

NOTE: be sure to make a copy				
	March	April	May	June
National Theme				Great Outdoors Month
Events		#EarthDay		
Events 2				
Event 3				
Weekly Themes 1				
Weekly Themes 2		EASTER-12th	Mother's Day-10th	First Day of Summer 20
Weekly Themes 3	St. Patricks Day	Earth Day - 22nd		#NationalGoFishingDay -18 First Day of Summer- 20 Father's Day - 21
Weekly Themes 4				
Newsletter				
Newsletter				
Newsletter				
Newsletter				
Blog				
Promotions				
This is What We Need				
Newsletter Theme				
Newsletter Theme				
Newsletter Theme				
Newsletter Theme				
Event 1				
Events 2				
Events 3				
Print/Graphic				
HASHTAGS + posters				
Promotions				

MARKETING CALENDAR NOTES

- **Make a copy of this document. File, Make a Copy ---or everyone will have access to your edits. share your new file with me so that I can review and make comments.**
- **I have added just a few samples in the Janauray calendar. We will go into detail on how to add your events, choose blog topics, post themes for the month, newsletters, blasts, and marketing materials**
- **Your marketing calendar is a tool that outlines coming events, holidays, marketing campaigns, and highlights the deadlines for tasks. Use it to plan, schedule and uncover every opportunity to optimize timely marketing efforts. It is a guide for shaping and planning your content, structuring and rolling out your advertising, and executing your marketing strategy in a structured, manageable and well-executed manner.**
- **We will work monthly to choose your days and plan for content creation. 3 months in advance is the ideal timeframe.**
- **THIS CALENDAR IS NOT A REPLACEMENT FOR YOUR MARKETING PLAN! Use it as a supplement to, or planning aid for, your marketing plan. It should serve as a visual representation of upcoming tasks and activities laid out in your marketing strategy. It helps you coordinate responsibilities, watch deadlines, and ensures you never miss an important date or event while keeping track of your marketing efforts.**
- **Schedule time on your business calendar every month to brainstorm, coordinate and review your marketing calendar - What's worked? What hasn't? Adjust! Stay planned out for at least three months into the future to not miss out on any marketing opportunities and to avoid creating rushed/missed situations with tight deadlines.**
- **Make note of important dates and events for your industry (conferences, local events, National "Your Product" week, etc.) that are not noted on this template. The notable dates listed are by no means comprehensive but do contain significant dates that you might consider adding to your 2020 marketing calendar. Consider making your slow month "(YOUR PRODUCT) Month" to push your high revenue products and services.**
- **Calendar sheets are created to work from Google Drive. This way you can share with your team and get feedback from the membership group. You can print each month on legal paper and place in the binder.**
- **Calendar text cells for you to enter your information in are below the date line and are set to wrap text. This does limit your entries for each date to one cell in Excel OR Google Sheets. If you have multiple entries for a specific day I suggest you separate them by hypens (-) or lines (|) and use the bold and italic options on text that needs priority.**

Monthly Tabs are formatted as follows		legend by color				
	Monthly calendar	Current Dealines	Monthly Themes	Weekly themes	Daily Themes	Extra
	Marketing Plans	Deadlines for Next month				

Tabs	January through January Calendars as above	Animal and Pet themes	Art Themes	Garden Themes	Health Themes	Kid/education Themes	Travel Themes
-------------	--	-----------------------	------------	---------------	---------------	----------------------	---------------

Calendar Sources: <http://www.holidays-and-observances.com/>
<https://www.daysoftheyear.com/>

