'l Wildlife Week 7 World Health Day  19 Nat'l Volunteer Week 22 Earth Day  24 World Immunization Week  28 World Day for Safety and Health at Work  	<ul style="list-style-type: none"> 5 Nat'l Teacher Day 7 Nat'l Children's Mental Health Awareness Day 10 Women's Health Week 15 Endangered Species Day 22 Int'l Day for Biological Diversity  25 Memorial Day 	<ul style="list-style-type: none"> 5 World Environment Day  8 World Oceans Day  14 Nat'l Children's Day 14 World Blood Donor Day  19 Juneteenth 20 World Refugee Day  28 Stonewall Riots Anniversary
JULY	AUGUST	SEPTEMBER
Disability Pride Month	National Immunization Month	National Hispanic Heritage Month
<ul style="list-style-type: none"> 1 Clean Beaches Week 3 Int'l Plastic Bag Free Day  15 World Youth Skills Day  30 Int'l Friendship Day  30 World Day against Trafficking in Persons  	<ul style="list-style-type: none"> 1 Nat'l Minority Donor Awareness Day 12 Int'l Youth Day  17 Nat'l Nonprofit Day 19 World Humanitarian Day  26 Women's Equality Day 	<ul style="list-style-type: none"> 5 Int'l Day of Charity  8 Int'l Literacy Day  10 World Suicide Prevention Day  21 Int'l Day of Peace  23 Int'l Day of Sign Languages  29 World Heart Day 
OCTOBER	NOVEMBER	DECEMBER
Global Diversity Awareness Month	Native American Heritage Month	Universal Human Rights Month
<ul style="list-style-type: none"> 1 Int'l Day of Older Persons  2 Int'l Day of Non-Violence  2 Nat'l Diversity Day 4 World Animal Day  10 World Mental Health Day  16 World Food Day  17 Int'l Day of the Eradication of Poverty  26 Nat'l Pro Bono Week 	<ul style="list-style-type: none"> 11 Veterans' Day 13 World Kindness Day  15 America Recycles Day 16 Hunger & Homelessness Awareness Week 20 World Children's Day  26 Thanksgiving 	<ul style="list-style-type: none"> 1 World AIDS Day  1 Giving Tuesday  3 Int'l Day of Persons with Disabilities  5 Int'l Volunteer Day  10 Human Rights Day 

CANADA GIVING AND SERVICE DAYS 2026

JANUARY	FEBRUARY	MARCH
Mentoring Month	Black History Month	National Social Work Month
<ul style="list-style-type: none"> 1 World Day of Peace  4 World Braille Day  19 MLK Day of Service 21 Lincoln Alexander Day 24 Int'l Day of Education  29 Nat'l Day of Remembrance and Action against Islamophobia 	<ul style="list-style-type: none"> 4 World Cancer Day  11 Int'l Day of Women and Girls in Science  16 Family Day 20 World Day of Social Justice  25 Pink Shirt (Anti-Bullying) Day 28 Rare Disease Day 	<ul style="list-style-type: none"> 3 World Wildlife Day  8 Int'l Women's Day  18 Global Recycling Day  20 Int'l Day of Happiness  20 Red Nose Day 21 World Down Syndrome Day  22 World Water Day  31 Nat'l Indigenous Languages Day
APRIL	MAY	JUNE
Parkinson's Awareness Month	Asian Heritage Month	National Indigenous History Month
<ul style="list-style-type: none"> 2 World Autism Awareness Day  6 Nat'l Wildlife Week 7 World Health Day  7 Green Shirt Day 19 Nat'l Volunteer Week 22 Earth Day  28 Nat'l Day of Mourning 	<ul style="list-style-type: none"> 4 Mental Health Week 7 Nat'l Child & Youth Mental Health Day 12 Nat'l Nurses Week 15 Endangered Species Day 18 Victoria Day 22 Int'l Day for Biological Diversity  	<ul style="list-style-type: none"> 5 World Environment Day  6 Nat'l Health and Fitness Day 14 Nat'l Public Service Week 20 World Refugee Day  21 Nat'l Indigenous Peoples Day 28 Int'l Pride Day 
JULY	AUGUST	SEPTEMBER
Disability Pride Month	Immunization Awareness Month	Hunger Action Month
<ul style="list-style-type: none"> 1 Canada Day 3 Int'l Plastic Bag Free Day  5 Nat'l Injury Prevention Day 15 World Youth Skills Day  24 Int'l Self-Care Day  30 Int'l Friendship Day  	<ul style="list-style-type: none"> 1 Emancipation Day 3 Civic Holiday 9 Nat'l Peacekeepers' Day 12 Int'l Youth Day  19 World Humanitarian Day  26 Women's Equality Day 	<ul style="list-style-type: none"> 5 Int'l Day of Charity  8 Int'l Literacy Day  10 World Suicide Prevention Day  21 Int'l Day of Peace  29 World Heart Day  30 Nat'l Day for Truth and Reconciliation
OCTOBER	NOVEMBER	DECEMBER
Women's History Month	Adoption Awareness Month	Universal Human Rights Month
<ul style="list-style-type: none"> 1 Int'l Day of Older Persons  2 Int'l Day of Non-Violence  4 World Animal Day  10 World Mental Health Day  12 Thanksgiving 16 World Food Day  17 Int'l Day of the Eradication of Poverty  31 Nat'l UNICEF Day 	<ul style="list-style-type: none"> 8 Nat'l Indigenous Veterans Day 11 Remembrance Day 13 World Kindness Day  15 Nat'l Philanthropy Day 20 Nat'l Child Day 	<ul style="list-style-type: none"> 1 World AIDS Day  1 Giving Tuesday  3 Int'l Day of Persons with Disabilities  5 Int'l Volunteer Day  10 Human Rights Day 

U.K. GIVING AND SERVICE DAYS 2026

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



We fuel impact



Giving and Volunteering to Drive Engagement and Retention

At YourCause from Blackbaud, we are passionate about helping good take over. Our platforms empower over 500 corporations and 8 million employees in 170 countries who are dedicated to maximizing generosity; collectively, we push the CSR space forward.

Built specifically for fundraising, nonprofit financial management, digital giving, grantmaking, and corporate social responsibility, we provide a centralized platform to manage and incentivize employee participation in social impact initiatives.

Our integrated solutions provide the most innovative and consolidated option in the market - facilitating employee and corporate giving, reducing administrative tasks, and enabling robust reporting, allowing organizations to share a profound impact story.

Employee Engagement Technology

With YourCause CSRconnect, companies can power their employee engagement programs, from volunteering and giving to employee resource groups and peer-to-peer fundraising.

Grants Management Technology

YourCause GrantsConnect is a highly self-serviceable platform that provides clients with all the tools for grant lifecycle management, from corporate grants to in-kind donations and sponsorships.

Ready to Amplify your Social Impact?

Get in touch to discuss your goals, challenges, and priorities. We'd love to hear from you.

[Contact us](#)