

EVERFI

Cause Day Calendar

This cause day calendar provides communication strategy suggestions to promote financial holidays throughout 2019

Monthly Highlights



January

National Mentoring Month, Tax Identity Theft Awareness Week, Financial Resolutions



February

Black History Month, International Women in Science Day



March

National Credit Education Month, Global Money Week, National Consumer Protection Week



April

Financial Literacy Month, National Volunteer Week, National Equal Pay Day



May

National Military Appreciation Month, National Moving Month, Small Business Week, Teacher Appreciation Week



June

National Higher Education Day, National Insurance Day Awareness Day, Social Media Day



July

Military Consumer Month



August

National Back to School Month, National Fraud Awareness Week



September

National Hispanic Heritage Month, National Black Colleges and Univ Week, National Online Learning Day



October

CRA Month, National Cybersecurity Awareness Month, Techies Day, Manufacturing Day



November

National Deal Week, National Family Literacy Day, National STEM Day, Veteran's Day





December

Holiday Spending



January 2019

January marks the start of new resolutions as holiday spending starts to wind down. Highlight National Mentoring Month and your Financial Resolutions Toolkit located on your Partner Resource Center.

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|-----|--|-----|-----|-----|-----|
| | | 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 | | |
| | | | | | | |

MONTH

- National Mentoring Month

WEEKS

- JAN 21-27: Tax Identity Theft Awareness Week

DAYS

- JAN 1: New Years Day
- JAN 6: National Technology Day



January Overview

January is the month of resolutions and new beginnings. Highlight the below days and weeks to promote existing assets to your customers.



MONTH

National Mentoring Month:

- Bring awareness to your financial education program sponsorship as a form of mentoring. If you sponsor K12 school, from a classroom visit this past year or start planning for your future visits by recruiting individuals from your office to mentor. See how it can benefit you and the students. Use #NationalMentoringMonth to post on social media.



WEEKS

JAN 21-27: Tax Identity Theft Week

- Are you ready to get involved in helping friends, family, and your community avoid tax identity theft and IRS imposters? Use the resources linked below or blog about tax identity theft, publish daily tips in your company or neighborhood newsletter. And, for information about identity theft in general, please visit ftc.gov/idtheft



DAYS

JAN 1: News Years Day

- Did you know, making “Better Financial Decisions” is the #3 top ranking New Years Resolution for 2018? ([Source](#)).
- Highlight our new [The Financial Resolutions Toolkit](#) as customers are winding down their spending and wanting to change their negative financial habits. You can expect to find:
 - Email Outreach/ Newsletter Template
 - Social Messaging
 - Blog and Article Content
 - Stock Imagery

JAN 17: Get to Know Your Customers Day

- Grow your business by taking the time to get to know your customers. You'll be planting a seed that will flourish! Use #GetToKnowYourCustomersDay to post on social media

February 2019



February incorporates many STEM focused celebrations in addition to being Black History Month. Highlight the below days on your digital media channels.

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| | | | | | 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 | | |
| | | | | | | |

MONTH

- Black History Month

WEEKS

- FEB 4-10: International Networking Week
- FEB 11-17: Take Your Family to School Week
- FEB 25-MARCH 02: Military Saves Week

DAYS

- FEB 11: International Women in Science Day
- FEB 11: Inventors Day

February Overview



February incorporates many STEM focused celebrations in addition to being Black History Month.

> MONTH

Black History Month

- Celebrate Black History Month and highlight the emergence of both black industrial workers and black entrepreneurs' incredible contributions. Use the hashtag #BlackHistoryMonth on social media.

> WEEKS

FEB 5-9: International Networking Week

- Highlight the importance of networks and the Financial Capability Network EVERFI hosts each year. Showcase your award as a winner of Financial Capability or mention other institutions you are proud to partner with.

FEB 11-17: Take Your Family to School Week

- Encourage families to get more involved in their child's education and talk through difficult topics like Financial Education.

