



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 Winter Term/Semester 2 Begins

Monthly Themes

New Year
Mentorship
Study habits
Mental Health Awareness
Bell Let's Talk Day

Email Content Ideas

"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

StudentAid BC, OSAP (Ontario), AFE (Quebec), etc.
Deadlines vary by province; typically spring/summer 2026 for fall entry.

January is a good time to remind students to renew or update applications.

Email: "Stay on track with your student aid – check your provincial 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	20	21 Bell Let's Talk Day	22	23	24 Data Privacy Week(24-31) International Day of Education
25	26	27	28 Data Privacy Day	29	30	31

February

Monthly Themes

- Black History Month
- Career & Technical Education (CTE)
- Financial Aid Awareness

Email Content Ideas

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

- Continue reminders for student aid renewals and updates (OSAP, StudentAid BC, AFE, etc.)
- February is an ideal time for "Financial Aid Awareness" outreach before spring deadlines.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Groundhog Day (US and CA)	3	4	5	6	7
8	9	10	11 Int'l Day of Women & Girls in Science	12	13	14 Valentine's Day
15 National Flag of Canada Day	16 Heritage Day (NS) Louis Riel Day (MB) Family Day (BC, AB, SK, ON, NB) Islander Day (PE)	17 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 Ideas

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

Encourage updates to provincial student aid portals (e.g., OSAP, StudentAidBC, AFE Québec).

March is ideal for reminding students to check renewal deadlines and upload spring term documents.

Email: "Renew your 2026–27 student aid before spring deadlines."

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

Monthly Themes

- Earth Month
- Celebrate Diversity Month
- Admissions Yield
- Sikh Heritage Month
- Autism Awareness Month

Email Content Ideas

- Share sustainability projects
- “Admitted Students Day” recap

Subject Line Ideas

- Go green this Earth Month
- “It’s Earth Month—see how our campus is going green”

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
- Canadian Jewish Heritage Month
- Asian Heritage Month

Email Content Ideas

- 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

Provincial student aid renewal and application deadlines begin (OSAP, StudentAid BC, AFE Québec, etc.).

Tax filing reminder: Encourage students who haven't filed yet (affects income-based aid).

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Vesak Beltane	2
3	4 Star Wars Day May Day	5 Teacher Appreciation Day Cinco de Mayo	6	7	8	9
10	11	12	13	14	15	16
17	18 Victoria Day (Nationwide except NB, NS, PE, NL) National Patriots Day (QC)	19	20	21 Global Accessibility Awareness Day	22	23
24						
31	25	26	27	28	29	30

Monthly Themes

LGBTQ+ Pride Month

Summer study/work

National Indigenous History Month

Italian Heritage Month

Email Content Ideas

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

- Most programs require applications ≈ 60 days before your study start date (Sept 2026).
- Encourage early submissions to avoid processing delays.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5 World Environment Day	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21 National Indigenous Peoples Day (NT, YK)	22	23	24 Discovery Day (NL) Fête Nationale (St. Jean Baptiste Day) (QC)	25	26	27 Canadian Multiculturalism Day Eid al-Adha (24-28)
28	29	30				

Monthly Themes

Back-to-school planning

Internships

Research

Disability Pride Month

Email Content Ideas

“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

Mid-summer reminder: Students should confirm fall 2026–27 provincial aid (e.g., OSAP, StudentAid BC) applications are submitted and complete.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7 <small>World Chocolate Day</small>	8	9 <small>Nunavut Day (NU)</small>	10	11
12 <small>Orangemen's Day (NL)</small>	13	14	15	16	17 <small>World Emoji Day</small>	18
19 <small>Ice Cream Day</small>	20	21	22	23	24	25
26	27	28	29	30	31	

August

Monthly Themes

- Back-to-campus
- Orientation
- Student and financial wellness

Email Content Ideas

- 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

Final student aid deadlines: For September 2026 term, most provincial aid (e.g., OSAP, StudentAid BC, AFE Québec) applications must be submitted by August to ensure on-time funding.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 Emancipation Day
2	3 Civic Holiday (AB, BC, SK, ON, NB, NU)	4	5 Regatta Day (NL)	6	7	8
9	10	11	12 Int'l Youth Day	13 Int'l Lefthanders Day	14	15 National Acadian Day
16	17	18	19	20	21	22
23	24					
30	31	25	26	27 Discovery Day (YT)	28	29

September

University/College Academic Year Begins

Canada (Fall semester)

Monthly Themes

Student clubs

Suicide Prevention Awareness

Email Content Ideas

Club fair highlights

“Find your community” campaign

Subject Line Ideas

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)	8 Int'l Literacy Day	9	10	11 Rosh Hashanah begins	12
13	14	15	16	17	18	19 Oktoberfest begins
Terry Fox Run 20 Yom Kippur	21	22 Fall Equinox	23	24	25	26
27	28	29	30 National Day for Truth and Reconciliation			

October

Monthly Themes

- Midterms
- Wellness
- Global holidays
- Cybersecurity Awareness Month

Email Content Ideas

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

Provincial aid (e.g., OSAP, StudentAid BC, AFE Québec) is typically already open.

October is a good time to remind students about updating applications or submitting supporting documents for continuing studies.

Email: *“Keep your student aid up to date – make sure your documents are in.”*

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5 World Teachers' Day	6	7	8	9	10 World Mental Health Day
11	12 Thanksgiving (Canada)	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31 Halloween

November

Monthly Themes

- International Education Week
- Alumni giving
- First-gen students
- Hindu Heritage Month

Email Content Ideas

- Gratitude campaign
- Alumni “Where Are They Now?” series

Subject Line Ideas

- We’re grateful for our community
- Celebrating First-Gen Student Success

Social Tip

- Gratitude wall photos
- Alumni thank-you video

Financial Aid Milestone

- Late fall = planning phase for next academic year (2027–28).
- Encourage students to renew or update provincial aid applications (e.g., OSAP, StudentAid BC) early in winter.
- Promote financial literacy resources and budgeting tools heading into the holidays.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Daylight Savings All Saints' Day	2	3	4	5	6	7 Inuit Day
8 First-Gen College Celebration Diwali	9	10	11 Remembrance Day	12	13 World Kindness Day	14
15	16	17 Int'l Students' Day	18	19	20	21
22	23	24	25	26 Thanksgiving (US)	27 Black Friday	28
29	30 Cyber Monday					

December

Monthly Themes

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

Email Content Ideas

- 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

- Encourage students to start planning for 2027-28 provincial aid renewals in January.

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		