

2023 MARKETING, SOCIAL MEDIA & CLIENT CULTIVATION CALENDAR

January	February
<p>1 – Happy New Year Cards 9 – National Law Enforcement Appreciation Day 16 – Martin Luther King, Jr. Day 16 – Hot and Spicy Food Day 22 – Chinese New Year (Changes Annually)</p>	<p>1 – Black History Month 4 – World Cancer Day 9 – National Pizza Day 11 – International Day of Women / Girls in Science 14 – Valentine’s Day 15 – International Childhood Cancer Day 18 – National Caregivers’ Day</p>
<p>SUGGESTED FINANCIAL COMMUNICATIONS</p> <ul style="list-style-type: none"> Letter to clients on 2023 Practice Announcements (i.e., new staff, new technology, new DBA). Letter to clients to reach out for any investment or insurance tax documents needed. 	<p>SUGGESTED FINANCIAL COMMUNICATIONS</p> <ul style="list-style-type: none"> Send cards or call widow / widower clients to wish them a Happy Valentine’s Day. Investment education campaigns. Announce your firm’s / team’s philanthropic efforts and thank your clients for helping make the contributions possible.

March	April
<p>1 – Mardi Gras 3 – World Wildlife Day 3 – Employee Appreciation Day (First Friday) 6 – National Dentists’ Day 8 – International Women’s Day 11 – World Plumbing Day 12 – Set Clocks Ahead (Daylight Savings March 8) 21 – World Down Syndrome Day 30 – National Doctors’ Day 31 – Transgender Day of Visibility</p>	<p>2 – World Autism Awareness 2 – International Children’s Book Day 3 – National Dental Hygienists’ Week (2nd week April) 5 – Passover (through April 13th) 7 – World Health Day 22 – Earth Day 26 – Administrative Professionals’ Day (Take your assistants to lunch or send flowers / gift cards.)</p>
<p>SUGGESTED FINANCIAL COMMUNICATIONS</p> <ul style="list-style-type: none"> Client Educational Seminar (i.e., Healthcare and Medicare in Retirement / Social Security). 	<p>SUGGESTED FINANCIAL COMMUNICATIONS</p> <ul style="list-style-type: none"> CPA “Take a Break” Coffee Gift Cards – send your CPAs / Enrolled Agents well wishes in the home stretch of tax season and tell them to enjoy a coffee break on you.

May	June
1 – Asian American and Pacific Islander Heritage Month 2 – National Teachers’ Day 4 – International Firefighters’ Day 5 – Cinco de Mayo 6 – National Nurses’ Day 20 – National Dog Rescue Day 29 – Memorial Day 30 – World Multiple Sclerosis Day	5 – National Donut Day 8 – World Oceans Day 18 – International Sushi Day 19 – Juneteenth 28 – National Insurance Awareness Day 30 – Take Your Dog to Work Day
SUGGESTED FINANCIAL COMMUNICATIONS <ul style="list-style-type: none"> Disability Insurance Awareness Month 	SUGGESTED FINANCIAL COMMUNICATIONS <ul style="list-style-type: none"> College Education Funding Campaigns Business Succession Planning Campaigns

July	August
1 – International Joke Day 1 – Canada Day 4 – Independence Day (Send “A” Clients Apple Pies!) 7 – World Chocolate Day 16 – National Ice Cream Day 30 – International Day of Friendship	4 – National Chocolate Chip Cookie Day 8 – International Cat Day 9 – International Day of Indigenous People 19 – National Aviation Day 26 – International Dog Day
SUGGESTED FINANCIAL COMMUNICATIONS <ul style="list-style-type: none"> Q2 market updates / investment briefings. 	SUGGESTED FINANCIAL COMMUNICATIONS <ul style="list-style-type: none"> Prep for September Life Insurance Awareness Month.

September	October
2 – World Beard Day (First Saturday) 3 – International Bacon Day 4 – Labor Day 10 – Grandparents’ Day (First Sunday after Labor Day) 15 – Hispanic Heritage Month (Ends October 15 th) 17 – International Country Music Day 21 – World Alzheimer’s Day 21 – World Gratitude Day 24 – Yom Kippur 25 – National Daughters’ Day 28 – National Sons’ Day	1 – International Coffee Day 4 – National Cinnamon Roll Day 4 – National Taco Day 6 – National Coaches’ Day 9 – Indigenous Peoples’ Day (United States) 11 – National Coming Out Day (LGBTQIA+) 16 – National Bosses’ Day 25 – World Pasta Day 31 – Halloween
SUGGESTED FINANCIAL COMMUNICATIONS <ul style="list-style-type: none"> Life Insurance Awareness Month Term Conversion Campaigns Beneficiary Audit Reminder Letters 	SUGGESTED FINANCIAL COMMUNICATIONS <ul style="list-style-type: none"> Investor Education Month Campaigns National Estate Planning Month Campaigns Family “Financial Fire Drill” Campaigns Roth IRA / IRA / SEP Contribution Reminders

November	December
5 – Set Clocks Back (Daylight Savings Time Ends) 11 – Veterans’ Day 14 – World Diabetes Day 18 – National Adoption Day	3 – United Nation’s International Day of Persons with Disabilities 7 – Hanukkah (through December 15 th) 13 – National Hot Cocoa Day 24 – Christmas Eve 25 – Christmas 26 – Kwanzaa (Ends January 1 st) 31 – New Year’s Eve
SUGGESTED FINANCIAL COMMUNICATIONS <ul style="list-style-type: none"> • Long-Term Care (LTC) Awareness Month Campaigns • LTC Educational Letters • LTC Hybrid Solutions Campaigns 	PREPARE HOLIDAY CARDS PREPARE NEW YEAR’S CELEBRATION CARDS

Helpful Websites:

www.nationaldaycalendar.com

www.nationaltoday.com

www.lifehappens.org

Greeting Cards for Special Appreciation Days:

www.greetingcarduniverse.com

The herein calendar and ideas compiled by Advantus Marketing, LLC are meant for educational purposes only and are not intended to replace the need for legal, regulatory, tax, human resources, or operational guidance. Individuals must consult with their compliance department regarding the use of any of the suggested ideas and content. The herein Marketing Calendar is meant to serve as potential ideas only and is not a full complete list of all holidays or events, nor is it meant to be discriminating towards gender, ethnicity, religious observances, or other constituents. Advantus Marketing, LLC does not guarantee the accuracy of the dates provided, which are generally acknowledged in the U.S.