



2026 Education Marketing Calendar

Education never slows down. From financial aid deadlines to back-to-campus excitement, every month brings opportunities to connect with students, families, and alumni.

This 2026 Education Marketing Calendar gives you ready-to-use ideas and key dates to make your communications impactful all year long.



January

University/College Academic Year Begins

Australia (Semester 1)
(some institutions start late Jan)

Monthly Themes

- New Year
- Mentorship
- Study habits

Email Content Idea

“New Year, New Goals” campaign – invite community to share learning goals

Subject Line Ideas

- Kick off 2026 with a learning goal
- Start the semester strong – resources inside

Social Tip

Instagram poll: “What’s your #1 resolution this semester?”

Financial Aid Milestone

FAFSA & **state aid priority deadlines approach** *(many U.S. states due Jan–Mar)*

Email: “Don’t miss your aid deadlines.”

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 New Year's Day	2 Day after New Year (CA)	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19 Martin Luther King, Jr. Day (US)	20	21	22	23	24 Data Privacy Week(24-31) International Day of Education
25	26	27	28 Data Privacy Day	29	30	31

February

University/College Academic Year Begins

Australia (cont.) (Semester 1)

New Zealand (Semester 1)

Monthly Themes

Black History Month

Career & Technical Education (CTE)

Financial Aid Awareness

Email Content Idea

Celebrate diverse alumni & share financial aid FAQs

Subject Line Ideas

Celebrating Black voices in education

Building careers through hands-on learning

Financial Aid Awareness Month: Resources inside

Social Tip

Valentine's "candy-gram" Instagram Story

Financial Aid Milestone

FAFSA **priority deadlines** (U.S.) + **early Student Finance** (UK) applications open (*for Sept 2026 entry*)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 National School Counseling Week (1-7)(U.S.)	2 Groundhog Day (US and CA)	3	4	5	6	7
8	9 National Pizza Day (U.S.)	10	11 Int'l Day of Women & Girls in Science	12	13	14 Valentine's Day
15	16 Presidents' Day (U.S.)	17 MPC Meeting (NZ) Mardi Gras Ramadan Begins Lunar New Year	18 Ash Wednesday	19	20	21 Int'l Mother Language Day
22	23	24	25	26	27	28

Monthly Themes

Women’s History Month
 National Reading Month

Email Content Idea

Spotlight women alumni, faculty, students; promote reading and literacy programs

Subject Line Ideas

Celebrating Women Who Inspire Change at [University]
 Meet the Women Shaping the Future of [Field/Discipline]

Social Tip

Instagram Stories takeover by women student leaders

Financial Aid Milestone

FAFSA **priority deadlines** peak (U.S., many states close March 1–15)
 Email: “Submit your FAFSA before it’s too late!”

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 <i>Read Across America Day (U.S.)</i> Purim (2-3)	3	4 <i>Holi</i>	5	6	7
8 <i>Int'l Women's Day</i> Daylight Savings	9	10	11	12	13	14 <i>Int'l Day of Mathematics</i> Pi Day
15	16	17 <i>St. Patrick's Day</i>	18	19	20 <i>Spring Equinox</i>	21
22	23	24	25	26	27	28
29 <i>Palm Sunday</i>	30	31				

Monthly Themes

- Earth Month
- Celebrate Diversity Month
- Admissions Yield

Email Content Idea

- Share sustainability projects
- “Admitted Students Day” recap

Subject Line Ideas

- Go green this Earth Month
- Welcome Class of 2026 – your journey starts here

Social Tip

- TikTok challenge: “Zero-waste hacks from campus.”

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 April Fool's Day	2 World Autism Awareness Day	3 Good Friday	4
5 Easter	6	7	8	9	10	11
12 Passover (12-20)	13	14	15	16	17	18
19	20	21	22 Earth Day	23 World Book Day	24	25
26	27	28	29	30		

Monthly Themes

- Graduation
- Mental Health Awareness Month
- Jewish American Heritage Month
- Asian American and Pacific Islander Heritage Month

Email Content Idea

- Senior spotlights
- Wellness resources for finals

Subject Line Ideas

- Congratulations Class of 2026
- Meet our graduates changing the world

Social Tip

- Hashtag campaign #Future [SchoolMascot]

Financial Aid Milestone

- Student Finance on-time deadline (UK) (May-June 2026)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Vesak Beltane	2
	Teacher Appreciation Week (4-8)(US) Star Wars Day	Teacher Appreciation Day (US)				
3	4 May Day	5 Cinco de Mayo	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21 Global Accessibility Awareness Day	22	23
24						
31	25 Memorial Day (US)	26	27	28	29	30

Monthly Themes

LGBTQ+ Pride Month

Summer study/work

Email Content Idea

Pride Month profiles

Promote summer courses or internships

Subject Line Ideas

Celebrating Pride at [University]

Summer learning opportunities await

Social Tip

Rainbow campus photo tour

Student abroad Instagram takeover

Financial Aid Milestone

OSAP / Provincial aid deadlines
(CA) (apply 60 days before Sept starts)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5 World Environment Day	6
7	8	9	10	11	12	13
14 Flag Day(US)	15	16	17	18	19 Juneteenth (US)	20
21	22	23	24	25	26	27 Eid al-Adha (24-28)
28	29	30				

Monthly Themes

Back-to-school planning

Internships

Research

Disability Pride Month

Email Content Idea

“Summer in Action” – showcase research & internships

Subject Line Ideas

The future of education starts here

Summer research spotlight

Social Tip

TikTok “Day in the Life of a Summer Intern.”

