



2026 Giving Season Social Media Calendar Template

September 2026 to January 2027

Dark navy days mark GivingTuesday (Dec 1) and End-of-Year blitz windows, posting 2x/day (morning & evening).

Apart from what's suggested in the calendar, feel free to continue your regular posting schedule and post types as needed — swap in your own stories, testimonials, and imagery using the templates provided.

September

2026

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		01 Behind the Scenes / Staff Prepping	02	03	04	05
06	07 Behind the Scenes / Volunteers Prepping	08	09	10 Behind the Scenes / Finalizing Campaign Plans	11	12
13	14	15 Behind the Scenes / Testing Donation Forms	16	17	18 Save the Date / GivingTuesday Dec 1	19
20	21	22 Save the Date / 2026 Campaign Coming Soon	23	24	25 Campaign Teaser [Graphic]	26
27	28 Campaign Teaser [Graphic v2]	29	30 Final Teaser / Before October Launch			

October

2026

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				01	02 Pre-Launch Teaser [Graphic]	03
04	05 Campaign Kickoff Post [Graphic]	06	07 Impact Story [Carousel]	08	09	10
11	12	13 Donor Testimonial [Quote Graphic]	14	15 Behind the Scenes [Short Form Video]	16	17
18	19 Impact Story [Video]	20	21 Goal Tracker [Infographic]	22	23 Donor Acknowledgement [Graphic]	24
25	26 Campaign Teaser / GivingTuesday Save-the- Date	27	28 Donor Testimonial [Quote Graphic]	29	30 Goal Tracker [Infographic]	31

November

2026

Sun	Mon	Tue	Wed	Thu	Fri	Sat
01	02	03 Campaign Update + Impact Story	04	05 Donor Testimonial [Quote Graphic]	06	07
08	09 Behind the Scenes [Short Form Video]	10	11 Donor Spotlight [Video]	12	13 Campaign Education [Video]	14
15	16	17 Countdown Post / 2 Weeks to GivingTuesday	18	19 Impact Story [Carousel]	20	21
22	23 Campaign Education [Image/Video]	24 Countdown Post / 1 Week to GivingTuesday	25	26 Matching Gift / Challenge Announcement	27	28 Donor Acknowledgement [Graphic]
29 Campaign Teaser / GivingTuesday Save-the- Date	30 Campaign Teaser / GivingTuesday Save-the- Date					

December

2026

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		01 GIVINGTUESDAY / Launch [AM]/ Reminder [PM]	02 Thank You / + Results Share [Video]	03	04 Thank You Post [Image/Video]	05
06	07	08 Results Share Post [Infographic]	09	10 Progress Update [Infographic]	11	12
13	14 Donor Spotlight [Video]	15	16 Impact Story [Image + Text]	17	18 Tax-Planning Appeal [Graphic]	19
20	21	22 EOY Reminder / 10 Days Left [Graphic]	23	24 Securities Giving Post [Image/Video]	25	26 Legacy/Impact Post [Graphic]
27 EOY BLITZ: 5 Days Left [AM] / Reminder [PM]	28 EOY BLITZ: Impact Story [AM] / Reminder [PM]	29 EOY BLITZ: Donor Testimonial [AM] / Progress Update [PM]	30 EOY BLITZ: Team Behind the Scenes [AM] / Urgency Post [PM]	31 EOY BLITZ : Final Ask / Countdown + Thank You [PM]		

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					01	02
03	04 Thank You Video + Happy New Year	05	06 Campaign Recap [Infographic]	07	08	09
10	11 Impact Numbers Recap [Carousel]	12	13	14	15 Team / Volunteer Spotlight [Celebration Post]	16
17	18	19 Looking Ahead Teaser / 2027 [Image + Text]	20	21	22	23
24	25	25	27	28	29	30
31						