



# 2026 Finance Marketing Calendar

Start putting plans together with this 2026 marketing calendar which features holidays and major events. Use it to plan your online marketing campaigns.

Need more ideas and guidance? Subscribe to our Hints & Tips newsletter.



# January

## Monthly Themes

New Year

National Mentoring Month

Financial Wellness Month (US)

## Campaign Ideas

New Year Financial Resolutions

Tax Season prep

## Subject Line Ideas

New Year, New Financial Goals

Kick off 2026 with smart money goals

Get Your Finances in Shape for the New Year

Get ahead of taxes this January

5 things to gather before filing

Plan early, save more this tax season

Financial wellness starts here

## Notes

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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	20	21	22	23	24 National Compliment Day (US)
25	26	27 Identity Theft Awareness Week (27-31)(US) Australia Day (AU) FOMC meeting (27-28)(US)	28 Policy interest rate announcements and the Monetary Policy report (CA) Data Privacy Day	29	30	31 Earned Income Tax Credit Awareness Day (US)

# February

## Monthly Themes

- Black History Month
- National Cancer Prevention Month
- National Women Inventors Month

## Campaign Ideas

- Love Your Finances
- Tax Season begins (US and UK)

## Subject Line Ideas

- Show Your Finances Some Love
- This Valentine's Day
- Financial planning for life's unexpected moments
- Smart money moves for you and your partner
- 5 things to do before filing your taxes
- It's officially tax season: Are you ready?
- How to maximize your deductions this year

## Notes

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Deadline for financial institutions to provide 1099 forms to investors (US)	2 MPC Meeting (2-3)(AU) Groundhog Day (US and CA)	3	4	5	6 Waitangi Day (NZ)	7
8	9	10	11	12	13	14 Valentine's Day
15 Singles Awareness Day	16 Family Day (CA) Presidents' Day	17 MPC Meeting (NZ) Mardi Gras Ramadan Begins Lunar New Year	18 Ash Wednesday	19	20	21
22	23	24	25	26	27	28

## Monthly Themes

Women's History Month

Employee Spirit Month

National Credit Education Month (US)

## Campaign Ideas

Spring Cleaning Your Finances

Financial Planning for Major Life Events

## Subject Line Ideas

Everything you need to know about credit

Your guide to smarter credit decisions

Life milestones need smart money moves

Secure your future with proper planning

Spring clean your finances in [X] steps

Fresh start: Organize your money this month

Adjust, review, and grow your investments

## Notes

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 World Compliment Day	2 Purim (2-3)	3	4 Holi	5	6	7
8 International Women's Day Daylight Savings Day	9	10	11	12	13	14 Pi Day
15 Mother's Day (UK)	16 MPC Meeting (16-17)(AU)	17 St. Patrick's Day	18 FOMC Meeting (17-18)(US) Policy interest rate announcements and the Monetary Policy report (CA)	19 Let's Laugh Day (US) Client's Day	20 MPC Meeting (UK) Spring Equinox	21
22	23	24	25	26	27	28
29 Palm Sunday	30 National Mom & Pop Business Owner's Day (US)	31 2025-2026 income tax return deadline (if using a tax agent) (NZ) End of financial year 2025-2026 (NZ)				

## Monthly Themes

Autism Awareness Month

Celebrate Diversity Month

Earth Month

Financial Literacy Month (US & UK)

## Campaign Ideas

Tax Filing Season (US)

Budgeting and creating an emergency fund

## Subject Line Ideas

Boost your financial knowledge this April

Financial literacy made simple

Last minute tax tips before the deadline

Don't Miss the Tax Filing Deadline!

Financial Literacy Tips

Build your emergency fund this spring

Spring into better money habits

## Notes

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 April Fool's Day	2 World Autism Awareness Day	3 Good Friday	4
5 End of Tax year (5-6)(UK) Easter	6 Easter Monday (UK/AUS/NZ)	7 Deadline for filing individual tax returns (NZ)	8 MPC Meeting (NZ)	9	10	11
12 National Library Week National Volunteer Week	13	14	15 Individual Tax Filing Deadline (US)	16	17	18
19	20 "420" Day — Celebrating cannabis business and culture	21	22 Earth Day	23	24	25 Anzac Day (AUS/NZ)
26 Get Organized Day (US)	27	28 FOMC Meeting (28-29)(US)	29 Policy interest rate announcements and the Monetary Policy report (CA)	30 MPC Meeting (UK)		

# May

## Monthly Themes

Asian American and Pacific Islander Heritage Month

Jewish American Heritage Month

Mental Health Awareness Month

National Small Business Month (Global)

Disability Insurance Awareness Month (US)

## Campaign Ideas

Summer Vacation Planning

College Savings Planning

## Subject Line Ideas

Peace of mind starts with your finances

Is financial stress stealing your energy? We can help.

