

- 1. Why you need a content calendar**
- 2. Getting to know content calendars**
- 3. Creating a content calendar**
- 4. Content calendar example**

**Q&A**

**Resources**



## Is your organization effectively using a content calendar?

1. Yes
2. Maybe?
3. No, please help!

Google searches for  
“**content calendar**”  
have almost doubled  
since 2019.

– Google Trends

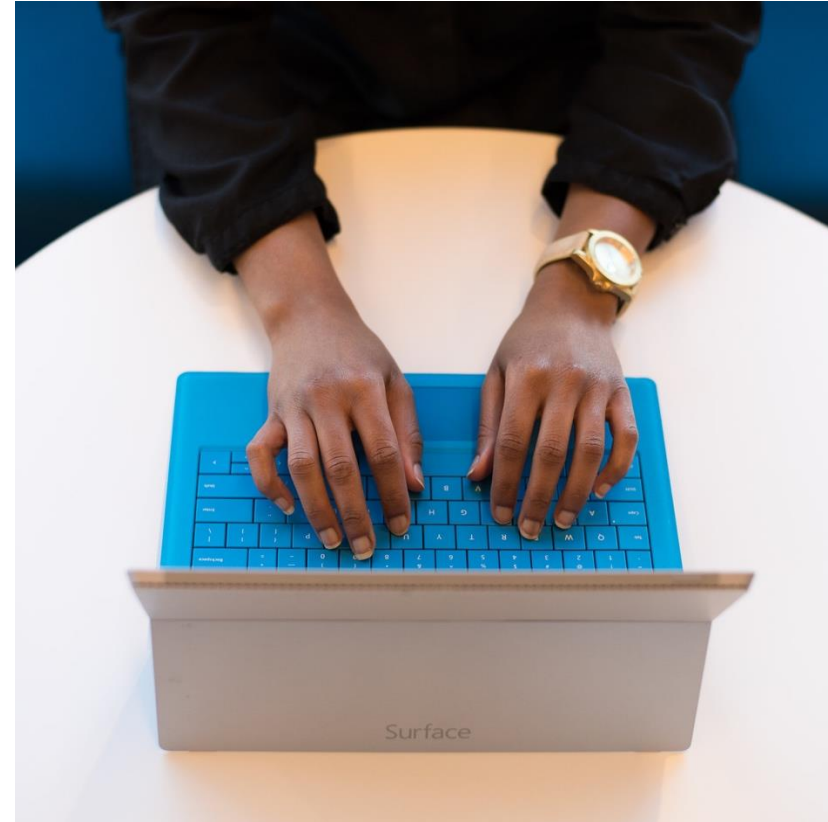
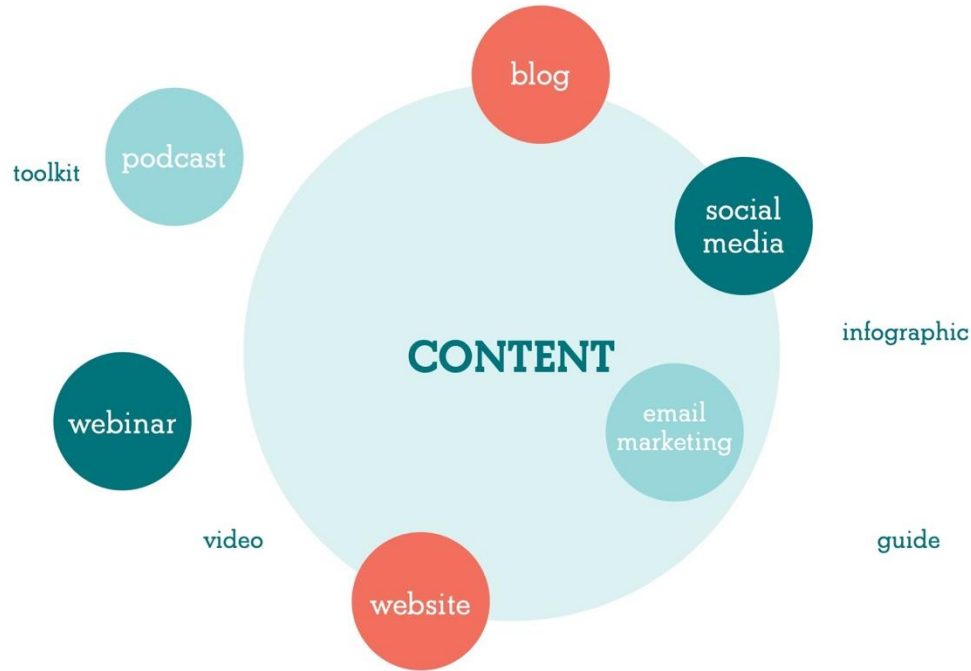


