

Editorial Calendar - Annual Holidays and Themes



January:

- MLK Day of Service
- Inauguration
- Resolutions

February:

- Black History Month
- Valentine's Day/Generosity Day: Demonstrating love/generosity
- Sequestration

March:

- Spring (forward on March 10, first day on March 20): Renewal, regeneration, new opportunities
- Passage of VAWA by House?
- Social Work Month – show some appreciation!

April:

- Toy Industry Foundation – first event in California, April 5
- Annual Conference (6-9)
- National Volunteer Week – creative way of recognizing/thanking our volunteers
- National Child Abuse Prevention Month (also now National Sexual Assault Awareness Month) – programs tend to hold abuse awareness events this month
- Launch of 35 Faces at conference (stories through August)

May:

- National Foster Care Awareness Month
- Mother's Day
- Memorial Day (American Legion/veteran volunteer or youth)

June:

- National Reunification Month (being promoted by ABA)
- Father's Day
- Blogging for LGBT Families Day – writing in support of LGBT issues
- Longest day of the year (21) – story about putting in a long day for a good result, a day feeling like the longest day of your life

July:

- Second Toy Industry event – in New Jersey July 18
- Third Toy Industry event – Indianapolis on July 27
- Independence Day – what does independence mean for you? Stories about supporting children through independence

August

- Back to school preparation
- 50th Anniversary of “I Have a Dream” speech

September: September 11 Day of Service

- Back to school/education
- Marvel Comics 50th Anniversary (Superhero)
- Grandparents’ Day – story about adoption by grandparents

October

- Domestic Violence Awareness Month
- Halloween

November:

- National Adoption Awareness Month/National Adoption Day
- Native American Heritage Month
- Thanksgiving – would be great to have a video thanking our volunteers
- Giving Tuesday
- Black Friday

December

- Home for the holidays
- End of Tax Year
- New Year’s Eve – resolutions, link between volunteering and better health: Do Good, Live Well study:
http://www.dogoodlivewell.org/assets/pdf/UnitedHealthcare_VolunteerMatch_DoGoodLiveWell_Survey.pdf
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