FEB 26 - MARCH 03: Military Saves Week

- Help promote good saving strategies for military members during this week. A daily saving focus for each day is a great way to promote this initiative.
- [Military Saves Week Toolkit](#)

> DAYS

FEB 11: International Women in Science Day

- Today we recognize the important role women and girls play in science and technology. Your partnership helps break down gender stereotypes and inspires young women to pursue STEM careers. We encourage you to share the contribution of women in STEM at your organization! Use the hashtag #WomeninSTEM to share on social media.

FEB 11: Inventor's Day

- Highlight student entrepreneurial knowledge, promote [small business owners](#), or highlight your Venture course sponsorship! Use the hashtag #InventorsDay on social media

March 2019



March is Credit Education and Women's History Month. Highlight the below days and weeks in your communication efforts this month.

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|--|
| | | | | | 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 | | | | | | |

MONTH

- National Credit Education Month
- National Women's History Month

WEEKS

- MARCH 4-10: National Consumer Protection Week
- MARCH 25-31: Global Money Week

DAYS

- MARCH 2: National Speech and Debate Education Day

March Overview



March is the month of Credit Education and Women's History. Highlight the below days, weeks, and month to promote existing assets or content to your customers.

> MONTH

National Credit Education Month

- Highlight your Financial Literacy [credit education](#) modules and commitment to financial literacy.

National Women's History Month

- Post about the inspirational women in finance in your office or any Inspirational women that have influenced positive financial habits. This is a great chance to highlight female employees at your institution and help to foster a personal connection between your employees and customers.

> WEEKS

MARCH 4-10: National Consumer Protection Week

- National Consumer Protection Week is a time to help customers understand their consumer rights and make well-informed decisions about money. Send your customers more information on how to [protect themselves from scams](#), bad credit scores, and more on this day.

MARCH 25-31: Global Money Week

- **Official Twitter:** [@GlobalMoneyWeek](#)
- [2019 Global Money Week Toolkit](#)
- Help promote this global celebration that aims at empowering young people about money, savings, employment, and becoming an entrepreneur. Show how you are a part of Global Money Week by showcasing your commitment to financial education.

> DAYS



MARCH 02: [National Speech and Debate Education Day](#)

- On March 2, employers, schools and students across the country recognize the value of competitive public speaking on National Speech and Debate Education Day. Promote business development and entrepreneurial skills. If you sponsor a [Venture course](#), post photos of recent classroom visits or events and your experience at a live speech and debate.

April 2019



April is Financial Literacy Month and a great opportunity to volunteer in the classroom. Take the assets in the Financial Literacy Month Toolkit for [K12](#) and [Adults](#) and promote the work you are doing in your community.

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|---|--|-----|-----|-----|--|
| | 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 | | | | |
| | | | | | | |

MONTH

- Financial Literacy Month (K12)
- Spring Cleaning Month and Financial Literacy Month (Adult)

WEEKS

- APRIL 7-13: National Volunteer Week
- APRIL 14-19: National Student Employment Week
- APRIL 15-19: Boys & Girls Club Week

DAYS

- APRIL 2: National Equal Pay Day
- APRIL 6: National Student Athlete Day
- April 15: Tax Day



April Overview

April is Financial Literacy Month and a great opportunity to volunteer in the classroom. Take the assets in the Financial Literacy Month Toolkit for [K12](#) and [Adults](#) and promote the work you are doing in your community.

> MONTH

Financial Literacy Month (K12)

- Celebrate students financial literacy accomplishments this month and help raise awareness of the importance of financial literacy in your community and K12 Program with this [Financial Literacy Month Toolkit](#).

Spring Cleaning and Financial Literacy Month (Adult)

- April is Financial Literacy Month! Use these valuable resources to help your consumers start fresh with their financial goals this season. Go to your Adult Resource Center and you will find the [Spring Cleaning Toolkit](#) and your [Financial Literacy Month Toolkit](#) with your marketing assets. In the Financial Literacy Month Toolkit, you will find Social Media posts for each week, [website banners](#), etc.