Photo by #WOCTechChat

# Why you need a content calendar



# WHY YOU NEED A CONTENT CALENDAR

## Without a content calendar:

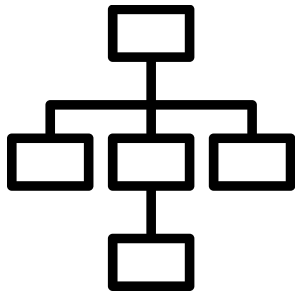
- Content outreach is scattered
- Content channels (email, social, blog, etc.) are not aligned
- Scrambling to create content
- Takes a long time to create content
- Posting is inconsistent
- Content is not relevant to audience
- Audience doesn't feel connected



## With a content calendar:

- Content marketing is more **organized**
- Content produced is more **strategic**
- Process is more **efficient**
- Outreach is more **consistent**
- Topics are **relevant** to audience
- Content marketing has more **impact**

Your content  
marketing will  
be more  
organized



- Visual reference
- See all your content at-a-glance
- See how content pieces integrate with each other
- Easily see gaps in your content marketing

**TIP:** Get input from various team members

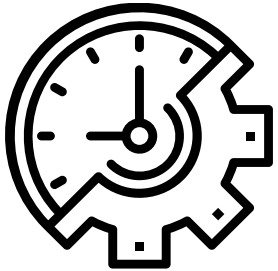
**Your content  
marketing will  
be more  
strategic**



- Focus on topics that are relevant to your audience
- Create integrated, multi-channel campaigns (blog + email + social)
- Create the content your audience wants to read and engage with



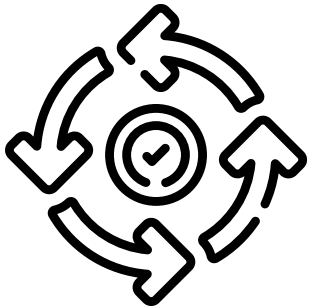
Your content  
marketing will  
be more  
efficient



- Plan and schedule content in advance
- Structure makes it easier to create new content
- Repurpose content easily
- Entire team can plug into calendar and contribute

**TIP:** Especially useful for small team or one-person teams

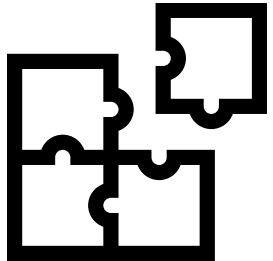
Your content  
marketing will  
be more  
**consistent**



- Determine a weekly/monthly posting schedule
- Post more consistently
- Maintain regular communication with your audience
- Make a more genuine connection with followers

**TIP:** Consistent content generation = thought leadership/visibility

**Your content  
marketing will  
be more  
relevant**



- Won't miss out on a holiday, month or occasion that is important to your organization
- Topics will be timely
- Posts will be relevant
- Audience relates to your content

**Your content  
marketing will  
have more  
impact**



- Content resonates with your audience
- Audience feel seen or understood
- They are inspired to take action
- They come back for more
- A genuine connection is made

# Parts of a content calendar

A	B	C	D	E	F	G	H		
1	Designed by Lidia Varesco Design								
2	JAN	Event or Holiday	Blog	Category	Email	Category	Status	Facebook	
3		Organization event	Holiday						
4	THEME: Annual Review & Report								
5	1/1		Our biggest year yet!	Impact	Year in Review: See the different we made	Fundraising	Draft	See highlights from our past year. Download our latest Annual Report.	
6	1/2						Idea		
7	1/3						Approved		
8	1/4								
9	1/5								
10	1/6								
11	1/7								
12	1/8								
13	1/9							Volunteer of the Month (1st WED)	
14	1/10								
15	1/11								
16	1/12								
17	1/13	Org event or campaign (green)							
18	1/14	Last day of year-end appeal							
19	1/15								
20	1/16	Holiday (yellow)							
21	1/17	Martin Luther King, Jr. Day of Service							
22	1/18							Program Update (2nd MON)	
23	1/19								
24	1/20								
25	1/21								
26	1/22								
27	1/23								
28	1/24								
29	1/25								
30	1/26								
31	1/27	Board Meeting							
32	1/28								
33	1/29								
34	1/30								
35	1/31	Release annual report							
36	FEB	Blog	Category	Email	Category	Status	Facebook		
37	THEME:								
38	2/1								
39	2/2								
40	2/3								
41	2/4								
42	2/5								
43	2/6								
44	2/7								
45	2/8								
46	2/9								
47	2/10								
48	2/11								
49	2/12								
50	2/13								
51	2/14								

