2023 NATIONAL AND YMCA SPECIAL EVENT PR & MARKETING TOOLS CALENDAR

Below you will find national events and observances you can use to plan your PR and social media calendar. Y-USA will provide various tools for each observance below. Tools may include social media posts/graphics, blog, news articles, press releases and/or an op-ed.

The "Find Your Y" campaign materials will be made available throughout 2023—release dates and links to resources included towards the end of this document!

Social Media posts dedicated to secular and federal holidays will be available in 2023—stay tuned!

JANUARY

NATIONAL MENTORING MONTH

During National Mentoring Month, encourage adult role models in your Y community to become mentors to help youth to succeed and achieve. Promote success stories.

nationalmentoringmonth.org

NEW YEAR'S DAY
JANUARY 1

The Y is a connector and convener, providing support and resources to make a healthy lifestyle permanent. Kick off the new year by sharing tips for making healthy living simple and sustainable.

MARTIN LUTHER KING, JR. DAY OF SERVICE
JANUARY 16

Encourage your members and community to volunteer their time on MLK Day of Service.

mlkday.gov

FEBRUARY

BLACK HISTORY MONTH*

Carter G. Woodson created Negro History Week, now African American History Month, while residing at the Wabash YMCA during the 1910s. Elevate the Y's commitment to diversity and inclusion by celebrating the contributions and achievements, and recognizing and uplifting the struggles of Black/African American individuals and communities.

africanamericanhistorymonth.gov

AMERICAN HEART MONTH

Use American Heart Month to educate your members on simple, heart-healthy habits and encourage them to get a blood pressure screening.

heart.org

NATIONAL CANCER PREVENTION MONTH

According to research, more than 40 percent of all cancers diagnosed can be linked to preventable causes—with one of those causes being physical inactivity. Use this opportunity to share the importance of being active at any age, while sharing other healthy living tips.

NATIONAL ADVOCACY DAYS
FEBRUARY 12–15

National Advocacy Days bring Y leaders from across the country to Washington, DC, where they learn about Y-USA's legislative priorities, gain a deeper understanding of what it means to be a Y advocate and meet with their elected officials to discuss important issues to Ys and the communities they serve.

PRESIDENTS' DAY
FEBRUARY 20

Presidents' Day is a good time to promote youth education, civic engagement and leadership programs for kids and teens.

WE WEAR BLACK
FEBRUARY 24

YMCAs across the country commit to being an anti-racist organization and honor Black History Month in a show of solidarity by wearing black on February 24. This is a great opportunity to get both your staff and members involved in the diversity, equity and inclusion work within your Y.

* The terminology used in this calendar reflects Y-USA's style recommendations, which may differ from those used by other entities.

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MARCH

NATIONAL WOMEN'S HISTORY MONTH

Elevate the Y's commitment to diversity and inclusion by celebrating the contributions and achievements, and recognizing and uplifting the struggles of women in the Movement and in our communities.

womenshistorymonth.gov

READ ACROSS AMERICA DAY
MARCH 2

On Read Across America Day, build awareness of the benefits reading can have on youth development; share ways to make reading fun!

nea.org

PI DAY
MARCH 14

Pi Day is celebrated on March 14 (3.14). Pi is used in mathematics to represent a constant—the ratio of the circumference of a circle to its diameter—which is approximately 3.14159. Use this day to talk about your STEM programs.

piday.org

AMERICAN DIABETES ASSOCIATION ALERT DAY
MARCH 28

Diabetes Alert Day is a good time to remind members and your community about the YMCA's Diabetes Prevention Program and/or provide tips to help live a healthier lifestyle.

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APRIL

RACIAL AND ETHNIC HEALTH DISPARITIES AWARENESS

Promote your Y's efforts to raise awareness of and narrow the health disparities that continue to affect racial and ethnic minorities during National Minority Health Month at the U.S. Department of Health and Human Services.

minorityhealth.hhs.gov

NATIONAL CHILD ABUSE PREVENTION MONTH

Use National Child Abuse Prevention Month to raise awareness of child sexual abuse and how everyone—staff, volunteers, members and youth—can help to prevent it by fostering a culture of prevention.

childwelfare.gov/topics/preventing/preventionmonth

NATIONAL VOLUNTEER MONTH

During National Volunteer Month, promote opportunities for members and neighbors to give back by volunteering through the Y and/or community partners, and take the time to thank and recognize volunteers.