> WEEKS

APRIL 7-13: National Volunteer Week

- This is a great opportunity to volunteer in a classroom this week! Post pictures of the event and use the hashtags #ivolunteer and #NVW.

APRIL 8-14 National Student Employment Week

- Highlight the importance of earning your own income, getting a job, and saving during this week.

APRIL 14-20: Boys & Girls Club Week

- There are Boys & Girls clubs in all areas that are making an impact in their communities. Celebrate their accomplishments in your community.

> DAYS

APRIL 2: National Equal Pay Day

- Use this day to raise awareness of the importance of equal pay in the workplace and what [insert your institution] has in place to this.

APRIL 6: National Student Athlete Day

- Highlight the importance of saving money, student athlete scholarships, and what to do when an athlete goes to the next level and signs a bonus on a pro-athlete team.




APRIL 15: Tax Day

- Send your customers a reminder to pay their Federal Tax Return today! It will show your customers that you care about their financial well-being on a personal level. Find your [marketing assets around Taxes](#) on your Adult Resource Center.

May 2019



May is Military Appreciation and National Moving Month. Highlight the below days and weeks to promote existing assets or content in your communication efforts this month.

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|---|---|-----|-----|
| | | |  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 | |
| | | | | | | |

MONTH

- National Military Appreciation Month
- National Moving Month (Home Buying)

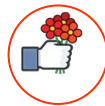
WEEKS

- MAY 6 -10: Small Business Week
- MAY 6- 10: Teacher Appreciation Week

DAYS

- MAY 1: School Principal's Day
- MAY 2: Life Insurance Day
- MAY 8: Lemonade Day

May Overview



May is Military Appreciation and National Moving Month. Highlight the below days and weeks to promote existing assets or content in your communication efforts this month.

> MONTH

National Military Appreciation Month National Moving Month (Home Buying)

- Did you know 44% of home buyers start their process online? ([Source](#)). Use the marketing assets in your [Home Buying Toolkit](#) located on the Adult Resource Center. In it you will find:
 - Visual Assets
 - Email Template
 - Social Media Posts
 - Blog

> WEEKS

MAY 1 - 6: Small Business Week:

- First week of May, be sure to highlight Small Business Week! Use the [Small Business Toolkit](#) to promote Small Business week. You can expect to find:
 - Email Outreach/ Newsletter Template
 - Social Messaging
 - Blog and Article Content
 - Stock Imagery

MAY 1- 6: Teacher Appreciation Week

- Show appreciation for your teachers by writing a thank you letter!

> DAYS

MAY 1: School Principal's Day

- Recognize the important role School Principals play in your financial empowerment initiative. Use these customizable Back to School Letters to send to Principals at schools with your Financial Literacy Programs.
 - [Existing Program: Principal Letter](#)
 - [New Program: Principal Letter](#)

MAY 2: National Life Insurance Day

- Life Insurance is a topic not often talked about but is necessary to avoid unexpected family member financial crises. Remind your customers how important it is to be prepared. Find marketing materials for [Insurance](#) and [Building Emergency Savings](#) on your Adult Resource Center here.

MAY 8: Lemonade Day Promoting Young Entrepreneurs

- Lemonade Day is often celebrated in your local schools. Make an effort to highlight the important role [small business owners](#) can make on a community. Post #LemondaeDay on social media.

June 2019



June is the month that kicks off the summer! Help your community and customers stay engaged by highlighting the below days with your marketing efforts this month.

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|-----|-----|-----|---|--|--|
| | | | | | | 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 | | | | | | |

MONTH

WEEKS

DAYS

- JUNE 6: National Higher Education Day
- JUNE 15: World Elder Abuse Awareness Day
- JUNE 28: Insurances Awareness Day
- JUNE 30: Social Media Day

June Overview



June is the month that kicks off the summer! Help your community and customers stay engaged by highlighting the below days with your marketing efforts this month.



