



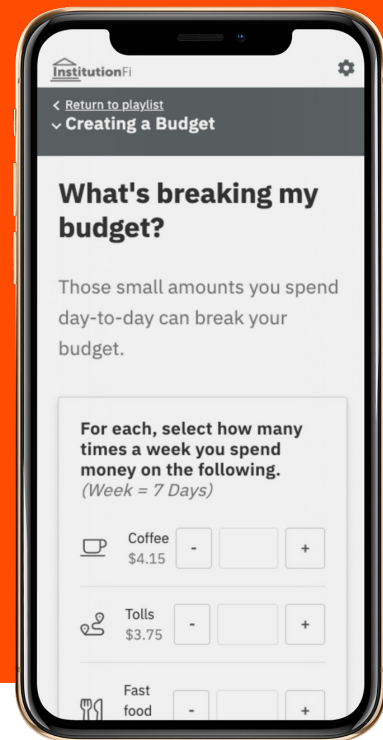
Seasonal Marketing Calendar

2020

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.



2020

JANUARY New Year's Resolutions	S	M	T	W	T	F	S
				1	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	29	30	31	

★ Jan. 29-Feb. 2: Tax Identity Theft Awareness Week

FEBRUARY Annual Planning	S	M	T	W	T	F	S
							1
	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	29

★ Feb. 1-2: Tax Identity Theft Awareness Week

★ Feb. 24-29: America Saves Week

MARCH National Credit Education Month	S	M	T	W	T	F	S
	1	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
	29	30	31				

★ Mar. 1: National Employee Appreciation Day

★ Mar. 3-9: National Consumer Protection Week

★ Mar. 23-29: Global Money Week

TAXES: THE BASICS

Now is a great time to start thinking about taxes! Many consumers file last minute or request extensions, but you can help them get ahead this year.

OTHER TOPICS

- Mindful Living
- Sustainable Investing

BUILDING EMERGENCY SAVINGS

It's important to set aside money for the unexpected. Inspire your consumers to make emergency savings a priority this year.

OTHER TOPICS

- Savings Accounts
- Certificates of Deposit (CDs)

CREDIT SCORES AND REPORTS

March is National Credit Education Month! Give consumers the tools they need to understand credit and develop healthy habits.

OTHER TOPICS

- FIRE Lifestyle
- Investment Property

Q1 HIGHLIGHT: FINANCIAL RESOLUTIONS

The start of a new year is a popular time to set new goals. Inspire consumers to kick off the new year with an eye toward the future, and give them the insights they need to start planning.

APRIL Financial Literacy Month	S	M	T	W	T	F	S
				1	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	29	30		

- ★ Apr. 2: National Employee Benefits Day
- ★ Apr. 15: Tax Day

MAY Spring Cleaning	S	M	T	W	T	F	S
						1	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	29	30
	31						

- ★ May 2: National Life Insurance Day
- ★ May 3-9: Small Business Week
- ★ May 29: 529 Day

JUNE National Homeownership Month	S	M	T	W	T	F	S
		1	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	29	30				

- ★ Jun. 28: National Insurance Awareness Day
- ★ Jun. 30: FAFSA Deadline

HEALTHY FINANCIAL HABITS

Financial Literacy Month is a great time to assess your financial goals. Help consumers understand the habits that can give them more confidence about their financial well-being.

OTHER TOPICS

- Health Savings Accounts
- Checking Accounts

529 PLANS

This May, don't skip over 529 Day! Whether consumers are thinking about paying for college for themselves or someone else, a 529 plan is one option to consider.

OTHER TOPICS

- Shopping for Insurance
- Mortgage Relief

CONSIDERING HOMEOWNERSHIP

June is National Homeownership Month, and also peak time of year for homebuying. This presents the perfect opportunity to share critical mortgage education with consumers who may be potential buyers.

OTHER TOPICS

- Buying a Home
- Mortgages

Q2 HIGHLIGHT: SPRING CLEANING

This Spring, remind consumers to tidy up more than just their homes! Use timely education to give them the insights they need to get started on a fresh financial start.

JULY

Military Consumer Month

S	M	T	W	T	F	S
			1	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	29	30	31	

CAR LOANS

Car sales spike in the summer months. Make sure both first-time and experienced buyers are provided with the knowledge needed to make good financial decisions.

OTHER TOPICS

- Debt Management
- Preventing Overdraft Fees

AUGUST

Back to School

S	M	T	W	T	F	S
						1
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	29
30	31					

FAMILY CONVERSATIONS ABOUT MONEY

Many families have a difficult time talking about money, but more open communication can help reduce stress and improve the financial capability of generations to come.

OTHER TOPICS

- Annuities
- Social Security

★ Aug. 14: National Financial Awareness Day

SEPTEMBER

College Savings Month

S	M	T	W	T	F	S
		1	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	29	30			

PAYING FOR COLLEGE

September is College Savings Month, and many students and families are thinking ahead. Help families understand their payment options so they can start planning now!

OTHER TOPICS

- 401(K) Plans
- Wealth Transfer

★ Sept. 11: National 401K Day

★ Sept. 12: National Report Medicare Fraud Day

Q3 HIGHLIGHT: SUMMER SPENDING

Summer fun rarely comes cheap! Consumers of all ages will be spending money on activities, vacations, and more. Help them plan ahead to support their summer spending needs.

OCTOBER
National Financial Planning Month

S	M	T	W	T	F	S
				1	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	29	30	31

- ★ Oct. 12: National Savings Day
- ★ Oct. 15: International Credit Union Day
- ★ Oct. 15: National Get Smart About Credit Day
- ★ Oct. 18-24: National Save for Retirement Week

NOVEMBER
National Career Development Month

S	M	T	W	T	F	S
1	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
29	30					

- ★ Nov. 15-21: International Fraud Awareness Week
- ★ Nov. 28: Small Business Saturday

DECEMBER
National Identity Theft Prevention & Awareness Month

S	M	T	W	T	F	S
		1	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	29	30	31		

FINANCIAL PLANNING

October is National Financial Planning Month! Help consumers understand the importance of planning ahead, and give them the resources they need to develop a financial plan that works for their personal and family goals.

OTHER TOPICS

- Credit Cards
- Individual Retirement Accounts (IRAs)

PLANNING FOR RETIREMENT

With all of life's expenses, it is easy to put retirement planning on the back burner. Remind consumers to think about their retirement goals and give them some tips to start their planning.

OTHER TOPICS

- Prepaid Cards
- Estate Planning

IDENTITY PROTECTION

During high-spending seasons, identity theft and consumer fraud are widespread. Support your consumers with education, so they know what to do in these financial crisis situations.

OTHER TOPICS

- Creating a Budget
- Mobile and Online Banking

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.