National Safe Digging Month	National Medical Laboratory Professionals Week - April 19-25, 2020 (Last Full Week of April)	National Rain and Spice Bar Day - April 5 Rain Sunday - April 5, 2020 (The Sunday eve week prior to Easter)
National Sarcoidosis Awareness Month	National Minority Cancer Awareness Week - April 8-14, 2019 (2020 TBD)	Rain Sunday - April 5, 2020 (The Sunday eve week prior to Easter)
National Sexual Assault Awareness and Prevention Month	National Occupational Health Nursing Week - April 13-18, 2020 National Oral, Head, and Neck Cancer Awareness Week - April 13-19, 2020	Read a Road Map Day - April 5 Army Day - April 6
National Sexually Transmitted Diseases (STD)'s Education Month	National Organ / Issue Donor Awareness Week - April 19-25, 2020 (Last Week of April)	California Poppy Day - April 6 Charlie the Tuna Day - April 6
National Social Security Month	National Osteopathic Medicine Week - April 19-25, 2020	Dawny Drive Awareness Day - April 6 Hotties Twice Day - April 6
National Soft Pretzel Month	National Paperboard Packaging Week - April 19-25, 2020	International Day of Sport for Development and Peace - April 6
National Soy Foods Month	National Park Week - April 18-26, 2020	National Caramel Popcorn Day - April 6 National Student Athlete Day - April 6
National STD Awareness Month	National Pet ID Week - April 19-25, 2020 (Third Week of April)	National Tartan Day - April 6 New Bees Eve - April 6
National Welding Month	National Pie Day - April 23-25, 2020	Sorry Charlie Day - April 6 Tator Day (Sweet Potatoes) - April 6, 2020 (First Monday in April)
National Youth Sports Safety Month	National Playground Safety Week - April 20-24, 2020	Telton Day - April 6 The Church of Jesus Christ of Latter-Day Saints Day - April 6
Parliamentary Law Month	National Princess Week - April 19-25, 2020 (Last Full Week of April)	Coffee Cake Day - April 7 Day of Remembrance of the Victims of the Rwanda Genocide - April 7
Occupational Therapy Month	National Public Health Week - April 5-11, 2020	Rain Sunday - April 7, 2020 (Sunday of Holy Week)
Pharmacists War on Diabetes Month	National Public Safety Telecommunication Week - April 12-18, 2020 (Second Full Week of April)	International Beaver Day - April 7 International Snalappan Day - April 7
Physical Wellness Month	National Raw Feeding Week - April 1-7	Mebic System Day - April 7 National Beer Day - April 7
Prevention of Lyme Disease in Dogs Month	National Robotics Week - April 4-12, 2020	National Girl Me Too Day - April 7 National Handmade Day - April 7
Prevention of Animal Cruelty Month	National Scoop the Poop Week - April 24-30	National Making the First Move Day - April 7 National Sexual Assault Awareness Month's Day of Action - April 7
Rosacea Awareness Month	National Stationary Week - April 20-26, 2020	No Homework Day - April 7 Sexual Assault Awareness Day of Action - April 7
School Library Media Month	National Student Employment Week - April 12-18, 2020 (Second Full Week of April)	World Health Day - April 7 World Health Organization Day - April 7
School Library Month	National Student Leadership Week - April 19-25, 2020 (Third Week of April)	Buckskin Day - April 8 (Historical Birth Date)
Sexual Assault Awareness Month of Action	National Tattoo Week - April 24-29, 2019 (2020 TBD)	Draw a Picture of a Bird Day - April 8 International Roma Day - April 8
Sports Eye Safety Awareness Month	National Toddler Immunization Week - April 24 - May 3, 2019 (2020 TBD)	International Romani Day - April 8 National Dog Fighting Awareness Day - April 8
STD Awareness Month (Sexually Transmitted Infections)	National Tsunami Awareness Week - Varies by State	National Emparada Day - April 8 Reading Cards to Grownups Day - April 8
Stow Hat Month	National Volunteer Week - April 19-25, 2020	Zoo Lovers Day - April 8 Appomattox Day - April 9
Stress Awareness Month	National Window Safety Week - April 5-11, 2020 (First Full Week of April)	Chinese Almond Cookie Day - April 9 First Day of Passover - April 9, 2020 (Invariable date)