Financial Aid Milestone

Semester 2 aid deadlines (AU, NZ) (July)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4 Independence Day (US)
5	6	7	8	9	10	11
12	13	14	15	16	17 World Emoji Day	18
19 Ice Cream Day	20	21	22	23	24	25
26	27	28	29	30	31	

August

University/College Academic Year Begins

United States (Fall semester)

Canada (Fall semester)

Monthly Themes

Back-to-campus

Orientation

Student and financial wellness

Email Content Idea

Back-to-campus checklist

Financial Aid FAQs

Subject Line Ideas

Your ultimate back-to-campus checklist

Orientation Week: Don't miss a thing

Social Tip

Instagram Reels: move-in highlights + "Meet your RA."

Financial Aid Milestone

Last aid deadlines (UK, CA)
(for Sept term)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12 Int'l Youth Day	13 Int'l Lefthanders Day	14	15
16	17	18	19	20	21	22
23	24					
25	26	27	28	29		
30	31					

September

University/College Academic Year Begins

United States (cont.) (Fall semester)

Canada (cont.) (Fall semester)

United Kingdom

Monthly Themes

Student clubs

Hispanic Heritage Month
(Sept 15–Oct 15)

Suicide Prevention Awareness

Campus Safety Month (U.S.)

Email Content Idea

Club fair highlights

“Find your community” campaign

Subject Line Ideas

Celebrating Hispanic voices in education

Your guide to campus community this fall

Social Tip

Instagram carousel of student orgs

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7 Labour Day (CA) Labor Day (US)	8 Int'l Literacy Day	9	10	11 Rosh Hashanah begins	12
13	14	15	16	17	18	19 Talk Like a Pirate Day Oktoberfest begins
20 Yom Kippur	21	22 Fall Equinox	23	24	25	26
27	28	29	30			

October

Monthly Themes

- Midterms
- Wellness
- Global holidays
- Cybersecurity Awareness Month
- Open Access Week

Email Content Idea

Midterm survival kit email with resources and tutoring info

Subject Line Ideas

- Your midterm survival guide
- Prioritize your wellbeing this October

Social Tip

Halloween costume contest

Financial Aid Milestone

FAFSA Opens Oct 1, 2026 (for 2027-28 academic year)

Email: "FAFSA is open – file early for max aid."

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	12 <small>Thanksgiving (Canada)</small>	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31 <small>Halloween</small>

November

Monthly Themes

International Education Week

Alumni giving

First-gen students

Email Content Idea

Gratitude campaign

Alumni “Where Are They Now?” series

Subject Line Ideas

We’re grateful for our community

This Giving Tuesday: Support the next generation

Social Tip

Gratitude wall photos

Alumni thank-you video

Financial Aid Milestone

Late applications(UK)

Email: “Plan your 2027 aid early.”

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>Día de los Muertos (1-2)</p> <p>Daylight Savings</p> <p>1 All Saints' Day</p>	<p>MPC Meeting (2-3)(AU)</p> <p>2</p>	<p>3</p>	<p>4</p>	<p>5</p>	<p>6</p>	<p>7</p>
<p>First-Gen College Celebration</p> <p>8 Diwali</p>	<p>9</p>	<p>10</p>	<p>11 Veterans Day (US)</p>	<p>12</p>	<p>13 World Kindness Day</p>	<p>14</p>
<p>15</p>	<p>16</p>	<p>17 Int'l Students' Day</p>	<p>18</p>	<p>19</p>	<p>20</p>	<p>21 Education Week (15-21)(U.S.)</p>
<p>22</p>	<p>23</p>	<p>24</p>	<p>25</p>	<p>26 Thanksgiving (US)</p>	<p>27 Black Friday</p>	<p>28 Small Business Saturday (US)</p>
<p>29 Artists Sunday (US)</p>	<p>30 Cyber Monday</p>					

December

Monthly Themes

- Year-in-review
- Alumni recognition
- Inclusive holidays

Email Content Idea

- Year-in-review email with top student/faculty stories
- Giving appeal

Subject Line Ideas

- 2026 in review: What we achieved together
- Give the gift of education this holiday season

Social Tip

- Instagram “12 Days of [University]” highlights

Financial Aid Milestone

- FAFSA reminders – “Apply before the holidays for 2027–28 aid year.”

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Giving Tuesday	2	3 Int'l Day of Persons with Disabilities	4 Hanukkah Begins	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 Kwanzaa Begins Boxing Day (CA/UK/AUS/NZ)
27	28	29	30	31 New Year's Eve		