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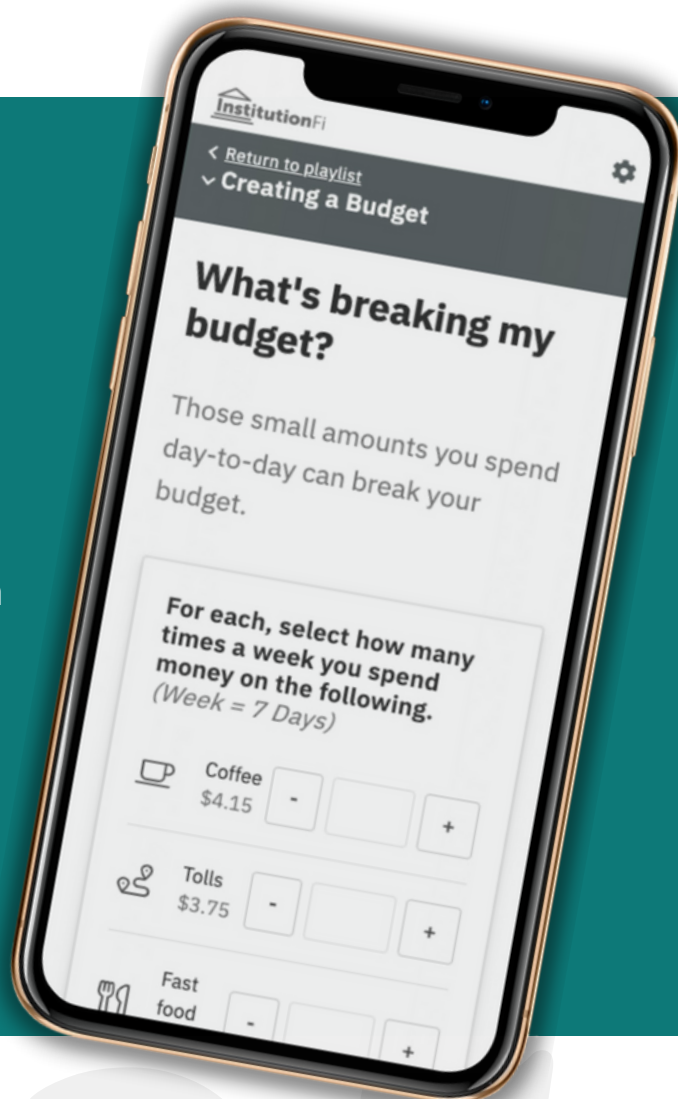
from Blackbaud

Seasonal Marketing Calendar 2025

Use this Seasonal Marketing Calendar as a guide to build out your own marketing campaigns throughout the year.

We've highlighted the key financial cause dates each month, as well as themes relevant across each quarter. All are great opportunities to reach your audiences with timely and relevant messaging.

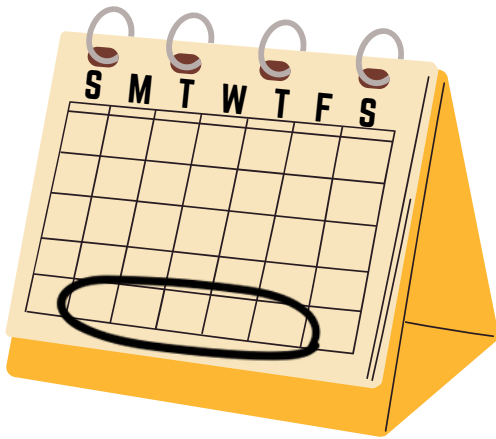
Next to each month, we've also included suggestions of topics in your financial education center that are most relevant to promote.



2025

Q1: January - March

JANUARY



Financial Wellness Month
 January 24: International Day of Education
 January 27-31: Tax Identity Theft Awareness Week

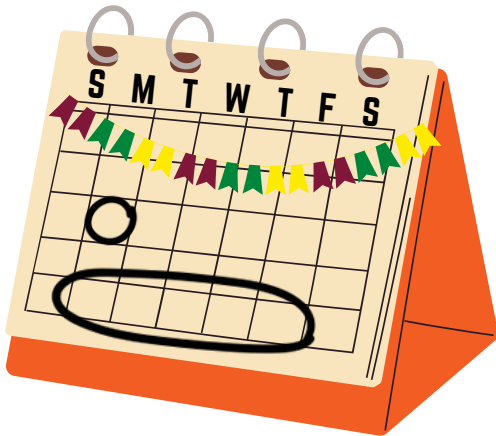
Financial Wellness Month

Kick off the new year with a fresh financial plan! Financial Wellness Month is the perfect opportunity to set clear budgeting and saving goals that pave the way for a brighter financial future.

