

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	1 New Year's Day Curate a seasonal lookbook for your SMS subscribers, and inspire them to step confidently into the New Year.
2	3 Festival of Sleep Day Share a helpful sleeping tip and your most relaxing products to help subscribers recharge from the holidays and start the year refreshed.	4	5	6	7	8
9	10	11	12 National Take the Stairs Day Drive traffic to your stores with BOPIS deals, encouraging your subscribers to step up and get active.	13	14 Dress up Your Pet Day Give your subscribers another reason to embrace their furry friends' fashion by offering 10% off pet clothing and accessories.	15 Sweetest Day Send subscribers an inspirational gift guide so they can share something sweet with their loved ones.
16 National Nothing Day Sit back and allow your Journeys—like browse and cart abandonment—to drive incremental revenue for you.	17	18	19 National Popcorn Day Get your subscribers to pop over to your website with a 15% discount on salty snacks—and a movie recommendation.	20	21	22
23	24 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.	25 Opposite Day Embrace this childhood holiday by sending non-promotional tips for family-fun activities and DIY projects.	26 Spouse's Day Help your SMS subscribers show appreciation for their other half while treating themselves with a BOGO offer on small gifts and products.	27	28	29 National Puzzle Day Share a puzzling riddle using Attentive's Two-Way Journeys™, and automatically reward those who respond correctly with an exclusive offer.
30	31	1	2	3	4	5

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30	31	1 Lunar New Year Share a lucky dollar-off discount code and wish your subscribers roaring success for the Year of the Tiger.	2 Groundhog Day On this day full of anticipation, try using an A/B test, where one segment receives an "Early Spring" prize and the other gets a "Late Winter" discount.	3	4 Start of the Winter Olympics Kick off the events with a gold medal discount, encouraging subscribers to shop your mobile website during commercial breaks.	5
6	7	8	9 National Pizza Day Use Attentive's Two-Way Journeys™ to give personalized product recommendations based on the subscriber's favorite pizza toppings.	10	11 Make a Friend Day Promote your loyalty programs and customer communities so engaged subscribers can build a stronger relationship with your brand and likeminded customers.	12
13 Super Bowl Tackle game day engagement by having your subscribers reply with which team they're rooting for. Then, reward them with either a winning offer or a consolation discount after the game.	14 Valentines Day Win over the hearts (and wallets) of your last-minute shoppers with free 2-day shipping and "gifts of experience" recommendations.	15	16	17 Random Acts of Kindness Day Launch a "buy one, give one" deal to support a cause that's important to your brand.	18	19
20	21 President's Day Send a patriotic-themed text message, and share a three-day discount to encourage subscribers to take advantage of the sale over their long weekend.	22	23	24	25	26 Tell a Fairy Tale Day Tell your brand's story in the form of a classic fairy tale to amuse your SMS audience while growing brand awareness.
27	28	1	2	3	4	5

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27	28	1	2	3	4	5
		National Nutrition Month: If you're a health-related brand, educate subscribers on nutrition tips and healthy habits by sharing a helpful blog post or video.				
6	7	8 International Women's Day Give your subscribers a behind-the-scenes look into your brand by spotlighting the strong women behind it and their stories.	9	10	11	12 Plant a Flower Day Create a bundle offer of your spring bestsellers as a "bouquet" for your SMS subscribers.
13 Start of Daylight Savings Use geo-targeting based on time zones to encourage SMS subscribers to "spring forward" and use their extra daylight to shop in-store.	14	15	16	17 St. Patricks Day Using Attentive's Two-Way Journeys™, have subscribers reply with their "luckiest" keyword ("HORSESHOE," "CLOVER," etc.) to receive a surprise offer.	18	19
20 First Day of Spring Motivate your subscribers to start their spring cleaning with tips and product recommendations to create a soothing space.	21 National Poetry Day Embrace your inner poet in your messaging to switch-up your usual engagement and grab subscribers' attention.	22	23	24	25	26
Bonus tip: if you accept recycled clothing, let subscribers know about your eco-friendly mission, and how to send in their unwanted clothes.						
27 Academy Awards Nominate your products for custom awards—like a Best Actor award with a complimentary item as Best Supporting Actor—to drive product discovery.	28	29	30	31	1	2