## Content calendar – essentials:

- Date
- Holidays or months
- Campaigns
- Events or meetings
- Topic
- Category
- Content channel

F	G	H	I	J	K	L	M	N
Category	Status	Facebook	Category	LinkedIn	Category	Instagram	Category	Other
Fundraising	<b>Draft</b>	See highlights from our past year. Download our latest Annual Report.	Fundraising	See highlights from our past year. Download our latest Annual Report.	Fundraising	See highlights from our past year. Download our latest Annual Report.	Fundraising	
	Idea							
	Approved							
		Volunteer of the Month (1st WED)	Volunteers	Volunteer of the Month	Volunteers	Volunteer of the Month	Volunteers	
								Color code other content as Podcast: Nonprofit Leaders Podcast
		Program Update (2nd MON)	Programs	Program Update	Programs	Program Update	Programs	
Category		Facebook	Category	LinkedIn	Category	Instagram	Category	Instagram

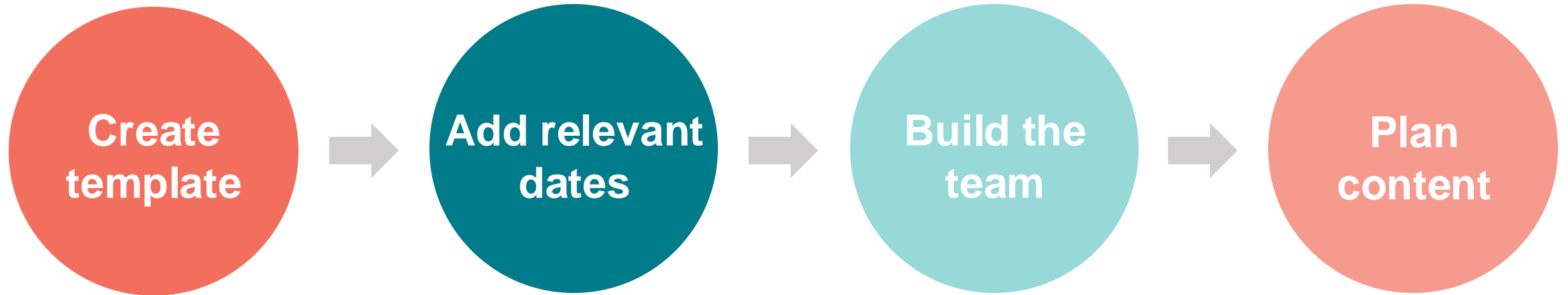
## Content calendar – optional:

- Post copy
- Hashtags
- URLs
- Image links
- Status (approval workflow)

# Creating a content calendar



# CREATING A CONTENT CALENDAR



# 1. Find a template or start from scratch

## CREATING A CONTENT CALENDAR

- Determine your needs:
  - Content channels
  - Size of team
  - Content workflow process
  - Free vs. paid app?
- Research templates
- Start from scratch
  - Google Sheets
  - Trello or Asana

**Resources:** Nonprofit Content Calendar Template (Google Sheets)

Lidia Varesco Design [www.lsvdesign.com](http://www.lsvdesign.com) @lsvdesign

## 1. Find a template or start from scratch

- Compile all of your current content: channels, posts, frequency
- Review it in light of strategy
- Determine if current goals are still relevant
- **TIP:** Use list for evergreen content

## 2. Add relevant dates

- Fundraising campaigns
- Yearly campaigns
  - Annual report
  - Impact reports
  - Strategic plan
- Events – internal
- Events – external
- Commemorative weeks/months
- Holidays

### Resources:

1. 2024 Diversity Calendar (Diversity Resources)
2. 2024 Cause Awareness & Giving Day Calendar for Nonprofits (NP Tech for Good)

## 3. Build the content team

- Determine who is responsible for writing, designing graphics, scheduling, engagement
- Create your workflow:  
ideas > writing > approving > scheduling/posting
- Invite team members to join
- Do a demo of calendar