Other Topics

- Healthy Financial Habits
- Mindful Living
- Family Conversations About Money
- Identity Protection

FEBRUARY



Financial Aid Awareness Month
 February 2-8: Pay Your Bills Week
 February 12: Lost Penny Day

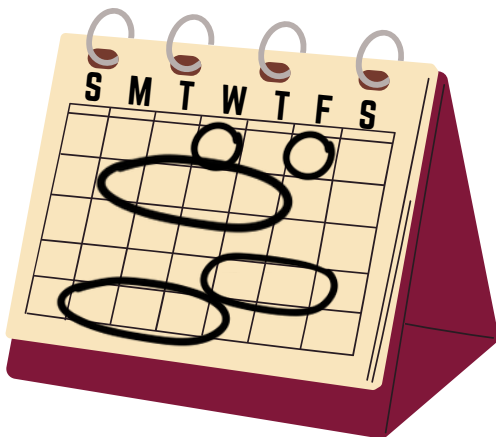
Budgeting and Saving

Focus on building better saving and budgeting habits this month. By creating a budget, your customers can take control of their finances and set the stage for long-term success.

Other Topics

- Creating a Budget
- Debt Management
- Teaching Kids to Budget
- Budgeting for Families
- Building Emergency Savings
- Paying Your Student Loans

MARCH



Credit Education Month
 March 3: Simplify Your Life Day
 March 2-8: National Consumer Protection Week
 March 7: National Employee Appreciation Week
 March 17-23: Global Money Week
 March 21: Credit Card Reduction Day

Credit Cards and Tax Preparation

March is National Credit Education Month! Take advantage of this opportunity to learn more about credit cards and understand interest rates. Navigate tax season confidently with our tools!

Other Topics

- Taxes: The Basics
- Taxes: Lowering Your Tax Bill
- Credit Scores and Reports
- Credit Cards

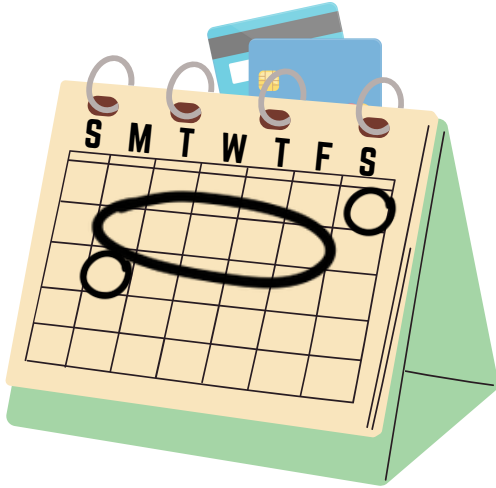
Q1 HIGHLIGHT:

FINANCIAL RESOLUTIONS

Kick off the new year by setting achievable financial goals! Share practical tips for budgeting, saving, and reducing debt to help inspire clear and actionable resolutions.

Q2: April - June

APRIL



National Financial Capability Month
April 6: National Employee Benefits Day
April 7-11: America Saves Week
April 15: Tax Day

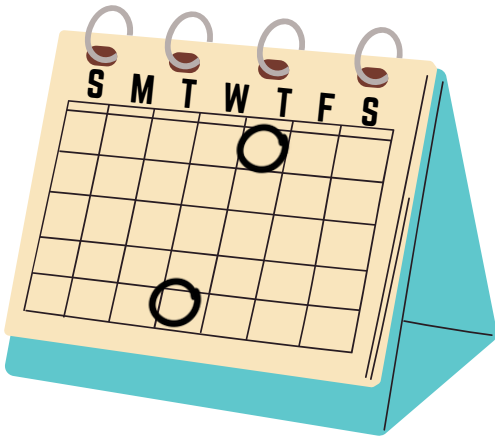
Financial Capability Month

Financial Capability Month is an opportunity to revisit savings strategies, set financial goals, eliminate unnecessary expenses, and prepare for the future.

Other Topics

- Building Emergency Savings
- FIRE Lifestyle
- Financial Decisions for your Career Path
- Savings Accounts
- Healthy Financial Habits

MAY



May 2: National Life Insurance Day
May 29: 529 Day

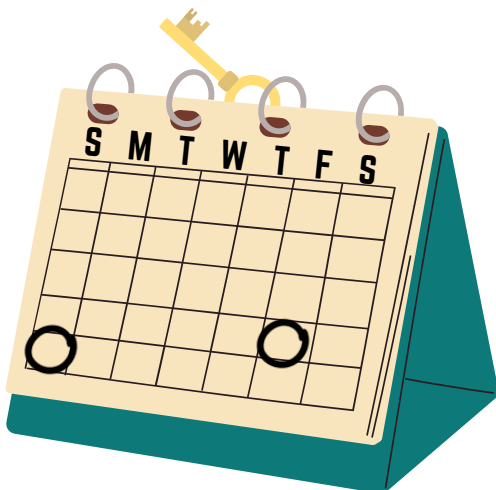
Invest in a Child's Future

Focus on securing a bright future by investing in a child's education! This month highlights the importance of planning and saving for future college or higher education expenses.

Other Topics

- 529 Plans
- Paying for College
- Sustainable Investing
- Getting Started with Investing
- Generational Wealth Strategies
- Shopping for Insurance

JUNE



National Homeownership Month
June 28: National Insurance Awareness Day
June 30: FAFSA Deadline

Buying a Home

Homeownership is within reach! Learn the ins and outs of buying a home with our educational resources.

Other Topics

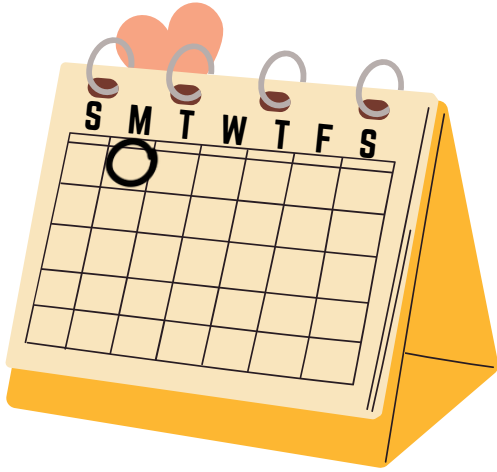
- Owning a Home
- Shopping for Insurance
- Paying for College

Q2 HIGHLIGHT: SPRING CLEANING

This Spring, encourage a financial refresh!
Take time to review budgets, organize accounts, and eliminate unnecessary expenses.

Q3: July - September

JULY



National Make a Difference to Children Month
July 1: National Financial Freedom Day

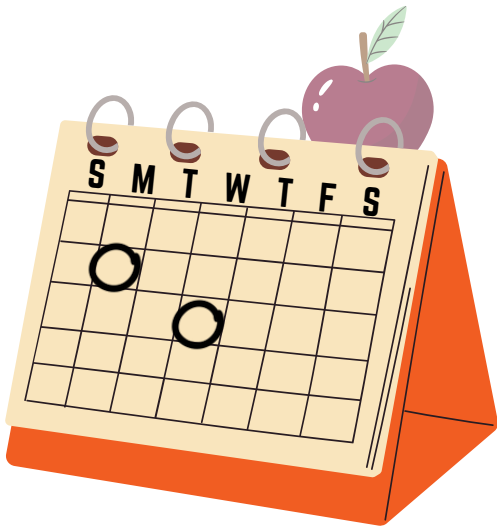
Creating Generational Wealth

Empower families to secure their financial future by encouraging meaningful conversations about money and teaching children the basics of budgeting.

Other Topics

- Generational Wealth Strategies
- Family Conversations About Money
- Teaching Kids to Budget
- Getting Started with Investing
- Healthy Financial Habits

AUGUST



August 4: Commerce Day
August 14: National Financial Awareness Day

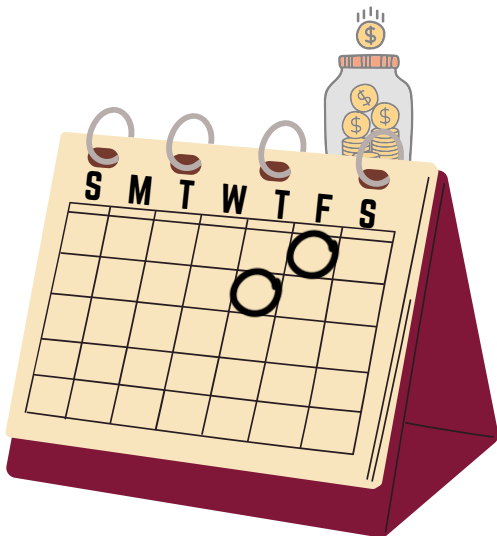
Building Financial Awareness

Help customers deepen their knowledge of key financial topics like car loans, building credit, and navigating online banking. Equip them with the tools they need to make informed financial decisions and manage their financial journey!