Financial resources to help your small business grow

Smart financial moves for moms and families

Disability insurance: What you need to know

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Vesak Beltane	2
3 National Small Business Week (3-9)(US)	4 MPC Meeting (4-5)(AU) Star Wars Day May Day	5 Teacher Appreciation Day (US) Early May Bank Holiday (UK) Cinco de Mayo	6	7 Deadline for filing tax returns if using a tax agent (some extensions available) (NZ)	8	9
10 National Small Business Day (US) Mother's Day (US, CA, AUS, NZ)	11	12 International Nurses Day	13	14	15	16 National River Cleanup Day (US)
17	18 Victoria Day (CA)	19	20 National Rescue Dog Day	21	22	23
24	25 Memorial Day	26 MPC meeting (26-27)(NZ) Spring Bank Holiday (UK)	27	28	29 National 529 College Savings Plan Day (US)	30
31						

## Monthly Themes

- LGBTQ+ Pride Month
- Great Outdoors Month
- National Safety Month
- Children's Awareness Month

## Campaign Ideas

- Summer Financial Planning
- Father's Day Financial Gifts
- Financial Freedom and Goal setting
- Home improvement and seasonal spending
- Wedding/life event planning

## Subject Line Ideas

- Financial lessons Dad would be proud of
- This Father's Day, give the gift of financial security
- 5 quick steps to protect your finances
- Give kids the gift of money smarts
- Money skills every child should learn

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 King's Birthday (NZ)	2	3	4	5 World Environment Day	6 National Trails Day
	Best Friends Day (US) King's Birthday (AU except QLD & WA)	9	10 Policy interest rate announcements and the Monetary Policy report (CA)	11	12	13
7	8	9	10	11	12	13
14 Flag Day(US)	15 MPC Meeting (15-16)(AU)	16 FOMC Meeting (16-17)(US)	17	18 MPC Meeting (UK)	19 Juneteenth (US)	20
Summer Solstice						
21 Father's Day (US, UK, CA, AU)	22	23	24	25	26	27
28	29	30 World Social Media Day				

## Monthly Themes

Back to School

Independent Retailer Month

## Campaign Ideas

Summer Financial Check-up

Financial Planning for Business Owners

## Subject Line Ideas

Keep your business finances on track

Summer strategies for business owners

Plan smarter: Business finances made simple

Check your money progress July

Summer is the perfect time for a money reset

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			Canada Day International Joke Day 1 Start of the new financial year (AU)	2 Made in the USA Day	3 International Plastic Bag Free Day	4 Independence Day (US)
5	6	7 MPC Meeting (NZ)	8	9	10	11
12	13 Embrace Your Geekness Day	14 Deadline for employers to provide payment summaries to employees (AU)	15 National Hot Dog Day (US) Policy interest rate announcements and the Monetary Policy report (CA)	16	17 World Emoji Day	18
19 Ice Cream Day	20	21	22	23	24 International Self-Care Day	25
Parents' Day National Disability Independence Day 26	27	28 FOMC Meeting (28-29)(US)	29	30 MPC Meeting (UK) International Day of Friendship	31 Deadline for submitting Self Assessment tax returns for the previous tax year (UK)	

# August

## Monthly Themes

- Black Business Month
- American Artists Appreciation Month
- National Wellness Month
- Sorted Money Month (NZ)

## Campaign Ideas

- Investment Insights/Market Outlook
- Financial Literacy and Education
- Emergency Fund Awareness

## Subject Line Ideas

- Don't wait: Secure your emergency savings
- [X] Steps to a stronger emergency fund
- Simple steps to keep your investments on track
- Your mid-year market snapshot
- Quick financial tips for busy people
- Financial wisdom you can use today

## Notes

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5 World Blogger Day	6	7	8
9 Book Lovers Day	10 MPC meeting (AU)	11	12	13 Left Handers Day	14	15
16	17	18	19	20	21 World Senior Citizens' Day	22
23	24					
30	31	25 Summer Bank Holiday (UK)	26	27	28	29

# September

## Monthly Themes

National Latinx/Hispanic Heritage Month (runs from September 15 - October 15)

Life Insurance Awareness Month (US)

National College Savings Month (US)

## Campaign Ideas

Back-to-School, Back-to-Budget

Financial Education for Kids

Retirement Planning Awareness

Market and Portfolio Check-in

Financial Wellness Reset

## Subject Line Ideas

Fresh school year, fresh financial start

Fall into better money habits

Reset your budget this September

Is your retirement plan on track?

Simple steps towards retirement confidence

Don't miss these retirement tips

Plan today for tomorrow's tuition

September financial wellness tips

## Notes

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2 Policy interest rate announcements and the Monetary Policy report (CA)	3	4	5 International Day of Charity
6 Father's Day (NZ)	7 Labour Day (CA) Labor Day (US)	8	9	10	11 Rosh Hashanah begins	12
13 Grandparents Day	14	15 FOMC Meeting (15-16)(US)	16	17 MPC Meeting (UK)	18	19 Oktoberfest begins
20 Yom Kippur	21 International Day of Peace	22 Fall Equinox	23	24	25 World Dream Day	26
27	28 King's Birthday (AU-WA only) MPC Meeting (28-26)(AU)	29	30 International Podcast Day			

# October

## Monthly Themes

Start planning for the holidays  
(early push)

Emotional Wellness Month

Fair Trade Month

National Retirement Security Month

## Campaign Ideas

College Savings and FAFSA  
Awareness

Cybersecurity Awareness

Open enrollment and  
benefits season

## Subject Line Ideas

Plan in October, save in December

Get a jump on year-end  
financial moves

Smart money moves to make  
this month

Make the most of your benefits  
this year

Maximize your HSA, FSA, and  
401(k)

College savings tips for October

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5 King's Birthday (AUS-QLD only)	6	7	8	9	10
11	12	13	14	15 Extended individual tax filing deadline (US)	16	17
18	19	20	21	22	23	24
25	26 Labour Day (NZ)	27 FOMC Meeting (27-28)(US)	28 Policy interest rate announcements and the Monetary Policy report (CA)	29	30	31 Deadline for individuals to lodge tax returns if not using a tax agent (AU)  Deadline for paper self-assessment tax returns (UK)  Halloween

# November

## Monthly Themes

Start planning for the new year

Height of holiday preparations and shopping

Financial Literacy Month (CA)

## Campaign Ideas

Year-End Financial Planning

Giving Back

Holiday Budgeting

Gratitude and client appreciation

## Subject Line Ideas

We're thankful for you this holiday season

Celebrating your financial wins this year

Simple steps to close the year with confidence

Wrap up 2026 with a stronger financial plan

Make an impact before the year ends

A gift that keeps on giving (and saves on taxes)

Holiday budgeting tips

## Notes

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Daylight Savings All Saints' Day	2 MPC Meeting (2-3)(AU)	3	4	5 MPC Meeting (UK)	6	7
8 Diwali	9	10	11 Veterans Day (US)	12	13	14
15	16	17	18	19	20	21
22	23 Espresso Day	24	25	26 Thanksgiving (US)	27 Black Friday	28 Small Business Saturday (US)
29 Artists Sunday (US)	30 Cyber Monday					

# December

## Monthly Themes

Height of the holiday season

End-of-year fundraising

## Campaign Ideas

Year-End Tax and Investment Planning

New Year's Financial Resolutions

Charitable Giving and Impact Investing

## Subject Line Ideas

Before the year ends: Tax moves you don't want to miss

New Year, Fresh Start: Set your 2027 money goals

Your financial reset starts now

Plan now, save later: Smart tax tips

Make 2027 the year your money works harder

New Year, New Financial Goals

Start the year strong with these easy money moves

End the year by making a difference

## Notes

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Giving Tuesday	2	3	4 Hanukkah Begins	5
6	7 MPC meeting (AU)	8 FOMC Meeting (8-9)(US)	9 Policy interest rate announcements and the Monetary Policy report (CA)	10	11	12
13	14 World Energy Conservation Day	15	16	17 MPC meeting (UK)	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		