AUTISM AWARENESS MONTH

During Autism Awareness Month, elevate the Y's commitment to diversity, inclusion and belonging. Promote Y programs focused on individuals with disabilities, such as swim lessons, childcare offerings, etc.

5 DAYS OF ACTION
TBD

Use 5 Days of Action week to raise awareness and inspire adults to take action to protect children from sexual abuse.

fivedaysofaction.org

CELEBRATING 100 YEARS OF YMCA SWIMMING & DIVING

- YMCA National Diving Championship March 30–April 2 in Ft. Lauderdale, FL
- YMCA Short-Course National Swimming Championship April 3–7 in Greensboro, NC

2023 marks the 100th anniversary of YMCA Swimming and Diving National Championship events. Use this opportunity to highlight the two national YMCA events along with their histories, and encourage youth to get involved in your local Y aquatics programming.

NATIONAL VOLUNTEER WEEK
APRIL 16–22

Use this week to thank the volunteers at your YMCA, and highlight their contributions and impact in your local community.

EARTH DAY
APRIL 22

On Earth Day, demonstrate social and environmental responsibility by promoting your Y's green initiatives. Connect youth to environmental camps and programs that support a healthy environment.

earthday.org

NATIONAL LIBRARY WEEK
APRIL 23–29

National Library Week is a week-long celebration highlighting the importance of libraries in encouraging people to read. Encourage families to visit their local libraries and use this opportunity to promote any local Y programming related to reading or storytelling.

ala.org

GLOBAL YOUTH SERVICE DAYS
APRIL 28–30

On Global Youth Service Days, promote Y programs that connect young people to service-learning opportunities benefiting their personal development.

gysd.org

HEALTHY KIDS DAY®
APRIL 29

Healthy Kids Day® is the Y's national initiative to improve the health and well-being for kids and families. Whether in person or virtual, use this event to demonstrate the Y's commitment to stronger, healthier communities.

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MAY

SUMMER CAMP

With summer around the corner, use this time to promote your camp offerings to members and the community.

NATIONAL WATER SAFETY MONTH

During National Water Safety Month, encourage parents and caregivers to teach their children safety when in and around water. Share the Y's water safety tips and connect youth to Safety Around Water and swim lessons.

ymca.org/watersafety

OLDER AMERICANS MONTH

Older Americans Month is a great opportunity to engage with your Active Older Adult members and remind them of all of the great healthy living and social activities that your local Y offers their age group.

acl.gov/oam

SUMMER FOOD PROGRAM

Hunger stats are on the rise, and summer can be a difficult time for families who rely on school meal programs. Make sure your community knows about your Summer Food Program.

ARTHRITIS AWARENESS MONTH

Arthritis Awareness Month is a great opportunity to promote programs such as Enhance Fitness to help individuals reclaim their health.

arthritis.org

ASIAN-PACIFIC AMERICAN HERITAGE MONTH

Elevate the Y's commitment to diversity and inclusion by celebrating the contributions and achievements, and recognizing and uplifting the struggles of Asian American/ Pacific Islander individuals and communities.

asianpacificheritage.gov

NATIONAL PHYSICAL FITNESS AND SPORTS MONTH

National Physical Fitness and Sports Month is a great time to promote your Y's efforts to inspire physical activity and teach positive sportsmanship.

fitness.gov

NATIONAL HIGH BLOOD PRESSURE EDUCATION MONTH

More than 67 million Americans have high blood pressure, but less than half have it under control. During National High Blood Pressure Education Month, promote the Y's chronic disease prevention efforts and other healthy living programs that improve health.

heart.org

MENTAL HEALTH AWARENESS MONTH

Mental Health Awareness Month is dedicated to raising awareness about the importance of mental health in all Americans. Use this opportunity to educate your community on the importance of mental health and share any resources or programs that your Y offers in this area.

MOTHER'S DAY
MAY 14

Mother's Day is a great opportunity to promote togetherness. Promote Y family-time programs and activities that help strengthen relationships.

MEMORIAL DAY
MAY 29

On Memorial Day we honor service members who sacrificed their lives. This day also is commonly referred to as the unofficial start to Summer, an ideal time to connect youth to activities that foster social-emotional, cognitive and physical development while school is out.

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JUNE

IMMIGRANT HERITAGE MONTH

Elevate the Y's commitment to diversity and inclusion by celebrating the contributions and achievements, and recognizing and uplifting the struggles of newcomer/immigrant communities.