MONTH



WEEKS



DAYS

JUNE 6: [National Higher Education Day](#)

- Highlight new legislation moving forward to tackle the crippling debt of Higher Education. (See below - [The Brief](#))
 - Help promote 529 Plans, a great saving method for Higher Education. Resources to [promote 529 Plans](#) can be found on your [Adult Resource Center here](#).

JUNE 15: [World Elder Abuse Awareness Day](#)

- Help bring together senior citizens, their caregivers, and governments to combat this issue and highlight our Elder Abuse Program as a solution or promote using the [Elder Fraud Marketing Library located on your Adult Resource Center](#).

JUNE 28: [National Insurance Awareness Day](#)

- Encourage employees and customers to learn more about insurance and talk to an insurance agent to discuss the various types of insurances available (car insurance, life insurance, supplemental insurance). Use these marketing resources, [located on your Adult Resource Center](#), to promote Insurance this day.

JUNE 30: [Social Media Day](#)

- Use this day to recognize the impact social media and digital technology has on our everyday lives. Share your digital commitment to financial education and sharing it on social media.

July 2019



July is Military Consumer Month. Take this as an opportunity to post EVERFI's Military infographic and social assets on your social media accounts. These resources can be found on the Adult Resource Center.

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|--|-----|-----|
| | 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 | | | |
| | | | | | | |

MONTH

Military Consumer Month

WEEKS

DAYS

- JULY 4: Independence Day



July Overview

July is Military Consumer Month. Take this as an opportunity to post EVERFI's Military infographic and social assets on your social media accounts. These resources can be found on the Adult Resource Center.

> MONTH

Military Consumer Month

- *Military Consumer Month is a time to bring awareness to the imposter scams that often target military personnel. Protect and educate consumers with the EVERFI Financial Literacy program*

> WEEKS


> DAYS

- **JULY 4: Independence Day**



August 2019

August is the month of busy month filled with many celebrations. Use the below days and weeks to promote existing assets or content. Look on your EVERFI Resource Center to access resources.

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|--|-----|-----|-----|
| | | | | 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 |
| | | | | | | |

MONTH

- National Back to School Month

WEEKS

- AUG 5-11: National Bargain Hunting Week
- AUG 5-11: National Farmer's Market Week
- AUG 12-18: National Fraud Awareness Week

DAYS

- AUG 21: National Senior Citizens Day



August Overview

August is Back to School Month! Highlight the below days, weeks, and month to promote existing assets or content for our partners to use.

> MONTH

National Back to School Month

- Students are headed back to school! Utilize the assets in your "[Back to School Toolkit](#)" on the resource center to help get community members and employees excited about the launch of their K12 program. Reach your audience both online and in person with social media and in branch promotions (see below).
 - [Social Media Bundle](#)
 - [Digital Signage](#)
 - [New Program Principal Letter](#)
 - [Existing Program Principal Letter](#)
 - [Poster](#)
 - [Handout](#)

> WEEKS

AUG 5-11: National Bargain Hunting Week

- Help their customers make informed buying decisions during National Bargain Hunting Week!

AUG 5-11: National Farmer's Market Week

- Encourage your partners to promote local small businesses during Farmer's Market Week.

AUG: 12-18: [National Fraud Awareness Week](#)

- Use this week to provide information to your customers about fraud. With the growth of the internet, there are many ways avenues for one to commit fraud. Help your customers be aware. Find [more resources in your Adult Resource Center here.](#)

> DAYS

Aug 21: [National Senior Citizens Day](#)

- Learn how you can help protect the ones your loved ones from financial exploitation. Use assets on your [Adult Resource Center](#), [Edler Fraud Marketing Library](#). Use these assets to post on social media using #NationalSeniorCitizensDay.

September 2019



September is National Hispanic Heritage Month! Think about highlighting how you are making an impact in low-to-moderate income hispanic communities. Also, celebrate the below days and weeks to promote existing assets or content that relate.

