

## January

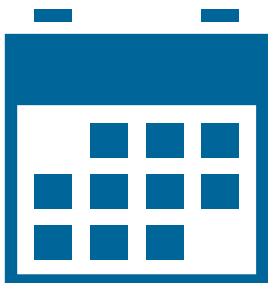
Cervical Health Awareness Month  
 Dry January  
 National Blood Donor Month  
 National Glaucoma Awareness Month  
 Thyroid Awareness Month  
 National Braille Literacy Month

- 11** National Human Trafficking Awareness Day
- 16** National Religious Freedom Day
- 16** World Religion Day
- 16-22** Healthy Weight Week
- 17** Martin Luther King, Jr. Day

## February

American Heart Month  
 Black History Month  
 National Cancer Prevention Month  
 National Children's Dental Health Month  
 Teen Dating Violence Awareness Month

- 2** World Wetlands Day
- 4** World Cancer Day
- 4** National Wear Red Day (Women's Heart Disease Awareness)
- 6-12** Burn Awareness Week
- 7** National Black HIV/AIDS Awareness Day
- 13-19** National Cardiac Rehabilitation Week
- 14** National Condom Awareness Day
- 14** National Organ Donor Day
- 17** Random Acts of Kindness Day
- 20** World Whale Day
- 20** World Day of Social Justice
- 20** Love Your Pet Day
- 21-27** National Eating Disorders Awareness Week
- 22** World Thinking Day
- 22** World Spay Day
- 22** Digital Learning Day
- 27** World NGO (Non-Governmental Organizations) Day
- 28** Rare Disease Day



## March

Brain Injury Awareness Month  
 Colorectal Cancer Awareness Month  
 Multiple Sclerosis Awareness Month  
 National Kidney Cancer Awareness Month  
 National Nutrition Month  
 National Professional Social Work Month  
 National Women's History Month  
 Red Cross Month

- 3** World Wildlife Day
- 8** International Women's Day
- 10** National Women and Girls HIV/AIDS Awareness Day
- 10** World Kidney Day
- 13** K9 Veterans Day
- 14-20** Brain Awareness Week
- 15** World Consumer Rights Day
- 18** National Day of Action Against Bullying and Violence
- 18** World Sleep Day
- 20** National Native HIV/AIDS Awareness Day
- 21** World Down Syndrome Day
- 22** World Water Day
- 22** National Agriculture Day
- 24** World Tuberculosis Day
- 26** Earth Hour (9:30pm - 10:30pm EST)

## April

Alcohol Awareness Month  
 Autism Awareness Month  
 National Child Abuse Prevention Month  
 National Counseling Awareness Month  
 National Humor Month  
 National Minority Health Awareness Month  
 National Sexual Assault Awareness & Prevention Month  
 National Youth Sports Safety Month  
 Parkinson's Awareness Month  
 Stress Awareness Month  
 Testicular Cancer Awareness Month

- 2** World Autism Awareness Day
- 2** International Children's Book Day
- 3-9** National Library Week
- 6** National Day of Hope
- 7** World Health Day
- 11** World Parkinson's Day
- 11-17** Parkinson's Awareness Week
- 14** National Dolphin Day
- 17** Easter Sunday
- 17-23** National Volunteer Week
- 20** Volunteer Recognition Day

- 18-22** National Environmental Education Week
- 22** Earth Day
- 25** Malaria Awareness Day
- 25-29** National Youth Violence Prevention Week
- 28** Take Your Daughters and Sons to Work Day
- 29** Arbor Day
- 30** Adopt a Shelter Pet Day

## May

- ALS (Amyotrophic Lateral Sclerosis) Awareness Month
- Asian and Pacific Islander Heritage Month
- Better Hearing and Speech Month
- Clean Air Month
- Foster Care Month
- Hepatitis Awareness Month
- Lupus Awareness Month
- National Arthritis Month
- National Asthma and Allergy Awareness Month
- National Brain Tumor Awareness Month
- National Celiac Disease Awareness Month
- National Physical Fitness and Sports Month
- Mental Health Awareness Month
- National High Blood Pressure Education Month
- National Skin Cancer Awareness Month
- National Stroke Awareness Month
- National Teen Pregnancy Prevention Month

- 1-7** Be Kind to Animals Week
- 4** National Teacher Day
- 6-12** National Nurses Week
- 7** World Fair Trade Day
- 8** World Red Cross Day **and** Mother's Day
- 8-14** Women's Health Week
- 9-15** National Hospital Week
- 10** World Lupus Day
- 12** International Nurses Day
- 12** Fibromyalgia and Chronic Fatigue Syndrome Awareness Day
- 14** World Migratory Bird Day
- 17** International Day Against Homophobia, Transphobia and Biphobia
- 18** International Museum Day
- 18** HIV Vaccine Awareness Day
- 19** World IBD Day (Chrons and Colitis Day)
- 20** National Rescue Dog Day
- 20** Bike to Work Day
- 21** Armed Forces Day
- 21** World Day for Cultural Diversity for Dialogue & Development
- 25** National Senior Health and Fitness Day
- 30** World Multiple Sclerosis Day
- 30** Memorial Day
- 31** World No Tobacco Day

## June

- Alzheimer's and Brain Awareness Month *(see also: World Alzheimer's Month, September; Alzheimer's Awareness Month, November)*
- Cataract Awareness Month
- National Great Outdoors Month
- National LGBTQ Pride Month
- National Migraine & Headache Awareness Month
- National Safety Month
- Men's Health Education and Awareness Month
- Professional Wellness Month

- 5** World Environment Day
- 5** National Cancer Survivors Day
- 8** World Oceans Day
- 13-19** National Men's Health Week
- 14** World Blood Donor Day
- 19** World Sickle Cell Day **and** Father's Day
- 20** World Refugee Day
- 27** National HIV Testing Day
- 27** PTSD Awareness Day