LGBTQ+ PRIDE MONTH

Elevate the Y's commitment to diversity and inclusion by celebrating the contributions and achievements, and recognizing and uplifting the struggles of individuals who identify as LGBTQ+.

loc.gov/lgbt-pride-month

NATIONAL CANCER SURVIVORS MONTH

National Cancer Survivors Month is an opportunity to celebrate all cancer survivors—whether someone is still undergoing treatment or has long since won their battle against cancer. This is a great opportunity to promote your LIVESTRONG at the Y program, or any other evidence-based programming related to regaining strength after a diagnosis of any kind.

NATIONAL ALZHEIMER'S & BRAIN AWARENESS MONTH

Alzheimer's & Brain Awareness Month is an opportunity to share awareness surrounding brain health and how it is a major public health issue. Studies have shown that physical activity reduces the risk of cognitive decline. Use this opportunity to educate your community on this research and promote the importance of physical activity at any age.

FOUNDER'S DAY
JUNE 6

Founder's Day is an opportunity to highlight the Y's long history of youth development, social responsibility and healthy living.

FATHER'S DAY
JUNE 18

Did you know that Father's Day was invented at the Y? Use this day to share the history behind this holiday and to celebrate all father figures.

JUNETEENTH
JUNE 19

Juneteenth celebrates the emancipation of those who were enslaved in the United States. Acknowledge this celebration while lifting up the Y's commitment to becoming an anti-racist, multicultural organization.

juneteenth.com

WORLD REFUGEE DAY
JUNE 20

World Refugee Day, designated by the United Nations, is recognized globally to celebrate the strength and courage of people who have been forced to flee their home country to escape conflict and persecution. If your community has a refugee population, be sure to use this opportunity to share how your Y has welcomed them into your neighborhood with open arms, caring hearts and empathy.

un.org/en/observances/refugee-day

CELEBRATING 100 YEARS OF Y GYMNASTICS

- YMCA National Gymnastic Championship June 21–25 in Cincinnati, OH

2023 marks the 100th anniversary of YMCA Gymnastics National Championship events. Use this opportunity to highlight the national Y-USA event along with its history, and encourage youth to get involved in your local Y gymnastics programming.

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JULY

BACK-TO-SCHOOL/AFTERSCHOOL

As the summer winds down, make sure your community knows about the important work the Y does afterschool.

INDEPENDENCE DAY
JULY 4

Independence Day is an ideal time to host a service activity that connects and benefits veterans or current service members.

SUMMER LEARNING WEEK
TBD

During Summer Learning Week, promote how your Y fosters kids' and teens' social-emotional, cognitive and physical development to alleviate the "summer slide" and keep kids learning while school is out.

summerlearning.org/summer-learning-week

AUGUST

NATIONAL BACK-TO-SCHOOL MONTH

Back to School Month is an opportunity to help families adjust to the coming school year as well as encourage supply drives to help your community's children as they gear up for the new school year.

NATIONAL IMMUNIZATION AWARENESS MONTH

National Immunization Awareness Month highlights the importance of vaccination for people of all ages. The Y is uniquely positioned to share resources with members of your community who may have questions about immunizations at any stage of life.

cdc.gov/vaccines/events/niam

CELEBRATING 100 YEARS OF Y NATIONAL JUDICIAL COMPETITION
TBD

2023 marks 100 years of the YMCA National Judicial Competition (NJC)—an annual competition for high school student participants in the model judicial components (Appellate and Mock Trial) of the YMCA Youth and Government program. Use this opportunity to highlight the national Y-USA event along with its history, and encourage youth to get involved in your local youth and government programming.

NATIONAL NONPROFIT DAY
AUGUST 17

National Nonprofit Day commemorates the passion that nonprofit organizations, including the Y, have for making a difference in their communities and across the globe. Use this opportunity to engage existing and potential donors, while sharing the impact your local Y has made in your community so far this year.

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SEPTEMBER

CHILDHOOD OBESITY AWARENESS MONTH

This month is a chance for members and your community to learn more about childhood obesity and help families adapt healthier lifestyles that will help children reach and maintain a healthy weight.

HUNGER ACTION MONTH

Hunger Action Month challenges everyone in the U.S. to take action to fight hunger in their community, all month long. Use this month to promote your Y's actions against hunger or start a food drive for your local community.

hungeractionmonth.org

WELCOMING WEEK
SEPTEMBER 8–17

Welcoming Week is an opportunity to celebrate immigrants' contributions to communities an bring residents together in a spirit of unity.

welcomingamerica.org

GRANDPARENTS' DAY
SEPTEMBER 10

Grandparents' Day is a great time to promote the value of togetherness and family-time activities, as well as the Y's programs and activities for every life stage.