Testicular Cancer Awareness Month	National Work Zone Safety Awareness Week - April 6-11, 2020	Jenkins Eat Day - April 9 Holy Thursday - April 9, 2020
Tomatillo and Asian Pear Month	National Youth Violence Prevention Week - April 6-11, 2020	Jumbo Day - April 9 Maundy Thursday - April 9, 2020
Women's Eye Health and Safety Month	Oral, Head and Neck Cancer Awareness Week - April 13-19, 2020	Name Yourself Day - April 9 National Cheshn on Antique Day - April 9
Workplace Conflict Awareness Month	Orthodox Holy Week - April 12-18, 2020	National Former Prisoner of War Recognition Day - April 9 National Unicorn Day - April 9 Winston Churchill Day - April 9
World Habitat Awareness Month	Orthodox Lent - March 2 - April 18, 2020	ASPCA Day (American Society for the Prevention of Cruelty to Animals) - April 10 Encourage a Young Writer Day - April 10 Goller's Day - April 10
Worldwide Bereaved Spouses Awareness Month	Pan American Week - April 12-18, 2020 (Week that includes April 14th)	Good Friday - April 10, 2020 International Safety Pin Day - April 10 National Chinaman Crescent Day - April 10 National Donate Life (Blue and Green) Day - April 10, 2020 National Farm Animals Day - April 10 National Hot Cross Bun Day - April 10, 2020 National Sibling Day - April 10 National Youth HIV and AIDS Awareness Day - April 10 Safety Pin Day - April 10 Salvation Army Founder's Day - April 10 World Warbler Day - April 10, 2020 (Same Day as Good Friday)
	Passion Week - March 29 - April 4, 2020 (Starts on the Fifth Sunday in Lent: the week before Holy Week)	Barbershop Quartet Day - April 11 Eight Track Taps Day - April 11 Roy Saturday - April 11, 2020 International Louis Lurie Day - April 11 National Catch and Release Day - April 11, 2020 National Cheese Fondue Day - April 11 National Pet Day - April 11 Submarine Day - April 11 World Parkinson's Disease Day - April 11
	Passiontide - March 29 - April 11, 2020 (The Last Two Weeks of Lent - Passion Week and Holy Week)	Big Wind Day - April 12 D.E.A. Day (Drop Everything And Read) - April 12 Easter Sunday - April 19, 2020 (Invariable Date) Global Day to End Child Sexual Abuse - April 12, 2020 Grilled Cheese Sandwich Day - April 12 International Day for Street Children - April 12 International Day of Human Space Flight - April 12 National Licorice Day - April 12 Orthodox Palm Sunday - April 12, 2020 Pum Fudding Day - April 12, 2020 Walk on Your Wild Side Day - April 12 Yuri's Night - April 12
	Passover - (Also known as Pesach) Evening of April 8, 2020 - Evening of April 14, 2020	International Creativity and Innovation Day - April 13 International Special Librarian's Day - April 13 Make Lunch Count - April 13
	Pesach (Also known as Passover) - Evening of April 8, 2020 to the Evening of April 14, 2020 (Invariable date)	
	Police Officers Who Gave Their Lives in the Line of Duty Week - April 18-23	
	Preservation Week - April 24 - May 2, 2020	
	Ramadan - Evening of April 23, 2020 - Evening of May 23, 2020	
	Saltinos Summerfest - April 16-19, 2020	
	Screen-free Week (Digital Detox Week) - April 26 - May 3, 2020	
	Sky Awareness Week - April 19-25, 2020 (Last Full Week in April)	
	Spring Astronomy Week - April 19-25, 2020 (Week that has Spring Astronomy Day in it)	
	Stewardship Week - April 24 - May 3, 2020 (Last Sunday in April to First Sunday in May)	
	Testicular Cancer Awareness Week - April 1-7	
	The Masties Tournament - April 6-12, 2020	
	Texas Sandfest - April 17-19, 2020	
	UN Global Road Safety Week - April 23-29	
	Undergraduate Research Week - April 5-11, 2020 (Always has April 11th in it)	
	Week of the Young Child - April 13-17, 2020	
	World Hula Week - April 12-18, 2020 (Begins on Easter Sunday)	
	World Immunization Week - April 24-30	
	World Irish Dancing Week - April 5-12, 2020	
	World Laboratory Animal Liberation Week - April 19-25, 2020 (Week that surrounds April 24th each year)	
