2026 Marketing Calendar

Key Events for Specific Audiences in the US

Drive Year-Round Revenue with Targeted Campaigns

SheerID

Year-Round Campaigns for Greater Loyalty

In this 2026 calendar, we help you identify prime opportunites to engage your key audiences in the US:

- **Students**
- **Educators**
- **Military**
- **Healthcare Workers/First Responders**
- **Seniors**
- **Young Adults**

Understanding the moments that matter most to your audience can help you move beyond generic promotions, and show that you truly know and value them.

Use this guide to craft highly personalized offers and messages that resonate deeply, foster loyalty, and drive conversions all year round.

ALL AUDIENCES

New Year's Day
January 1, 2026

Martin Luther King Jr. Day
January 19, 2026

Groundhog Day
February 2, 2026

Valentine's Day
February 14, 2026

St. Patrick's Day
March 17, 2026

Easter
April 5, 2026

Earth Day
April 22, 2026

Mother's Day
May 10, 2026

Memorial Day
May 25, 2026

Juneteenth
June 19, 2026

Father's Day
June 21, 2026

Start of Summer
July 2026

Independence Day
July 4, 2026
(observed July 3)

Labor Day
September 7, 2026

Start of Fall
September 2026

Columbus Day/ Indigenous Peoples' Day
October 12, 2026 (observed)

Halloween
October 31, 2026

Veterans Day
November 11, 2026

Thanksgiving
November 26, 2026

Black Friday
November 27, 2026

Cyber Monday
November 30, 2026

Holiday Shopping Season
December 2026

Hanukkah
December 4-12, 2026

Christmas
December 25, 2026

Kwanzaa
December 26, 2026-
January 1, 2027

New Year's Eve
December 31, 2026

SENIORS

National Senior Independence Month
February 2026

Tax Day
April 15, 2026

Older Americans Month
May 2026

Older Americans Month
May 2026

Holiday Gifting
November-December 2026

YOUNG ADULT

Spring Break
March-April 2026

Summer Kickoff
June 2026

Pride Month
June 2026

End of Summer/Back-to-City
August 2026

Football Season Begins
September 2026

Fall Activities
October 2026

Holiday Gifting
December 2026

HEALTHCARE

National Senior Independence Month
February 2026

National Doctor's Day
March 30, 2026

World Health Day
April 7, 2026

National Public Health Week
June 2026

National Nurses Week
May 6-12, 2026

Hospital Week
May 10-16, 2026

National Health Education Week
October 19-23, 2026

FIRST RESPONDERS

National Law Enforcement Appreciation Day (L.E.A.D)
January 9, 2026

International Firefighters' Day
May 4, 2026

National Police Week
May 10-16, 2026

National EMS Week
May 17-23, 2026

Firefighter Appreciation Week/ Fire Prevention Week
October 4-10, 2026

National First Responders Day
October 28, 2026

EDUCATOR

President's Day
February 16, 2026

Spring Break
March-April 2026

Teacher Appreciation Month
May 2026

Teacher Appreciation Week
May 4-8, 2026

Teacher Appreciation Day
May 6, 2026

Summer Break
June-July 2026

Back-to-School
August-Early September 2026

STUDENT

Spring Break
March-April 2026

Graduation Season
May-June 2026

Summer Break
June-July 2026

Back-to-School
August 2026

Back-to-School (College)
Early September 2026

Winter Break
December 2026

MILITARY

Month of the Military Child
April 2026

Military Appreciation Month
May 2026

Memorial Day
May 25, 2026

Flag Day
June 14, 2026

Armed Forces Day
May 16, 2026

Independence Day
July 4, 2026 (observed July 3)

National POW/MIA Recognition Day
September 18, 2026

National Military Family Appreciation Month
November, 2026

Veterans Day
November 11, 2026

Wreaths Across America
Mid December 2026

Service Birthdays by Branch

Army, June 14, 2026

Coast Guard, August 4, 2026

Air Force, September 10, 2026

Navy, October 13, 2026

Marine Corps, November 10, 2026

National Guard, December 13, 2026