NATIONAL HISPANIC HERITAGE MONTH
SEPTEMBER 15–OCTOBER 15

Elevate the Y's commitment to diversity and inclusion by celebrating the contributions and achievements, and recognizing and uplifting the struggles of Hispanic/Latino individuals and communities.

hispanicheritagemonth.gov

FALLS PREVENTION AWARENESS DAY
SEPTEMBER 23

Falls are the leading cause of injury related ER visits for older adults, the major cause of hip fractures and responsible for more than half of fatal head injuries. Use this day to raise awareness and prevent falls.

ncoa.org/older-adults/health/prevention/falls-prevention

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OCTOBER

FAMILY HEALTH MONTH

During Family Health Month, promote family time and ways to develop healthy lifestyles together.

DIVERSITY AWARENESS MONTH

Share opportunities at your Y that demonstrate how the Y makes sure everyone—regardless of age, income or background—has an opportunity to learn, grow and thrive.

NATIONAL CHILD HEALTH DAY
OCTOBER 2

In recognition of National Child Health Day, demonstrate how your Y is nurturing the potential of youth by sharing nutritional tips and program offerings that benefit kids and teens' health and well-being.

INDIGENOUS PEOPLES' DAY
OCTOBER 9

Indigenous Peoples' Day is a holiday that celebrates and honors the United States' Indigenous peoples and commemorates their histories and cultures. Use this day as an opportunity to educate your community about the day.

WORLD MENTAL HEALTH DAY
OCTOBER 10

World Mental Health Day aims to raise awareness of mental health issues around the world and mobilize efforts in support of mental health. Use this day to share how your Y is working to improve mental health in your community.

who.int/campaigns/world-mental-health-day

WORLD ARTHRITIS DAY
OCTOBER 12

Arthritis impacts more than 50 million Americans, including 300,000 children in the U.S. Take a stand in the fight against arthritis and help raise awareness on World Arthritis Day.

arthritis.org

SPIRIT DAY
OCTOBER 19

LGBTQ youth disproportionately face bullying and harassment because of their identities. Each year, millions go purple for Spirit Day to support LGBTQ youth in a united stand against bullying. Pledging to "go purple" on Spirit Day is a way for everyone to visibly show solidarity with youth and to take part in the largest, most visible LGBTQ anti-bullying campaign in the world.

glaad.org/spiritday

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NOVEMBER

DIABETES AWARENESS MONTH

Diabetes Awareness Month is a good time to remind members and your community about the YMCA's Diabetes Prevention Program and/or provide tips to help live a healthier lifestyle.

NATIONAL MILITARY FAMILY MONTH

YMCAs recognize the dedication sacrifice and service of military personnel and their families during Military Family Month.

NATIVE AMERICAN HERITAGE MONTH

Elevate the Y's commitment to diversity and inclusion by celebrating the contributions and achievements, and recognizing and uplifting the struggles of Native American individuals and communities.

nativeamericanheritagemonth.gov

HUNGER AND HOMELESSNESS AWARENESS WEEK
TBD

Hunger and Homelessness Awareness Week is dedicated to drawing attention to the problems of hunger and homelessness. Use this opportunity to share your Y's food programs and/or housing resources with your local community.

YMCA/YWCA WEEK OF PRAYER
NOVEMBER 5–11

World YMCA and YWCA Week of Prayer is a joint call to pray and take action together on a shared issue with members around the world.

ymca.int

ELECTION DAY
NOVEMBER 7

Voting isn't just a civic duty, it's also a key part of strengthening community! As a nonpartisan nonprofit organization, the Y is committed to helping individuals and communities across the nation prepare for Election Day. Use this opportunity to share local resources such as voters registration info, polling locations and more.

VETERAN'S DAY/NATIONAL DAY OF SERVICE FOR MILITARY FAMILIES AND VETERANS
NOVEMBER 11

Since the Civil War, the Y has provided services to the military, and the Armed Services YMCA continues to support military members and their families. Use this day to honor veterans and share opportunities available for military families at your Y.