**TIP:** Do you need outside help?

## 4. Plan your content

- Consider how far in advance you can plan:
  - Monthly
  - Quarterly
  - Yearly
- Develop themes:
  - Weekly (day of week)
  - Monthly
- Schedule regular content brainstorm sessions with team

## 5. Start to create content

- Decide your posting frequency and schedule
  - Blog > 1<sup>st</sup> Tuesday
  - Email > 2<sup>nd</sup> Wednesday
  - Social media > daily
- Create copy docs or decide where to store post copy
- Consider image needs
  - Image library
  - Templates or graphics

## 6. Determine what can be repurposed

# CREATING A CONTENT CALENDAR

- Make list of evergreen topics
- Plot out how a content piece can be repurposed
  - Impact Report:
    - Blog
    - Social media posts
    - Infographics

**TIP:** Keep repurposing in mind as you create new content



# Content calendar example

The screenshot shows a Google Sheets spreadsheet titled "Nonprofit Content Calendar Template". The spreadsheet is organized into columns for months (JAN, FEB), dates, and content categories (Blog, Email, Facebook, LinkedIn, Instagram, Other). It includes a "THEME: Annual Review & Report" section for January and a "THEME:" section for February. The spreadsheet is annotated with several callouts:

- Main content channels:** A callout pointing to the top row of the spreadsheet.
- Events, campaigns:** A callout pointing to the "Organization event" row.
- Category (type or content buckets):** A callout pointing to the "Category" column header.
- Status or workflow:** A callout pointing to the "Status" column, which contains dropdown menus for "Draft", "Idea", and "Approved".
- Color-coded content categories:** A callout pointing to the "Other" column, which has a note: "Color code other content as needed" and "Podcast: Nonprofit Leadership Podcast".
- Monthly themes:** A callout pointing to the "THEME:" row at the start of each month.

1	Designed by Lidia Varesco Design															
2	JAN	Event or Holiday	Blog	Category	Email	Category	Status	Facebook	Category	LinkedIn	Category	Instagram	Category	Other	Category	NOTES
3		Organization event	Holiday													
4		THEME: Annual Review & Report														
5	1/1		Our biggest year yet!	Impact	Year in Review: See the different we made	Fundraising	Draft	See highlights from our past year. Download our latest Annual Report.	Fundraising	See highlights from our past year. Download our latest Annual Report.	Fundraising	See highlights from our past year. Download our latest Annual Report.	Fundraising			
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37		THEME:														
38	2/1															
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42	2/5															
43	2/6															
44	2/7															
45	2/8															

**Nonprofit  
Content  
Calendar  
Template  
(Google  
Sheets)**

**TAB: Content categories**

Category	Content Buckets (sample)
How-to/Guide	How our mission relates to work
Story	Education related to our mission
Behind the Scenes	Storytelling
Fundraising	
Infographic	
Stats/data	
Impact report	
FAQs	
Staff stories	
Volunteers	
Testimonial – donor	
Testimonial – volunteer	
Testimonial – supporter	
Case study	
How we did [XYZ]	
User-generated content	

**TAB: Evergreen content**

Post title	URL	Category	Date posted	Date posted	Date posted	Date posted
Why your nonprofit needs brand guidelines—and how to create them	<a href="http://blog.lsvdesign.com/2018/04/25/why-your-nonprofit-needs-brand-guidelines-and-how-to-create-them/">http://blog.lsvdesign.com/2018/04/25/why-your-nonprofit-needs-brand-guidelines-and-how-to-create-them/</a>		1/18/22	3/25/22		

**Resources:** Nonprofit Content Calendar Template

**“It's not the best content  
that wins. It's the best  
promoted content that wins.”**

**– Andy Crestodina, Content Marketing Expert & Author**



Lidia Varesco Racoma

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Chicago, Illinois USA



## Content Marketing Resources

Nonprofit Content Calendar Template + content blogs



## Free 30-Minute Brand Chat

[calendly.com/lsvdesign/brandchat](https://calendly.com/lsvdesign/brandchat)

## Upcoming Talks

**Nov. 7:** Boost Your GivingTuesday Impact with Effective Branding

**Nov. 20:** Ask Me Anything: Nonprofit Branding

**Dec 4:** Association Forum's Holiday Showcase (Chicago in-person)  
1) Canva Brand Kit and 2) Small-Team Marketing

**Dec 9:** Designing with Canva: Master the Essentials for Captivating Graphics (Nonprofit Learning Lab)

See details at [lidiatalks.com](https://lidiatalks.com)