	Yom HaAtzmaut - Evening of April 28, 2020 to Evening of April 29, 2020	
	Yom HaShoah - Evening of April 20, 2020 to Evening of April 21, 2020	
	Yom HaZikaron - Evening of April 27, 2020 to Evening of April 28, 2020	

National Peach Cobbler Day - April 13
Peas Day - April 13, 2020 (Monday after Easter)
Plant Appreciation Day - April 13
Scrabble Day - April 13
Thomas Jefferson Day - April 13
Vaisakhi - April 13, 2020 (1st Holy Day in India)
White House Easter Egg Roll - April 13, 2020
Air Force Reserve Birthday - April 14
Children with Allergies Day - April 14
Dictionary Day - April 14
Fare Cone Day (Ben & Jerry's) - April 14, 2020
International Moment of Laughter Day - April 14
Look up at the Sky Day - April 14
National Be Kind to Lawyers Day - April 14, 2020 (Second Tuesday in April)
National Dolphin Day - April 14
National Ex-spouse Day - April 14
National Gardening Day - April 14
National Pecan Day - April 14
National Perfume Day - April 14
Pan-American Day - April 14
Pathologists Assistant Day - April 14
Banana Day - April 15, 2020 (Third Wednesday in April)
Father Damien Day - April 15
Income Tax Pay Day - April 15, 2020
Jackie Robinson Day - April 15
McDonald's Day - April 15
National A3L Day (American Sign Language) - April 15
National Bookmobile Day - April 15, 2020 (Third Wednesday of April)
National Glazed Spiral Ham Day - April 15
One Boston Day - April 15
One Day Without Shoes - April 15
Rubber Eraser Day - April 15
Take a Wild Guess Day - April 15
Top Day - April 15, 2020 (April 15 unless it falls on a weekend)
Thal Sucks Day - April 15
Plastic Remembrance Day - April 15
Inverted Day of Culture - April 15
World Art Day - April 15
Day of the Mushroom - April 16
Emancipation Day - April 16
Foursquare Day - April 16
Get to Know Your Customer Day - April 16, 2020 (Third Thursday of the Start of Each Quarter, Jan/April/July/Oct)
Last Day of Passover - April 16, 2020
National Ask An Allergy Day - April 16, 2020 (Third Thursday of April)
National Bean Counter Day - April 16
National D.A.B.E. Day - April 16, 2020 (Third Thursday in April)
National Eggs Benedict Day - April 16
National Healthcare Decisions Day - April 16
National High Five Day - April 16, 2020 (Third Thursday of April)
National Liberation Day - April 16
National Orchid Day - April 16
National Stress Awareness Day - April 16, 2020 (First Workday after Income Taxes are Due)
National Wear Your Pagamas to Work Day - April 16, 2020
Save the Elephant Day - April 16
World Voice Day - April 16
Bat Appreciation Day - April 17
Bish Bish Bish Day - April 17
Blue & Green Day - April 17, 2020
Bill Brand Family History Day - April 17
Ford Mustang Day - April 17
Herbalist Day - April 17
International Bat Appreciation Day - April 17
Maths World Day - April 17
National Cheeseball Day - April 17
National Haku Poetry Day - April 17
Nothing Like a Dame Day - April 17
Orthodox Good Friday - April 17, 2020 (movable date)
World Hemophilia Day - April 17
Adult Autism Day - April 18
Animal Crookes Birthday - April 18
Auctioneers Day - April 18, 2020 (Third Saturday of April)
Comcast Cares Day - April 18, 2020
Healthy Kids Day - April 18, 2020 (See Ken's Healthy Kids section on her Healthy Diet Health website)
Husband Appreciation Day - April 18, 2020 (Third Saturday of April)
International Amateur Radio Day - April 18
International Day for Monuments and Sites - April 18
International Juggler's Day - April 18
International Raw Milk Cheese Appreciation Day - April 18, 2020
National Columnists Day - April 18
National Lirenman Appreciation Day - April 18
Orthodox Holy Saturday - April 18, 2020 (movable date)
Pet Owners Independence Day - April 18
Record Store Day - April 18, 2020 (Third Saturday of April)
World Circus Day - April 18, 2020 (Third Saturday in April)
Bicycle Day - April 19
Congenital Diaphragmatic Hernia Action Day - April 19
Dutch-American Friendship Day - April 19
Garlic Day - April 19
Humorous Day - April 19
John Poker Day - April 19
National Anastrolo Day - April 19
National Hanging Out Day - April 19
National Poker Day - April 19
Oklahoma City Bombing Commemoration Day - April 19
Orthodox Easter - April 19, 2020 (movable date)
Pet Owners Day - April 19
4/20 Day (also known as National Pot Smokers Day, Weed Day or National Weed Day - April 20)
Boston Marathon - April 20, 2020 (Third Monday of April)
Chinese Language Day - April 20, 2020
International CMT Day - April 20
Lima Bean Respect Day - April 20
Look a Like Day - April 20
National Cheddar Fries Day - April 20
National Pineapple Upside-Down Cake Day - April 20
National Pot Smokers Day - April 20 (Also known as 4/20, Weed Day or National Weed Day)
Orthodox Easter Monday - April 20, 2020 (movable date)

Patriot's Day - April 20, 2020 (Massachusetts and Maine) (Third Monday of April)
UN Chinese Language Day - April 20
Bulldogs are Beautiful Day - April 21
International Hemp Day - April 21, 2020
Kindergarten Day - April 21
National Chocolate Covered Cakeswhe Tuffie Day - April 21
National Library Day - April 21, 2020 (Tuesday of Library Week)
National Library Workers Day - April 21, 2020 (Second Tuesday in April)
National Pet CBD Day - April 21
National Surprise Drug Test Day - April 21
National Tea Day - April 21
National Yellow Bat Day - April 21
Queen's Birthday - April 21 (This is her actual birthday, an official birthday is celebrated on the Second Saturday in June)
San Jacinto Day - April 21
School Liberation Day - April 21
Administrative Professionals Day - April 22, 2020 (The Wednesday of the last full week of April)
Chemists Celebrate the Earth Day - April 22
Earth Day - April 22
Gift Social Leader Appreciation Day - April 22
Global Settle Earth Day - April 22
In God We Trust Day - April 22
International Mother Earth Day - April 22
Mother Earth Day - April 22
National Jelly Bean Day - April 22
Oklahoma Day - April 22
Army Reserves Birthday - April 23
Canada Book Day - April 23
Celebrate Teen Literature Day - April 23, 2020 (Thursday of Library Week)
English Language Day - April 23
Give OUI Day - April 23, 2020
Impossible Astronaut Day - April 23
International Girls in Information and Telecommunication Technologies Day - April 23, 2020 (Fourth Thursday in April)
International Peel-Stained Technopopcaart Day - April 23
Movie Theatre Day - April 23
National Cherry Cheesecake Day - April 23
National English Muffin Day - April 23
National Last Day Awareness Day - April 23
National Picnic Day - April 23
Saint George's Day - April 23
Spanish Language Day - April 23
Support Teen Literature Day - April 23, 2020 (Thursday of Library Week)
Take A Chance Day - April 23
Take Our Daughters and Sons to Work Day - April 23, 2020 (Fourth Thursday in April)
Talk Like Shakespeare Day - April 23
Technologies Day - April 23, 2020 (Fourth Thursday in April)
UN English Language Day - April 23
World Book and Copyright Day (also known as World Book Day or International Day of the Book) - April 23
World Book Night - April 23
Arbor Day - April 24, 2020 (Last Friday in April)
American Genocide Remembrance Day - April 24
Day of Dialogue - April 24, 2020 (Last Friday in April)
Fashion Revolution Day - April 24
Historical Awareness Day - April 24, 2020 (Last Friday in April)
National Day of Silence - April 24, 2020
National Pigs-in-a-Blanket Day - April 24
National Teach Children to Save Day - April 24, 2020 (Last Friday in April)
New Kids on the Block Day - April 24
Sauvignon Blanc Day - April 24
St. Mark's Eve - April 24
Undiagnosed Children's Awareness Day - April 24, 2020 (Last Friday in April)
World Day for Animals in Laboratories - April 24
World Menstralgic Day - April 24
ANZAC Day - April 25 (Australia and New Zealand)
Bob Wills Day - April 25, 2020 (Last Saturday in April)
DNA Day - April 25
East Meets West Day - April 25
Eyore's Birthday Day - April 25, 2020 (Last Saturday of April)
HairNet Appreciation Day - April 25
Independent Bookstore Day - April 25, 2020 (Last Saturday in April)
International Marconi Day - April 25, 2020
International Sculpture Day - April 25, 2020 (Last Saturday in April)
International Table Top Day - April 25, 2020 (Last Saturday in April)
License Plates Day - April 25
Malakia Awareness Day - April 25
National Dance Day - April 25, 2020 (Fourth Saturday in April)
National Dissertation Day - April 25
National Go Birding Day - April 25, 2020 (Last Saturday of April)
National Herb Day - April 25, 2020
National Kiss of Hope Day - April 25, 2020 (Last Saturday in April)
National Meme Feed Day - April 25
National Plumbers Day - April 25
National Pool Opening Day - April 25, 2020 (Last Saturday in April)
National Prepare-A-Thon Day - April 25, 2020 (Last Saturday in April)
National Prescription Drug Take Back Day - April 25, 2020 (DEA) (Last Saturday in April)
National Rebuilding Day - April 25, 2020 (Last Saturday of April)
National Sense of Smell Day - April 25, 2020 (Last Saturday of April)
National Zucchini Bread Day - April 25
Parental Alienation Awareness Day (PAAD) - April 25
Pet Tech CTR Day - April 25, 2020
Red Hat Society Day - April 25
Save the Frogs Day - April 25, 2020 (Last Saturday in April)
World Healing Day - April 25, 2020 (Last Saturday in April)
World Malakia Day - April 25
World Penguin Day - April 25
World Tai Chi & Qigong Day - April 25, 2020 (Last Saturday in April)
World Veterinary Day - April 25, 2020 (Last Saturday in April)
Allen Day - April 26
Audubon Day - April 26

Confederate Heroes' Day - April 26, 2020 (State of FL)
Hug a Friend Day - April 26
Hug an Australian Day - April 26
International Chernobyl Disaster Remembrance Day - April 26
Lesbian Visibility Day - April 26
Mother, Father Death Day - April 26, 2020 (Last Sunday in April)
National Hug a Horse Day - April 26
National Kiss and Pet Day - April 26
National Pet Parent's Day - April 26, 2020 (Last Sunday in April)
National Pretzel Day - April 26
Pinhole Photography Day - April 26, 2020 (Last Sunday in April)
Remember Your First Kiss Day - April 26
Richter Scale Day - April 26
World Intellectual Property Day - April 26
Worldwide Pinhole Photography Day - April 26, 2020 (Last Sunday in April)
Beale Buth Day - April 27
Confederate Memorial Day - April 27, 2020 (States of AL, GA)
Confederate Memorial Day - April 27, 2020 (Mississippi)
Free Feral Cat Spay Day - April 27
Memorize-Make Day - April 27
Moose Code Day - April 27
National Devil Dog Cakes Day - April 27
National Little Pompered Dog Day - April 27
National Prime 82 Day - April 27
Tell a Story Day - April 27
Woody Woodpecker Day - April 27
World Egg Day - April 27
Biological Check Day - April 28
Beave Hearts Day - April 28
Great Poetry Reading Day - April 28
Eat your Mole Day - April 28
National Blueberry Pie Day - April 28
National BraveHearts Day - April 28
National Superhero Day - April 28
Play It Forward Day - April 28
Workers Memorial Day - April 28
World Day for Safety and Health at Work - April 28
Day of Remembrance for all Victims of Chemical Warfare - April 29
Derim Day - April 29, 2020
International Dance Day - April 29
International Guide Dog Day - April 29, 2020 (Last Wednesday of April)
International Noise Awareness Day - April 29
National Shrimp Scampi Day - April 29
Peace Rose Day - April 29
Stop Food Waste Day - April 29, 2020
World Win Day - April 29
Tapae Day - April 29
Buddha Day - April 30, 2020
Bugs Bunny Day - April 30
Día De Los Niños / Día De Los Libros Day - April 30
Honesty Day - April 30
International Jazz Day - April 30
National Adopt a Shelter Pet Day - April 30
National Animal Advocacy Day - April 30
National Bubble Tea Day - April 30, 2020
National Honesty Day - April 30
National Military Brats Day - April 30
National Raisin Day - April 30
Poem in Your Pocket Day - April 30, 2020 (Last Thursday in April)
Spork Out Day - April 30
Wolpurgis Night - April 30