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27	28	29	30	31	1 April Fool's Day Forgo the pranks of this holiday, and celebrate the day by sending a playful GIF promoting a 24-hour flash sale.	2 National Peanut Butter & Jelly Day Bundle products that fit just as well as this classic pairing. Try using nostalgic imagery!
3	4	5	6	7 World Health Day Celebrate healthcare heroes and encourage subscribers to shop by letting them know you'll donate a percentage of every purchase to a charity.	8	9
10 National Siblings Day Send subscribers curated gift guides to help them find the perfect gifts for their loved ones.	11 National Pet Day Share top reviews from animal lovers to help your subscribers find the perfect item to spoil their pets.	12	13	14 National Gardening Day Embrace this holiday by sharing an SMS-exclusive offer for your green-thumbed subscribers, from hand cream to sun hats.	15	16
17 Easter Offer your SMS audience the convenience of free gift wrapping to stand out from other spring holiday sales and encourage subscribers to convert.	18 Tax Day Send subscribers a reminder to submit their taxes—and to celebrate with an exclusive 15% off promotion to mark the dates.	19	20	21	22 Earth Day Encourage your subscribers to shop green and spend time in nature by sharing deals on sustainable items and outdoor equipment.	23
24	25	26	27	28	29 Arbor Day Help subscribers get involved and drive sales by donating a percentage of their purchase to a conservation charity.	30

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1	2	3 Teacher's Day Share a curated gift guide to help subscribers say "thank you" to the teachers in their life.	4	5	6	7
Mental Health Awareness Month: Help your subscribers take some time to focus on themselves, with self care tips and product recommendations.						
8 Mother's Day Send subscribers a helpful shipping deadline reminder to ensure their purchases arrive before the holiday. If your subscribers are last-minute shoppers, let them know about BOPIS or gift card options.	9	10	11	12	13 National Apple Pie Day Share something sweet by offering subscribers a free dessert with any purchase.	14
15	16	17	18	19	20 National Rescue Dog Day Give subscribers another reason to spoil their pups by sending a BOGO deal on pet toys.	21
22	23	24 National Scavenger Hunt Day Celebrate the day by letting subscribers know they can find a hidden offer—like free shipping—on your site for one day only.	25 Geek Pride Day Geek out with your SMS subscribers! Use conversational messaging to find what they're passionate about, and recommend gadgets they may enjoy.	26	27 National Sunscreen Day Send suncare tips to help subscribers soak up the sun safely. Include an exclusive offer so they can stock up on sun-blocking items, from sun hats to sunscreen.	28
29	30 National Creativity Day Tap into your subscribers' creativity and share user-generated content highlighting your most popular items.	31 Memorial Day Mark the unofficial start of summer by giving subscribers 24 hours to shop the weekend-long sale before anyone else. Include a holiday-themed GIF to catch subscribers' attention.	1	2	3	4

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29	30	31	1 Global Running Day Share a curated collection of items to help runners hit the road—including gear, fitness equipment, and products for post-run recoveries.	2	3	4 National Cheese Day Embrace this playful holiday by offering subscribers 20% off cheesy snacks.
5	6	7	8 National Best Friends Day Send SMS subscribers a BOGO offer to pick something special to treat their bestie—and themselves.	9	10	11
12 National Children's Day Offer subscribers 10% off so they can stock up on summer essentials for kids, including apparel, beach toys, and outdoor play equipment.	13	14	15	16	17	18
19 Juneteenth Share a list of organizations your brand supports to encourage subscribers to engage in anti-racism work through volunteering and donations. Father's Day Help subscribers celebrate the father figures in their life by sharing a gift guide with recommendations for every type of dad.	20	21 Summer Solstice Celebrate the official start of summer by sending a summer-themed GIF promoting a 24-hour flash sale.	22	23	24	25
26	27 National Sunglasses Day Send subscribers a text highlighting your best-selling shades, and include a GIF previewing each pair.	28	29	30 National Social Media Day Invite subscribers to tag your brand on Instagram in their photos with your products for a chance to win an e-gift card and be featured on your grid.	1	2
Bonus tip: if you offer virtual try-on, let subscribers know how easy it is to see how the frames look.						

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26	27	28	29	30	1 International Joke Day Lighten up your SMS channel with a punny message or meme related to your products to delight subscribers and drive revenue.	2
3	4 Independence Day Celebrate with a seasonal GIF highlighting a 24-hour flash sale. So between the cookouts and fireworks, subscribers can shop and save!	5 National Bikini Day Help subscribers find their perfect fit by sharing product reviews for your top-selling swimwear and accessories.	6	7	8	9
10	11	12	13 National French Fry Day Offer subscribers free fries with every online and in-store order above a given dollar amount.	14	15 National Clean Beauty Day Give subscribers a sneak peek into the benefits of your most popular clean beauty products, or educate them on the importance of clean beauty.	16
17 World Emoji Day Diversify your campaign messages by telling your brand's story using only emojis—following up with a quick “translation” to grow brand awareness.	18	19	20	21	22	23
24 Parents’ Day Help subscribers celebrate their parental figures by sending a gift guide with recommendations for every interest.	25	26	27	28	29 National Lipstick Day Day Embrace this holiday by sharing an SMS-exclusive offer for makeup lovers to find their new favorite shade.	30

