

January

National Mentoring Month

- 1 - Sunday / New Year's Day
- 16 - Monday / Martin Luther King Jr. Day
- 23 - Monday / Chinese New Year

February

National Black History Month

- 2 - Thursday / Groundhog Day
- 5 - Sunday / Super Bowl
- 14 - Tuesday / Valentine's Day
- 20 - Monday / President's Day
- 21 - Tuesday / Mardi Gras
- 22 - Wednesday / Ash Wednesday
- 29 - Wednesday / Leap Day

March

Red Cross Month

- 11 - Sunday / Daylight Savings Begins (US)
- 17 - Saturday / St Patrick's Day
- 20 - Tuesday / First Day of Spring
- 30 - Friday / National Doctor's Day

April

National Child Abuse Prevention Month

- 1 - Sunday / Palm Sunday & April Fool's Day
- 6 - Friday / Good Friday
- 7-14 / Passover
- 8 - Sunday / Easter
- 17 - Tuesday / Tax Day (US)
- 22 - Sunday / Earth Day
- 25 - Wednesday / Admin. Professional's Day

May

National Military Appreciation Month

Graduation - Universities

- 5 - Saturday / Cinco de Mayo
- 8 - Tuesday / Teacher Appreciation Day
- 9 - Wednesday / National Nurses Day
- 13 - Sunday / Mother's Day
- 19 - Saturday / Armed Forces Day
- 20-26 / Small Business Week
- 27 - Sunday / Pentecost
- 28 - Monday / Memorial Day

June

National Safety Month

Graduation - High Schools

- 14 - Thursday / Flag Day
- 17 - Sunday / Father's Day
- 20 - Wednesday / First Day of Summer & Longest day of the year

July

National Independent Retailers Month

- 4 - Wednesday / Independence Day (US)
- 20 - Friday / Ramadan Begins
- 22 - Sunday / Parent's Day
- 27 - Friday / 2012 Summer Olympics begin

August

Back to School

- 20 - Monday / Ramadan Ends
- 27 - Monday / 2012 Summer Olympics end

September

National Coupon Month

Start Holiday Marketing

- 3 - Monday / Labor Day
- 9 - Sunday / Grandparent's Day
- 11 - Tuesday / Patriot Day
- 16-18 / Rosh Hashana
- 22 - Saturday / First Day of Fall
- 25-26 / Yom Kippur

October

Breast Cancer Awareness Month

- 8 - Monday / Columbus Day
- 16 - Tuesday / Boss' Day (observed)
- 31 - Wednesday / Halloween

November

American Indian Heritage Month

- 1 - Thursday / All Saints Day
- 4 - Sunday / Daylight Savings Ends (US)
- 6 - Tuesday / Election Day (US)
- 11 - Sunday / Veterans' Day
- 22 - Thursday / Thanksgiving Day
- 23 - Friday / Black Friday
- 26 - Monday / Cyber Monday

December

Universal Human Rights Month

- 7 - Friday / Pearl Harbor Remembrance
- 8-16 / Hanukkah
- 21 - Friday / First Day of Winter & Shortest day of the year
- 24 - Monday / Christmas Eve
- 25 - Tuesday / Christmas Day
- 26 - Wednesday / Boxing Day
- 31 - Monday / New Year's Eve

Other Dates to Consider

- Establishment of your business
- Your CEO's birthday
- Your customer's birthdays