

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	1 National Hair Day Recommend products to help subscribers achieve a great hair day. Personalize recommendations based on products they've browsed before.	2
3	4 National Taco Day Celebrate this tasty holiday by sharing a BOGO offer for tacos that subscribers can redeem with their delivery order or in-store.	5	6	7	8	9
10 World Mental Health Day Send a conversational campaign asking how they relax, and recommend self-care products.	11 Indigenous Peoples' Day Highlight those who are making a difference, and let subscribers know you'll donate a portion of every sale to organizations doing work aligned with your brand's values.	12	13	14 National Dessert Day Help subscribers indulge their sweet tooth by offering a free dessert to enjoy with their next online or in-store order.	15	16 Sweetest Day Send subscribers an inspirational gift guide so they can share something sweet with their loved ones.
17	18	19	20	21	22	23
24	25 National Art Day Text subscribers a GIF highlighting pieces that speak to a range of tastes. Consider offering subscribers a dollar or percentage to encourage them to add to their collection.	26	27	28 National First Responders Day Celebrate frontline workers and encourage subscribers to shop by donating a percentage of every purchase to a charity that supports them.	29	30
31 Halloween Share a special "treat" with your subscribers via text messaging by offering a percentage or dollar amount off to help them celebrate.	1	2	3	4	5	6

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31	1	2	3 National Sandwich Day Offer subscribers a free side with their next order of a sandwich online or in-store.	4	5	6
7 Daylight Savings As the clocks fall back, invite your subscribers to shop a playful "25-hour flash sale." Highlight seasonal clearance items and encourage them to shop before they're gone.	8	9	10	11 Veterans Day Honor those who serve by letting subscribers know you'll donate a portion of all sales to organizations supporting veterans.	12 National Happy Hour Day Share a recipe for a good time, recommending products subscribers can enjoy during their next happy hour—from glassware to cocktail attire.	13
14	15	16	17 National Hiking Day Share an SMS-exclusive offer for your outdoorsy subscribers to use on anything from hiking apparel to sunscreen.	18	19	20
21	22	23	24	25 Thanksgiving Thank subscribers with an exclusive offer for free shipping, or a dollar-off offer they can redeem in-store.	26 Black Friday Build excitement ahead of your Black Friday sale by giving subscribers early access to your Black Friday deals. Include a secret code they can redeem at checkout.	27 Small Business Saturday If you're a small business—or if your brand carries products from small businesses—highlight popular items in a virtual gift guide. Include a link to a landing page so subscribers can easily shop the featured items.
28	29 Cyber Monday Text subscribers announcing a 24-hour flash sale, and include a GIF highlighting best-selling products they can shop. Send a "final hours" reminder to subscribers who have clicked but not purchased to drive last-minute revenue.	30 Giving Tuesday Share the organizations and causes your brand supports. Let subscribers know how they can give back—whether it's purchasing items from a collaboration or donating directly to a partner organization.	1	2	3	4

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29	30	31	1 World AIDS Day Share a list of organizations your brand supports and encourage subscribers to volunteer or join you in making donations.	2	3 International Day of Persons With Disabilities Tell the stories of the individuals and organizations who are making a difference in the world. Share how your brand is getting involved, and include a link for subscribers to learn more.	4
5	6	7 National Letter Writing Day Offer subscribers a dollar-or percentage-off amount on their next order of cards or stationery. If your brand offers personalization options, let subscribers know how they can put their own touch on their items.	8	9	10	11
12	13 Green Monday Inspire last-minute shoppers with a digital gift guide highlighting your best-selling items.	14 National Free Shipping Day Remind subscribers of upcoming shipping deadlines, and offer them free shipping for 24 hours so they can get their last-minute gifts in time for the holidays.	15 National Cupcake Day Treat subscribers with free shipping or delivery on their next order.	16	17 National Ugly Sweater Day Recommend your most popular accessories subscribers can use to uplevel their ugly sweaters, from earrings to seasonal scarves.	18 Super Saturday Help last-minute shoppers ensure their gifts will arrive on time by suggesting e-gift cards.
19	20	21 Winter Solstice Highlight buy online, pick up in store (BOPIS), curbside pick-up, expedited shipping, or e-gift card options. Further incentivize shoppers with a winter solstice promotion, offering a small gift card with every purchase.	22	23	24	25
26 Boxing Day Invite your subscribers to "unwrap" a mystery offer by clicking on the link to reveal the deal.	27	28	29	30	31 New Year's Eve Treat subscribers like VIPs with an SMS-exclusive New Year promotion. Include a holiday-themed GIF to immediately catch their attention.	1