

JANUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

MONTH LONG:

- National Blood Donor Month
- National Mentoring Month

WEEK LONG:

- National Pizza Week
- National Catholic School Week

DAYS:

- National Law Enforcement Appreciation Day
- Martin Luther King Jr. Day
- Sometimes Lunar New Year

OTHER OPPORTUNITIES:

- “Dry January” and New Year resolutions present an opportunity for health-focused sales
- Golden Globes
- Sundance Film Festival

NOTES:



FEBRUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

MONTH LONG:

- Black History Month
- American Heart Month

WEEK LONG:

- Engineers Week

DAYS:

- Groundhog Day
- Valentine’s Day
- President’s Day
- Mardi Gras
- Sometimes Lunar New Year

OTHER OPPORTUNITIES:

- Sports events like the Super Bowl, NBA All-Star Weekend, and Daytona 500
- Tax season opens
- The Grammys
- Carnival Season begins

NOTES:

MARCH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

MONTH LONG:

- Women’s History Month

WEEK LONG:

- Read Across America Week
- Dental Assistants Recognition Week

DAYS:

- Employee Appreciation Day
- International Women’s Day
- Pi Day
- St. Patrick’s Day
- First Day of Spring
- National Doctors Day
- Sometimes Easter

OTHER OPPORTUNITIES:

- Spring Break
- March Madness
- Spring Training
- The Oscars
- SXSW

NOTES:



APRIL

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

MONTH LONG:

- Autism Acceptance Month
- National Volunteer Month

WEEK LONG:

- Public Health Week
- Library Week
- Wildlife Week
- Administrative Professionals Week

DAYS:

- April Fool's Day
- World Health Day
- National Librarian Day
- Earth Day
- Independent Bookstore Day
- Sometimes Easter

OTHER OPPORTUNITIES:

- The Masters Golf Tournament
- Coachella
- Boston Marathon

NOTES:



MAY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

MONTH LONG:

- Mental Health Awareness Month
- Military Appreciation Month

WEEK LONG:

- Teacher Appreciation Week
- Small Business Week
- Nurses Week
- Police Week
- EMS Week

DAYS:

- Star Wars Day
- Cinco de Mayo
- National Nurses Day
- National Teacher Day
- Mother's Day
- Armed Forces Day
- Memorial Day

OTHER OPPORTUNITIES:

- Graduations
- Prom Season
- Wedding Season begins

NOTES:



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

MONTH LONG:

- Pride
- Men’s Health
- National Zoo and Aquarium Month
- National Camping Month

WEEK LONG:

- CPR and AED Awareness Week
- National Garden Week

DAYS:

- Flag Day
- Father’s Day
- International Picnic Day
- Juneteenth
- First Day of Summer
- International Yoga Day

OTHER OPPORTUNITIES:

- NBA Finals & Stanley Cup Finals
- Music and Food Festivals
- Vacation & Road Trip Season begins

NOTES:



JULY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

MONTH LONG:

- Independent Retailer Month
- UV Safety Awareness Month
- Grilling Month
- Ice Cream Month

WEEK LONG:

- Clean Beaches Week
- National Farriers Week
- National Zookeeper Week

DAYS:

- Independence Day
- National Ice Cream Day
- Space Exploration Day
- International Self Care Day
- International Day of Friendship

OTHER OPPORTUNITIES:

- County and State Fairs
- Shark Week
- Prime Day (Amazon)
- MLB All-Star Game

NOTES:



AUGUST

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

MONTH LONG:

- National Wellness Month
- Black Business Month
- National Golf Month

WEEK LONG:

- World Breastfeeding Week
- National Health Center Week
- National Aviation Week

DAYS:

- Chocolate Chip Cookie Day
- Book Lover's Day
- World Humanitarian Day
- Senior Citizens Day
- Cat Day
- Dog Day

OTHER OPPORTUNITIES:

- Back to School
- Fantasy Football Draft Season begins
- Perseid Meteor Shower
- START PLANNING HOLIDAY STORES

NOTES:



SEPTEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

MONTH LONG:

- Suicide Prevention Month
- Hispanic Heritage Month begins
- Childhood, blood, and ovarian cancer awareness

WEEK LONG:

- Truck Driver Appreciation Week
- Construction Week
- Assisted Living Week

DAYS:

- Labor Day
- Patriot Day
- First Day of Fall
- Daughters Day
- National Coffee Day

OTHER OPPORTUNITIES:

- Football season begins
- Tailgating season
- Pumpkin Spice Season
- Fall fairs and festivals

NOTES:



OCTOBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

MONTH LONG:

- Breast Cancer Awareness
- Domestic Violence Awareness

WEEK LONG:

- Mental Illness Awareness Week
- Fire Prevention Week
- Vet Tech Week
- Red Ribbon Week

DAYS:

- National Custodian Day
- Indigenous Peoples’ Day/Columbus Day
- Halloween
- Sometimes Diwali

OTHER OPPORTUNITIES:

- Spooky season activities: Pumpkin patches, corn mazes, hay rides, etc.
- MLB Post Season and World Series
- Football Season
- Homecoming

NOTES:



NOVEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

MONTH LONG:

- Native American Heritage Month
- Movember
- NaNoWriMo

WEEK LONG:

- Animal Shelter Appreciation Week
- Sometimes Hanukkah

DAYS:

- All Saints' Day
- Election Day
- Marine Corps Birthday
- Veterans Day
- Thanksgiving
- Black Friday/Small Business Saturday/Cyber Monday/Giving Tuesday
- Sometimes Diwali

OTHER OPPORTUNITIES:

- Friendsgiving
- Thanksgiving Eve is a busy night for bars/restaurants as people return home and go out to catch up with friends

NOTES:

DECEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

MONTH LONG:

- Impaired Driving Prevention Month
- Operation Santa Paws (animal shelter donations)

WEEK LONG:

- Hanukkah
- Computer Science Education Week

DAYS:

- World Aids Day
- Pearl Harbor Remembrance Day
- Human Rights Day
- First Day of Winter
- Christmas Eve/Christmas Day
- New Years Eve

OTHER OPPORTUNITIES:

- Holiday Shopping
- Elf on the Shelf
- Ugly Sweater Parties
- Secret Santa/White Elephant
- Spotify Wrapped

NOTES:
