



2026 Nonprofit Marketing Calendar

This handy calendar is packed with key dates and monthly themes to spark campaign and content ideas that will keep your supporters and donors engaged all year long.



February

Monthly Themes

- Black History Month
- American Heart Month
- National Cancer Prevention Month
- National Self-Check Month
- National Children's Dental Health Month
- National Library Lovers Month

Content Ideas

- Ways to show your community love
- Examples of random acts of kindness
- Pet photos on Love Your Pet Day

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Groundhog Day	3	4 World Cancer Day <small>International Day of Human Fraternity</small>	5	6	7 Take Your Child to the Library Day
8	9	10	11 Girls in Science <small>International Day of Women and Girls in Science</small>	12	13	14 Valentine's Day
15	16 Presidents' Day	17 Lunar New Year <small>Random Acts of Kindness Day Mardi Gras Ramadan Begins</small>	18 Ash Wednesday	19	20 Love Your Pet Day	21
22	23	24	25	26	27 World Non-Governmental Organizations (NGO) Day	28

March

Monthly Themes

- Women's History Month
- American Red Cross Month
- National Social Work Month
- Developmental Disabilities Awareness Month
- Brain Injury Awareness Month
- National Nutrition Month
- Multiple Sclerosis Awareness Month
- Endometriosis Awareness Month
- National Reading Month

Content Ideas

- Book recommendations related to your organization
- Ideas for how to "spring" back into volunteering
- Posts encouraging complimenting others on World Compliment Day

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
World Compliment Day						
1 Zero Discrimination Day	2 Purim	3 World Wildlife Day	4 Holi	5	6	7
International Women's Day						
8 Daylight Savings Day	9	10	11	12	13 Conscious Day	14 Pi Day
15 National Anonymous Giving Week (15-21)	16 Neurodiversity Celebration Week (16-22)	17 National LGBTQ+ Health Awareness Week (17-21) St. Patrick's Day	18	19	20 International Day of Happiness Spring Equinox	21 International Day for the Elimination of Racial Discrimination World Down Syndrome Day
22 World Water Day	23	24	25	26	27	28
29 Palm Sunday	30	31 International Transgender Day of Visibility				

Monthly Themes

- National Volunteer Month
- Autism Acceptance Month
- Arab American Heritage Month
- National Financial Literacy Month
- Stress Awareness Month
- Cancer Control Month
- Alcohol Awareness Month
- National Garden Month

Content Ideas

- Ways to volunteer virtually and in person
- Ideas for how to get outside
- Tips and facts about finances

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 April Fool's Day	2	3	4
International Day of Conscience Good Deeds Day						
5 Easter	6	7 World Health Day	8	9	10	11
National Library Week						
12 National Volunteer Week	13	14	15 Tax Day	16	17	18
19	20	21	22 Earth Day	23 Take Our Daughters and Sons to Work Day	24	25 World Malaria Day
26	27	28	29	30 Adopt a Shelter Pet Day		

May

Monthly Themes

- Mental Health Awareness Month
- Asian and Pacific Islander Heritage Month
- Arthritis Awareness Month
- Lupus Awareness Month
- Melanoma/Skin Cancer Detection and Prevention Month
- Jewish American Heritage Month
- Older Americans Month

Content Ideas

- Ways to take care of your mental health and support others
- Pet spotlights from staff on National Rescue Dog Day
- Photos of families your organization has impacted on International Day of Families

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Vesak Beltane	2
	Teacher Appreciation Week (4-8) World Give Day					
3	4 May Day	5 Cinco de Mayo	6	7	8	9
World Fair Trade Day World Lupus Day						
10 Mother's Day	11	12 International Nurses Day	13	14	15 International Day of Families	16
International Day Against Homophobia, Transphobia, and Biphobia						
17 Endangered Species Day	18	19	20 National Rescue Dog Day	21	22	23
24						
31 World No Tobacco Day	25 Memorial Day	26	27	28	29	30

Monthly Themes

- Pride Month
- Men's Health Month
- National Great Outdoors Month
- PTSD Awareness Month
- National Safety Month
- Adopt-a-Cat Month
- Caribbean American Heritage Month

Content Ideas

- Mid-year donation goals update
- Ways to positively impact the environment
- Ideas for how to give back to your community during the summer

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Global Day of Parents	2	3	4	5 World Environment Day	6 National Trails Day
7	8 World Oceans Day	9	10	11	12 World Day Against Child Labor	13
14 World Blood Donor Day Flag Day	15	16	17	18	19 Dragon Boat Festival Juneteenth	20
21 Summer Solstice Father's Day	22	23	24	25	26	27
28	29	30				

August

Monthly Themes

- Black Business Month
- National Wellness Month
- Children's Eye Health and Safety Month
- National Breastfeeding Month
- Psoriasis Awareness Month

Content Ideas

- Success stories on National Nonprofit Day
- Reminders about virtual/in-person giving opportunities
- Healthy habits for National Wellness Month

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9 International Day of the World's Indigenous People	10	11	12 International Youth Day	13	14	15
16	17 National Nonprofit Day	18	19 World Humanitarian Day	20	21 International Day of Remembrance and Tribute to the Victims of Terrorism	22
23	24		25	26 Women's Equality Day		
30	31 Overdose Awareness Day			27 National Dog Day	28	29

September

Monthly Themes

- National Recovery Month
- National Sickle Cell Awareness Month
- National Suicide Prevention Month
- Childhood Cancer Awareness Month
- Hispanic Heritage Month
- Healthy Aging Month
- Pain Awareness Month
- Library Card Sign-Up Month
- Prostate Cancer Awareness Month
- Blood Cancer Awareness Month

Content Ideas

- Back to School tips
- School supply donation opportunities
- Summer volunteering recap

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5 International Day of Charity
6	7 Labor Day	8	9	10 World Suicide Prevention Day	11 Rosh Hashanah	12
13	14	15 National Hispanic Heritage Month (Sept 15 - Oct 15)	16 Mexican Independence Day	17	18	19 Oktoberfest begins
20 Yom Kippur	21 International Day of Peace	22 Fall Equinox	23 National Voter Registration Day	24	25	26
27	28 World Rivers Day	29 World Heart Day	30			

October

Monthly Themes

- Breast Cancer Awareness Month
- Domestic Violence Awareness Month
- ADHD Awareness Month
- Bullying Prevention Month
- Health Literacy Month
- Down Syndrome Awareness Month
- Pregnancy and Infant Loss Awareness Month

Content Ideas

- Ways to upcycle or donate Halloween costumes
- Reminders about self care and mental health
- Upcoming fall events

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5 <small>World Teachers' Day</small>	6	7	8	9	10 <small>World Mental Health Day</small>
11 <small>International Day of the Girl</small>	12 <small>Indigenous Peoples' Day</small>	13	14	15	16 <small>World Food Day</small>	17 <small>International Day for the Eradication of Poverty</small>
18	19	20	21	22	23	24
25	26	27	28	29 <small>National Cat Day</small>	30	31 <small>Halloween</small>

November

Monthly Themes

- Native American Heritage Month
- National Diabetes Month
- National Adoption Month
- National Family Caregivers Month
- Movember
- Aviation History Month
- Lung Cancer Awareness Month
- National Epilepsy Awareness Month

Content Ideas

- Holiday season giving opportunities
- Ways to celebrate World Kindness Day
- Reminders about any changes to organization hours for upcoming season

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 All Saints' Day	2	3	4	5	6	7
8 Diwali	9	10	11 Veterans Day	12	13 Transgender Awareness Week (13-19) World Kindness Day	14 National Hunger and Homelessness Awareness Week (14-22)
15 National Philanthropy Day	16	17	18	19 International Men's Day	20	21
22	23	24	25	26 Thanksgiving	27 Black Friday	28 Small Business Saturday
29 Artists Sunday	30 Cyber Monday					

December

Monthly Themes

- Universal Human Rights Month
- World AIDS/HIV Awareness Month
- Seasonal Affective Disorder Awareness Month
- Safe Toys and Gifts Month

Content Ideas

- Alternative gift ideas (donations)
- Highlights from the year
- Thank you to staff and supporters

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		World AIDS Day 1 Giving Tuesday	International Day for the Abolition of Slavery 2	International Day of Persons with Disabilities 3	Hanukkah Begins 4	International Volunteer Day 5
6	7	8	9	10 Human Rights Day	11	12
13	14	15	16	17	18	19
20	21 Winter Solstice	22	23	24 Christmas Eve	25 Christmas	26 Boxing Day Kwanzaa Begins
27	28	29	30	31 New Year's Eve		