Other Topics

- Build Better Credit
- Mobile and Online Banking
- Car Loans

SEPTEMBER



College Savings Month
September 5: National 401K Day
September 12: National Report Medicare Fraud Day

College Savings

It's College Savings Month! Guide consumers through the process of saving for college with practical tips, effective strategies, and insights into paying for college.

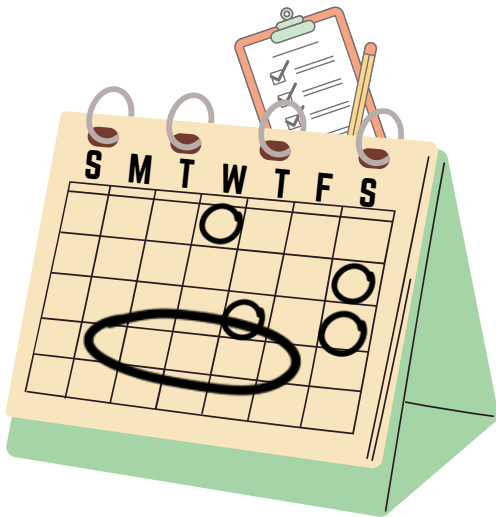
Other Topics

- Paying for College
- Understanding Your Student Loan
- 529 Plans

Q3 HIGHLIGHT:
SUMMER SPENDING
Make the most of summer without breaking the bank! Budget wisely for seasonal activities, vacations, and back-to-school expenses.

Q4: October - December

OCTOBER



National Financial Planning Month
 October 12: National Savings Day
 October 16: Get Smart About Credit Day
 October 16: International Credit Union Day
 October 19-25: National Save to Retirement Week

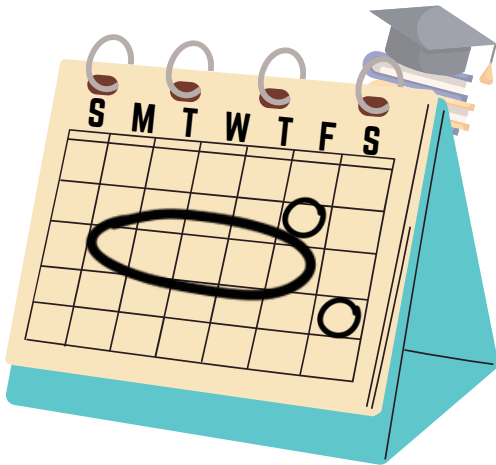
National Financial Planning Month

October is National Financial Planning Month! It's the perfect time to take control of finances and plan for the future. Use this month to create a comprehensive financial plan.

Other Topics

- Estate Planning
- Financial Emergency Plans
- Savings Accounts
- Building Emergency Savings
- Preventing Bankruptcy

NOVEMBER



November 8: Talk Money Day
 November 29: Small Business Saturday

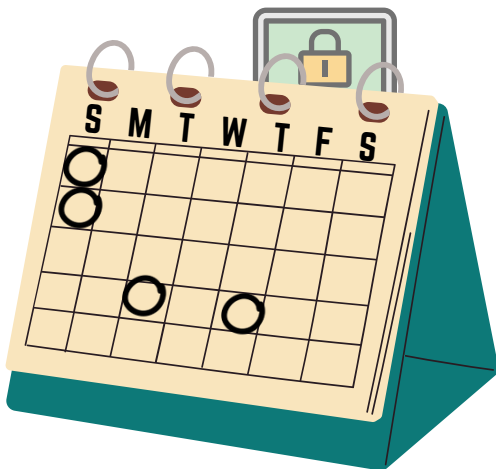
Planning for Retirement

It's never too late (or too early!) to start preparing for the future and maximizing retirement savings. Now is the perfect time to take actionable steps toward securing a strong financial future.

Other Topics

- 401(k) Plans
- Annuities
- Individual Retirement Accounts
- Planning for Retirement
- Small Business Essentials
- When to Collect Social Security
- Growing Your Small Business

DECEMBER



December 1: National Write a Business Plan Month
 December 8: National Health Savings Account Day

End of the Year Reflection

Take this month to reflect on financial progress over the past year, identify areas for improvement, and set goals for the year ahead!

Other Topics

- Credit Cards
- Debt Management
- Creating a Budget
- Taxes
- Health Savings Accounts

Q4 HIGHLIGHT:
HOLIDAY SPENDING
 Managing finances during the holiday season can be difficult. Help consumers stay on top of it all with financial education tips to bolster their spending plan without breaking the budget.