



2026 Nonprofit Marketing Calendar

This handy calendar is packed with key dates and monthly themes to spark campaign and content ideas that will keep your supporters and donors engaged all year long.



Monthly Themes

- Women’s History Month
- American Red Cross Month
- National Social Work Month
- Developmental Disabilities Awareness Month
- Brain Injury Awareness Month
- National Nutrition Month
- Multiple Sclerosis Awareness Month
- Endometriosis Awareness Month
- National Reading Month

Content Ideas

- Book recommendations related to your organization
- Ideas for how to “spring” back into volunteering
- Posts encouraging complimenting others on World Compliment Day

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
World Compliment Day 1 Zero Discrimination Day	2 Purim	3 World Wildlife Day	4 Holi	5	6	7
International Women’s Day 8 Daylight Savings Day	9	10	11	12	13 Conscious Day	14 Pi Day
15	16 Neurodiversity Celebration Week (16-22)	17 National LGBTQ+ Health Awareness Week (17-21) St. Patrick’s Day	18	19	20 International Day of Happiness Spring Equinox	21 International Day for the Elimination of Racial Discrimination World Down Syndrome Day
22 World Water Day	23	24	25	26	27	28
29 Palm Sunday	30	31 International Transgender Day of Visibility				

Monthly Themes

- Mental Health Awareness Month
- Asian Heritage Month
- Arthritis Awareness Month
- Lupus Awareness Month
- Melanoma/Skin Cancer Detection and Prevention Month
- Canadian Jewish Heritage Month

Content Ideas

- Ways to take care of your mental health and support others
- Pet spotlights from staff on National Rescue Dog Day
- Photos of families your organization has impacted on International Day of Families

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Vesak Beltane	2
	3	4 World Give Day May Day	5 Cinco de Mayo	6	7	8
3						
World Fair Trade Day World Lupus Day	10 Mother's Day	11	12 International Nurses Day	13	14	15 International Day of Families 16
International Day Against Homophobia, Transphobia, and Biphobia	17 Endangered Species Day	18 Victoria Day (Nationwide except NB, NS, PE, NL) National Patriots Day (QC)	19	20 National Rescue Dog Day	21	22
24						
31 World No Tobacco Day	25	26	27	28	29	30

Monthly Themes

- Disability Pride Month
- BIPOC Mental Health Month
- National Picnic Month
- UV Safety Awareness Month
- Sarcoma Awareness Month
- Plastic Free July
- Social Wellness Month

Content Ideas

- Photos of volunteers and staff enjoying summer events
- Tips for going plastic free in July
- Reminders about sunscreen and UV safety

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Canada Day	2	3	4
5	6	7 World Chocolate Day	8	9 Nunavut Day (NU)	10	11
12 Orangemen's Day (NL)	13	14	15	16	17 World Day for International Justice	18
19	20	21	22	23	24 International Self-Care Day	25
26 Parents' Day	27	28	29	30 World Day Against Trafficking in Persons	31	

August

Monthly Themes

- Black Business Month
- National Wellness Month
- Children's Eye Health and Safety Month
- National Breastfeeding Month
- Psoriasis Awareness Month

Content Ideas

- Success stories on National Nonprofit Day
- Reminders about virtual/in-person giving opportunities
- Healthy habits for National Wellness Month

Notes

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 International Day of the World's Indigenous People	10	11	12 International Youth Day	13	14	15 National Acadian Day
16	17 National Nonprofit Day	18	19 World Humanitarian Day	20	21 International Day of Remembrance and Tribute to the Victims of Terrorism	22
23	24					
30	31 Overdose Awareness Day	25	26 National Dog Day	27 Discovery Day (YT)	28	29

September

Monthly Themes

- National Recovery Month
- National Sickle Cell Awareness Month
- National Suicide Prevention Month
- Childhood Cancer Awareness Month
- Latin American Heritage Month
- Healthy Aging Month
- Pain Awareness Month
- Library Card Sign-Up Month
- Prostate Cancer Awareness Month
- Blood Cancer Awareness Month

Content Ideas

- Back to School tips
- School supply donation opportunities
- Summer volunteering recap

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5 International Day of Charity
6	7 Labour Day	8	9	10 World Suicide Prevention Day	11 Rosh Hashanah	12
13	14	15	16	17	18	19 Oktoberfest begins
Terry Fox Run 20 Yom Kippur	21 International Day of Peace	World Alzheimer's Day 22 Fall Equinox	23	24	25	26
27	28 World Rivers Day	29 World Heart Day	National Day for Truth and Reconciliation 30			

October

Monthly Themes

- Breast Cancer Awareness Month
- Domestic Violence Awareness Month
- ADHD Awareness Month
- Bullying Prevention Month
- Health Literacy Month
- Down Syndrome Awareness Month
- Pregnancy and Infant Loss Awareness Month
- Women's History Month

Content Ideas

- Ways to upcycle or donate Halloween costumes
- Reminders about self care and mental health
- Upcoming fall events

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 National Seniors Day	2	3
4 National Day of Action for Missing and Murdered Indigenous Women and Girls	5 World Teachers' Day	6	7	8	9	10 World Mental Health Day
11 International Day of the Girl	12 Thanksgiving	13	14	15	16 World Food Day	17 International Day for the Eradication of Poverty
18	19	20	21	22	23	24
25	26	27	28	29 National Cat Day	30	31 Halloween

November

Monthly Themes

- Native American Heritage Month
- National Diabetes Month
- National Adoption Month
- National Family Caregivers Month
- Movember
- Aviation History Month
- Lung Cancer Awareness Month
- National Epilepsy Awareness Month

Content Ideas

- Holiday season giving opportunities
- Ways to celebrate World Kindness Day
- Reminders about any changes to organization hours for upcoming season

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 All Saints' Day	2	3	4	5	6	7 Inuit Day
8 Diwali	9	10	11 Remembrance Day	12	13 Transgender Awareness Week (13-19) World Kindness Day	14 National Hunger and Homelessness Awareness Week (14-22)
15 National Philanthropy Day	16	17	18	19 International Men's Day	20	21
22	23	24	25	26 Thanksgiving	27 Black Friday	28 Small Business Saturday
29	30 Cyber Monday					