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31	1 Sisters Day Help subscribers celebrate their loved ones by highlighting your best-selling gift sets (so they can take part in the fun, too).	2	3	4 National Chocolate Chip Cookie Day Sweeten your subscribers' day by offering them a free dessert with any purchase.	5	6
	National Family Fun Month: Throughout the month, recommend activities that are fun for the whole family and centered around your products.					
7	8 International Cat Day Help subscribers give their feline friends the VIP treatment by sending a BOGO deal on pet toys and treats.	9	10	11	12 International Youth Day Highlight the young voices making a difference in the world, and let subscribers know you'll donate a portion of every sale to the organizations these leaders support.	13
14	15 National Relaxation Day Offer subscribers 15% off items that will help them achieve zen, including face masks, loungewear, and home linens.	16	17 National Non-Profit Day Share the organizations your brand supports, and help subscribers give back by donating a portion of your sales on this day.	18	19	20
21	22	23	24	25	26 Women's Equality Day Women earn 84% of what men are paid in the United States, on average. Share what your brand is doing behind the scenes to promote women's equality—from highlighting women leaders to your company's mentorship programs.	27
28	29	30 National Beach Day Offer subscribers 10% off to stock up on beach essentials before the end of the summer, like swimwear, sunscreen, and sunglasses. Remind shoppers of their shipping options so they can get their items in time for Labor Day.	31	1	2	3

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28	29	30	31	1	2	3
4 National Wildlife Day Educate subscribers about the measures your brand is taking to be more eco-friendly—from the impact of your sustainable products to giving back to conservation organizations.	5 Labor Day Give subscribers early access to your Labor Day sale so they can shop their favorite items before anyone else. Include a GIF highlighting the limited-time nature of the sale.	6 Read a Book Day If your brand doesn't sell books, share recommendations to help subscribers achieve their optimum reading environment—from comfy pillows to bubble bath supplies.	7	8	9	10
		Bonus tip: if you're an apparel brand, recommend products inspired by your subscriber's favorite literary characters (think: Daphne Bridgerton).				
11 National Make Your Bed Day Send a GIF featuring inspirational bedroom spaces and offer subscribers 10% off bedding. As an added bonus, invite subscribers to tag your brand in their Instagram pics once they've received their items. Grandparents' Day Let subscribers know about your personalization and gift-wrapping options so they can surprise loved ones with gifts.	12	13 Fortune Cookie Day Ask your subscribers about their favorite of your products and automatically share a relevant fortune using Attentive's Two-Way Journeys™.	14	15	16	17
18	19	20	21 International Day of Peace Share the values and causes that matter to your brand, including how subscribers can get involved. Gratitude Day Consider offering subscribers 10% off as a "thank you" for being a part of your brand's SMS program.	22 First Day of Fall Help subscribers get ready for chillier weather by highlighting new seasonal items like sweaters, boots, earth-toned cosmetics, and fall decor.	23	24
25 National Cooking Day Send subscribers a recipe to try out, and link to the items they'll need to enjoy their meal—from groceries to cookware and table settings.	26	27	28	29	30	1

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25	26	27	28	29	30	1 National Coffee Day Offer subscribers a “perk,” like free shipping or a gift with purchase.
3	3	4 National Taco Day Celebrate this tasty holiday by sharing a BOGO offer for tacos that subscribers can redeem in-store or with their delivery order.	5	6	7	8
9	10 Indigenous Peoples’ Day Highlight Indigenous communities that are making a difference, and let subscribers know you’ll donate a portion of every sale to organizations supporting and celebrating their work.	11	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. If you’re not a food brand, try “treating” subscribers to sweet steals like a free gift with purchase.	15
16 Sweetest Day Send subscribers an inspirational gift guide so they can share something sweet with loved ones.	17	18	19	20	21	22
23	24	25 National Art Day Text subscribers a GIF highlighting art pieces that speak to a range of tastes. Consider offering subscribers a dollar or percentage off 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

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	1	2	3 National Sandwich Day Sweeten your subscribers' day by offering them a free dessert with any purchase.	4	5
6 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.	7	8	9	10	11 Singles Day Remind subscribers to embrace the single life and treat themselves with self-care product recommendations and a fun, empowering GIF.	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.
Bonus tip: Since 11/11 is also a lucky date, have subscribers try their luck with a spin-to-win wheel of different perks and discounts.						
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 Thanksgiving Thank subscribers with an exclusive offer for free shipping, or a dollar-off discount they can redeem in-store.	25 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.	26 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.
27	28 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.	29 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.	30	1	2	3

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27	28	29	30	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 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 Green Monday Inspire last-minute shoppers with a digital gift guide highlighting your best-selling items.	13	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 to free shipping or delivery on their next order.	16 National Ugly Sweater Day Recommend your most popular accessories subscribers can use to uplevel their ugly sweaters, from earrings to seasonal scarves.	17 Super Saturday Help last-minute shoppers complete their lists by suggesting e-gift cards.
18	19	20	21 Winter Solstice Highlight Buy online, pick up in-store (BOPIS), curbside pick-up, expedited shipping, or e-gift card options. Or 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.