



2026 Finance Marketing Calendar

Start putting plans together with this 2026 marketing calendar which features holidays and major events. Use it to plan your online marketing campaigns.

Need more ideas and guidance? Subscribe to our Hints & Tips newsletter.



January

Monthly Themes

- New Year
- National Mentoring Month

Campaign Ideas

- New Year Financial Resolutions
- Tax Season prep

Subject Line Ideas

- New Year, New Financial Goals
- Kick off 2026 with smart money goals
- Get Your Finances in Shape for the New Year
- Get ahead of taxes this January
- 5 things to gather before filing
- Plan early, save more this tax season
- Financial wellness starts here

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 New Year's Day	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28 Bank of Canada Interest Rate Announcement	29 Data Privacy Day	30	31

February

Monthly Themes

- Black History Month
- National Cancer Prevention Month
- National Women Inventors Month

Campaign Ideas

Love Your Finances

Subject Line Ideas

- Show your finances some love this Valentine's Day
- Financial planning for life's unexpected moments
- Smart money moves for you and your partner
- 5 things to do before filing your taxes
- It's officially tax season: Are you ready?
- How to maximize your deductions this year

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Groundhog Day	3	4	5	6	7
8	9	10	11	12	13	14 Valentine's Day
15 Singles Awareness Day	16 Louis Riel Day (MB) Islander Day (PE) Family Day (BC, AB, SK, ON, NB) Heritage Day (NS)	17 Lunar New Year Mardi Gras Ramadan Begins	18 Ash Wednesday	19	20	21
22	23	24	25	26	27	28 Deadline for T4, T5, and other tax slip distribution

Monthly Themes

Women's History Month

Employee Spirit Month

Campaign Ideas

Spring Cleaning Your Finances

Financial Planning for Major Life Events

Subject Line Ideas

Everything you need to know about credit

Your guide to smarter credit decisions

Life milestones need smart money moves

Secure your future with proper planning

Spring clean your finances in [X] steps

Fresh start: Organize your money this month

Adjust, review, and grow your investments

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 World Compliment Day	2 Deadline for 2025 RRSP contributions Purim (2-3)	3	4 Holi	5	6	7
8 International Women's Day Daylight Savings Day	9	10	11	12	13	14 Pi Day
15	16	17 St. Patrick's Day	18 Bank of Canada Interest Rate Announcement	19 Client's Day	20 Spring Equinox	21
22	23	24	25	26	27	28
29 Palm Sunday	30	31				

Monthly Themes

- Autism Awareness Month
- Celebrate Diversity Month
- Earth Month

Campaign Ideas

Budgeting and creating an emergency fund

Subject Line Ideas

- Boost your financial knowledge this April
- Financial literacy made simple
- Last minute tax tips before the deadline
- Don't Miss the Tax Filing Deadline!
- Financial Literacy Tips
- Build your emergency fund this spring
- Spring into better money habits

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 April Fool's Day	2 World Autism Awareness Day	3 Good Friday (Nationwide except QC)	4
5 Easter	6 Easter Monday (QC)	7	8	9	10	11
12 National Library Week National Volunteer Week	13	14	15	16	17	18
19	20 "420" Day — Celebrating cannabis business and culture	21	22 Earth Day	23 St. George's Day (NL)	24	25
26	27	28	29 Bank of Canada Interest Rate Announcement	30 Personal income tax filing and payment deadline		

Monthly Themes

- Asian Heritage Month
- Canadian Jewish Heritage Month
- Mental Health Awareness Month
- National Small Business Month (Global)

Campaign Ideas

- Summer Vacation Planning
- College Savings Planning

Subject Line Ideas

- Peace of mind starts with your finances
- Is financial stress stealing your energy? We can help.
- Financial resources to help your small business grow
- Smart financial moves for moms and families

Notes

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

Monthly Themes

- LGBTQ+ Pride Month
- Great Outdoors Month
- National Safety Month
- Children's Awareness Month
- National Indigenous History Month
- Italian Heritage Month

Campaign Ideas

- Summer Financial Planning
- Father's Day Financial Gifts
- Financial Freedom and Goal setting
- Home improvement and seasonal spending
- Wedding/life event planning