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|-----|-----|-----|-----|-----|-----|
| 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 | | | | | |

MONTH

- National Mortgage Professional Month
- National Hispanic Heritage Month

WEEKS

- SEPT: 16-22: National Black Colleges & Universities Week

DAYS

- SEPT 15: National Online Learning Day
- SEPT 22: American Business Woman Day



September Overview

September is National Hispanic Heritage Month! Think about highlighting how you are making an impact in low-to-moderate income hispanic communities. Also, celebrate the below days and weeks to promote existing assets or content that relate.

> MONTH

Mortgage Professional Month

- Take this month to celebrate the mortgage professionals at your institution. These are important professionals helping customers with their dream homes. [Use the marketing assets on your Adult Resource Center](#) centered around mortgages.

National Hispanic Heritage Month

- Celebrate Hispanic Heritage Month by highlighting the Vault, Understanding Money, course now offered in Spanish and our expansion in Puerto Rico.

> WEEKS

SEPT: 16-22: National Black Colleges & Universities Week

- Celebrate this week with your partners who sponsor programs in HBCUs. This week provides a forum for HSBCUs to exchange information and share new ideas.

> DAYS

SEPT 15: [National Online Learning Day](#)

- *National Online Learning Day is a perfect chance to celebrate students taking digital online programs. All ages of students are thriving with the ability to learn online. Highlight your digital learning program this day and use the hashtag #OnlineLearningDay.*









SEPT 22: [American Business Woman Day](#)

- *American Business Women's Day is a great opportunity to celebrate and reflect on the millions of contributions and accomplishments of women in the workforce and the millions of women business owners in the U.S. Use the hashtag #AmericanBusinessWomensDay to post on social media*

October 2019



October is the Anniversary of the CRA and is National Cybersecurity Month. Highlight the below days and weeks to promote existing assets to your customers. These assets at your disposal on your Partner Resource Center.

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|---|-----|---|---|---|--|
| | | 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 | | |
| |  | | | | | |

MONTH

- CRA Month
- National Cybersecurity Awareness Month

WEEKS

- OCT 7-13: National Financial Planning Week
- OCT 14 -20: National Save for Retirement Week

DAYS

- OCT 3rd: National Techies Day
- OCT 5th: Manufacturing Day
- OCT 17th: National Get Smart About Credit Day
- OCT 17th: Disability Mentoring Day
- OCT 18th: International Credit Union Day

October Overview



October is a busy month full of many celebrations. Highlight the below days, weeks, and month to promote existing assets or content for our partners to use.



MONTH

CRA Anniversary Month

- This month, we are thinking about CRA. Send out an EVERFI CRA blog/whitepaper to help highlight the importance of CRA and its anniversary.

National Cyber Security Awareness Month

- Help your customers and employees stay safe online. Use the hashtag #CyberAware to promote National Cyber Security Awareness Month. The 2018 NCSAM theme, "Our Shared Responsibility", reminds everyone that we all play a role in helping to safeguard the internet. We encourage you to share our [identity protection and consumer fraud marketing assets on the Adult Resource Center](#) to showcase your commitment to digital citizenship education throughout the month of October.



WEEKS

OCT 7-13: National Financial Planning Week

- Personal finance is the #1 stress for employees today, which becomes a major distraction during the workday ([promote financial wellness during this week](#)).

OCT 14-20: National Save for Retirement Week

- This is a perfect time to reach out to your customers and discuss the importance of saving for retirement. [Use your assets on the Adult Resource Center.](#)

OCT 20-26: National Retirement Security Week

- Highlight this week to help increase [customer retirement savings](#) and personal financial literacy.



DAYS

OCT 3rd: National Techies Day

- Tech jobs are predicted to grow 22% by 2020

OCT 5th: Manufacturing Day

- Manufacturing supports more than 17 million jobs and contributes \$2.09 trillion annually to the U.S. economy. Manufacturing Day®, October 5th, is an annual celebration of modern manufacturing meant to inspire the next generation of manufacturers.