## July

- Juvenile Arthritis Awareness Month
- National HIV Awareness Month
- National Parks & Recreation Month

- 1-7** Clean Beaches Week
- 4** Independence Day
- 11** World Population Day
- 28** World Hepatitis Day
- 29** International Tiger Day
- 30** World Day Against Trafficking in Persons
- 31** National Muttt Day

## August

- Children's Eye Health and Safety Month
- National Breastfeeding Month
- National Immunization Awareness Month
- National Water Quality Month
- Psoriasis Awareness Month

- 1-7** World Breastfeeding Week
- 1** World Lung Cancer Day
- 2** National Night Out
- 8** International Cat Day
- 9** International Day of the World's Indigenous Peoples
- 12** International Youth Day **and** World Elephant Day
- 19** World Humanitarian Day
- 20** National Honey Bee Day
- 26** International Dog Day

## September

World Alzheimer’s Month (see also: Alzheimer’s Awareness Month, November)

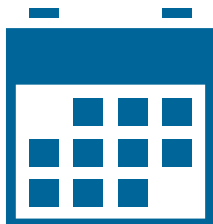
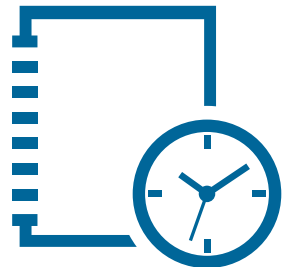
- Hunger Awareness Month
- Childhood Cancer Awareness Month
- Fruits & Veggies – More Matters Month
- Baby Safety Month
- Gynecological Cancer Awareness Month
- Healthy Aging Month
- Leukemia Awareness Month
- Lymphoma Awareness Month
- National Alopecia Areata Awareness Month
- National Alcohol & Drug Addiction Recovery Month
- National Childhood Obesity Awareness Month
- National Cholesterol Education Month
- National Infant Mortality Awareness Month
- National Prostate Cancer Awareness Month
- National Sickle Cell Awareness Month
- Ovarian Cancer Awareness Month

- 4-10** National Suicide Prevention Week
- 5** International Day of Charity
- 8** International Literacy Day
- 10** World Suicide Prevention Day
- 13** National Celiac Awareness Day
- 19-23** Malnutrition Awareness Week
- 21** World Alzheimer’s Day
- 21** International Day of Peace
- 22** World Rhino Day
- 24** Family Health & Fitness Day
- 28** World Rabies Day
- 28** National Women’s Health and Fitness Day
- 29** World Heart Day

## October

- Cyber Security Month
- Down Syndrome Awareness Month
- Energy Awareness Month
- Healthy Lungs Month
- Learning Disabilities Awareness Month
- National ADHD Awareness Month
- National Breast Cancer Awareness Month
- National Domestic Violence Awareness Month
- National Liver Cancer Awareness Month
- SIDS (Sudden Infant Death Syndrome) Awareness Month

- 2-8** Mental Illness Awareness Week
- 3** World Habitat Day
- 4** World Animal Day
- 5** World Teachers Day
- 6** World Cerebral Palsy Day
- 6** National Depression Screening Day
- 9-15** National Fire Prevention Week
- 10** World Mental Health Day
- 10** World Homeless Day
- 11** International Day of the Girl
- 12** World Arthritis Day
- 16** World Food Day
- 17** International Day for the Eradication of Poverty
- 17-21** National Health Education Week
- 21** National Mammography Day
- 22-30** Red Ribbon Week
- 29** World Psoriasis Day
- 31** Halloween



## November

Alzheimer's Awareness Month  
 American Diabetes Month  
 Great American Smokeout Month  
 Lung Cancer Awareness Month  
 National Epilepsy Awareness Month  
 National Family Caregivers Month  
 National Hospice Month  
 National Native American Heritage Month

- 11 Veteran's Day
- 13 World Kindness Day
- 14 World Diabetes Day
- 15 National Philanthropy Day
- 15 America Recycles Day
- 14-18 American Education Week
- 25 International Day for the Elimination of Violence Against Women
- 24 Thanksgiving
- 26 Small Business Saturday
- 28 Cyber Monday
- 29 #GivingTuesday

## December

National AIDS Awareness Month  
 National Drunk and Drugged Driving (3D) Prevention Month  
 National Human Rights Month

- 1 World AIDS Day
- 3 International Day of People with Disabilities
- 5 International Volunteer Day
- 9 International Anti-Corruption Day
- 10 International Human Rights Day
- 18 Hanukkah Begins
- 18 International Migrants Day
- 24 Christmas Eve
- 25 Christmas
- 26 Kwanza Begins
- 31 New Year's Eve

## Plan ahead.

Use the dates listed to pre-plan your content or set reminders in your calendar to ensure you call out specific holidays, dates and observances. Think about how the themes and dates present in these months may resonate with your donors or your organization's mission; showcase your personality and values by tying content into these dates throughout the year.

## Where to use these dates

- Social media content calendar
- Direct mail pieces to donors
- Annual report highlights
- Email marketing campaigns
- Monthly giving campaigns
- Observance-related donation pages
- Highlight videos and impact statements
- Social media cover photos or avatars
- Special holiday giving campaign(s)
- Hashtag strategy on social media channels

Create imagery ahead of time. Tie in those who benefit from your services, showcase your donors, craft visual thank you messaging or impact statements and messaging that corresponds to the monthly observance or date.

Use video for observances that mean a lot to your organization. Showcase thoughts from your executive director or fundraising chair to talk about what specific times of year mean for your organization.

Create a peer-to-peer fundraising campaign centered around specific dates/times of the year.

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