Subject Line Ideas

- Financial lessons Dad would be proud of
- This Father's Day, give the gift of financial security
- 5 quick steps to protect your finances
- Give kids the gift of money smarts
- Money skills every child should learn

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5 World Environment Day	6 National Trails Day
7	8 Best Friends Day	9	10 Bank of Canada Interest Rate Announcement	11	12	13
14	15 Tax return deadline for self-employed individuals and spouses	16	17	18	19	20
21 National Indigenous Peoples Day (NT, YK) Summer Solstice Father's Day	22	23	24 Discovery Day (NL) Fête Nationale (St. Jean Baptiste Day) (QC)	25	26	27 Canadian Multiculturalism Day
28	29	30 World Social Media Day				

August

Monthly Themes

Black Business Month

American Artists
Appreciation Month

National Wellness Month

Campaign Ideas

Investment Insights/
Market Outlook

Financial Literacy and Education

Emergency Fund Awareness

Subject Line Ideas

Don't wait: Secure your
emergency savings

[X] Steps to a stronger
emergency fund

Simple steps to keep your
investments on track

Your mid-year market snapshot

Quick financial tips for busy people

Financial wisdom you can
use today

Notes

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

September

Monthly Themes

Latin American Heritage Month

Campaign Ideas

Back-to-School, Back-to-Budget

Financial Education for Kids

Retirement Planning Awareness

Market and Portfolio Check-in

Financial Wellness Reset

Subject Line Ideas

Fresh school year, fresh financial start

Fall into better money habits

Reset your budget this September

Is your retirement plan on track?

Simple steps towards retirement confidence

Don't miss these retirement tips

Plan today for tomorrow's tuition

September financial wellness tips

Notes

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

October

Monthly Themes

Start planning for the holidays
(early push)

Emotional Wellness Month

Fair Trade Month

National Retirement Security Month

Campaign Ideas

University Savings and Student Aid
Awareness

Cybersecurity Awareness

Open enrollment and
benefits season

Subject Line Ideas

Plan in October, save in December

Get a jump on year-end
financial moves

Smart money moves to make
this month

Make the most of your benefits
this year

University savings tips for October

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	6	7	8	9	10
11	12 Thanksgiving	13	14	15 Bank of Canada Interest Rate Announcement	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31 Halloween

November

Monthly Themes

Start planning for the new year

Height of holiday preparations and shopping

Financial Literacy Month

Hindu Heritage Month

Campaign Ideas

Year-End Financial Planning

Giving Back

Holiday Budgeting

Gratitude and client appreciation

Subject Line Ideas

We're thankful for you this holiday season

Celebrating your financial wins this year

Simple steps to close the year with confidence

Wrap up 2026 with a stronger financial plan

Make an impact before the year ends

A gift that keeps on giving (and saves on taxes)

Holiday budgeting tips

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Daylight Savings All Saints' Day	2	3	4	5	6	7 Inuit Day
8 Diwali	9	10	11 Remembrance Day	12	13 World Kindness Day	14
15	16	17	18	19	20	21
22	23 Espresso Day	24	25	26	27 Black Friday	28
29	30 Cyber Monday					

December

Monthly Themes

Height of the holiday season

End-of-year fundraising

Campaign Ideas

Year-End Tax and Investment Planning

New Year's Financial Resolutions

Charitable Giving and Impact Investing

Subject Line Ideas

Before the year ends: Tax moves you don't want to miss

New Year, Fresh Start: Set your 2027 money goals

Your financial reset starts now

Plan now, save later: Smart tax tips

Make 2027 the year your money works harder

New Year, New Financial Goals

Start the year strong with these easy money moves

End the year by making a difference

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Giving Tuesday	2	3	4 Hanukkah Begins	5
6	7	8	9 Bank of Canada Interest Rate Announcement	10	11	12
13	14 World Energy Conservation Day	15	16	17	18	19
20	21 Winter Solstice	22	23	24 Christmas Eve	25 Christmas	26 Boxing Day
27	28	29	30	31 New Year's Eve		