OCT 17th: National Get Smart About Credit Day

- National Get Smart About Credit Day is observed annually on the third Thursday in October. It is a national campaign where volunteer bankers help counsel young people on responsible credit habits. [Use your assets on the Adult Resource Center.](#)

OCT 17th: Disability Mentoring Day

- A National effort to promote career development for students and job-seekers with disabilities.

OCT 18th: International Credit Union Day

November 2019



November is the month to think about giving and how you giving back to those in your community. Highlight the below days and month to show how your institution supports your community.

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| | | | | | 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 |

MONTH

- National Family Literacy Month

WEEKS

- NOV 4-10: National Fraud Awareness Week
- NOV 11-17: National American Education Week
- NOV 11-17: National Global Entrepreneurship Week
- NOV 21-23 (Black Friday): National Deal Week

DAYS

- NOV 8: National Parents as Teachers Day
- NOV 8: National STEM Day
- NOV 11: Veterans' Day
- NOV 28: Thanksgiving Day

November Overview



November is the season of giving. Think about ways you can help members in your community with their finances as a way of giving back. Highlight the below days, weeks, and month to promote existing assets or content for our partners to use.

> MONTH

National Family Literacy Month

- Many American families are actively looking for way to take control of their financial future and help their kids be prepared for their financial future as well. Promote the EVERFI program and educating families on finances.

> WEEKS

NOV 4-10: [National Fraud Awareness Week](#)

- Showcase your organization as one that stands up against fraud. Help educate your consumers and bring awareness to this issue. Here is a [downloadable poster and infographic](#) for your office. Use the hashtag #fraudweek

NOV 11-17: [National American Education Week](#)

- Use the hashtag #aew2019 to help celebrate this week. [Here are more assets](#) from the National Education Association to share on social

NOV 11-17: [National Global Entrepreneurship Week](#)

- Promote and celebrate your Venture Entrepreneurial course with pictures from past events or highlight the importance of [Small Business Owners](#) and Venture Capitalists.

NOV 28-DEC 02: [\(Black Friday/Cyber Monday\): National Deal Week](#)

- It's national deal week! Help your customers with purchasing decisions and spending money wisely this week.

> DAYS

NOV 8: [National Parents as Teachers Day](#)

- This is a great day to reminder for parents to talk with their children about financial education. Highlight the important role parents have in shaping their children's financial future with conversations early on.

NOV 8: [National STEM Day](#)

- Join the conversation by showcasing how your STEM program introduces the future workforce to careers in modern manufacturing and other critical STEM fields.

NOV 11: [Veterans' Day](#)

- Celebrate Veteran's Day with Veterans infographics and social media posts on the Adult Resource Center.

NOV 28: [Thanksgiving Day](#)

- This is the season of giving thanks and a great way to build a relationship with your community is helping your community. Encourage your partners and employees to organize a volunteer day with their local school!

December 2019

December is the month of Holiday Spending and Saving Month.



| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| 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 | | | | |

MONTH

- Holiday Spending and Saving Month

WEEKS

DAYS

December Overview



December is the month of Holiday Spending. Help your customers worry less and save more this season!

> MONTH

Holiday Spending

- Highlight the [Holiday Spending Toolkit](#) and help families get ready for the holiday expenses and keep their season bright.
- In the toolkit you will find numerous marketing materials to help your communication efforts..
 - [Suggested Marketing Copy](#): for an existing blog and copy to promote Holiday Spending Playlist.
 - Use the below customizable tools and templates to promote your holiday spending campaign on your website, in social media, in-branch, and more!
 - [Poster](#)
 - [Email Template](#)
 - [Web Banner](#)
 - [Social Media Bundle](#)
 - [Handout](#)
 - [Digital Signage](#)
 - [Blog](#)

> WEEKS

> DAYS