AMERICAN EDUCATION WEEK
NOVEMBER 12–18

During American Education Week, share how your Y fosters the social-emotional, cognitive and physical development of youth through early learning, afterschool, post-secondary education prep and other programs.

nea.org/aew

WORLD DIABETES DAY
NOVEMBER 14

On World Diabetes Day, raise awareness of programs such as YMCA's Diabetes Prevention Program that connect individuals to a support system and reduce risk of type 2 Diabetes.

idf.org

WORLD CHILDREN'S DAY
NOVEMBER 20

World Children's Day is celebrated each year to promote international togetherness, awareness among children worldwide, and improving children's welfare. Use this opportunity to celebrate and promote all of your programs focused on youth development.

un.org/en/observances/world-childrens-day

THANKSGIVING
NOVEMBER 23

Thanksgiving is a great time to promote programs that encourage family connectedness and volunteerism.

GIVING TUESDAY
NOVEMBER 28

Many Ys use Giving Tuesday as the kick of to their season of giving. Use this day to highlight the impact your Y has on your community and as a call for donations.

givingtuesday.org

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DECEMBER

HOLIDAY SEASON/12 DAYS OF GIVING

December is filled with various holidays and it's also the season of giving! Encourage people to give back and support neighbors, and recognize donors for helping the Y make a difference in communities. Take part in the 12 Days of Giving to highlight different programs and services that are made possible through the generous contributions of donors.

NEW YEAR'S RESOLUTIONS

Engage your members as they begin to think about their New Year's resolutions.

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ACCESSING FIND YOUR Y CAMPAIGN TOOLKITS

GETTING STARTED

The Find Your Y campaign is a national, integrated marketing effort to inspire the public to get involved with the Y by joining, participating in a program, volunteering, working with us and giving. Through coordinated national and local activations, the campaign aims to change the prevailing public perception of the Y as a 'gym and swim' to an organization that helps people find their why—their greater sense of purpose.

HOW TO USE THE TOOLKITS:

- Visit the Brand Resource Center to explore the various toolkits and assets available
- Review the Find Your Y campaign messaging guide for customizable headlines and copy to meet your needs
- Download the toolkit assets you need and customize them as needed: you can swap out headlines, copy and images, and include your Y's special offers or calls to action. Watch a video to see how customization works.
- Maintain fidelity with the creative approach including all of the key visual and messaging elements (review this webinar for a deeper dive into each of these elements).

See the next page for a quick introduction to each of the available toolkits. **Questions?** Feel free to post in the comments section below or email us at marketing@ymca.net.

QUICK LINKS

KEY RESOURCES

Webinars
Messaging Guide
FAQs
TV and Radio Assets

TOOLKITS NOW ON THE BRC

Membership Toolkit
Overnight Camp Toolkit
Day Camp Toolkit
Philanthropy Toolkits
Staff Recruitment Toolkit
Afterschool Toolkit

COMING IN 2023:

Aquatics Toolkit
Youth Sports Toolkit

TOOLKIT CONTENTS

Find Your Y campaign toolkits include **messaging**, **photography**, **print assets** (e.g. posters, flyers, ads), **digital assets** (e.g. web banners, email headers, Zoom backgrounds), **social assets** (posts, stories and header images), **T-shirt art**, and **radio assets** (either a 30-second spot, or an announcer-led script). **TV spots** (30- and 15-second versions) are available in the member acquisition, overnight camp and philanthropy toolkits. Visit the Brand Resource Center for details.

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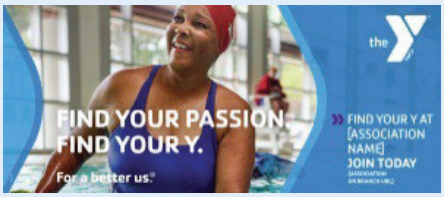
MEMBERSHIP TOOLKIT

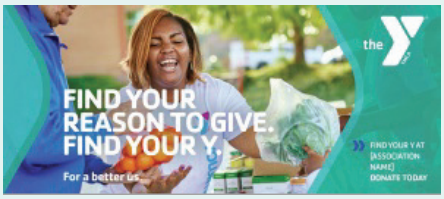


Download

original release: Nov. 2021

Use for: member acquisition and retention efforts in 2022 and 2023

ANNUAL CAMPAIGN TOOLKIT



Download

original release: Nov. 2021

Use for: all annual campaign and general fundraising efforts in 2022 and 2023

YEAR-END GIVING TOOLKIT

Download

original release: Oct. 2022

Use for: all year-end giving efforts in 2022 and 2023

WHAT'S NEW (Oct. 2022):

- Take a tour of the toolkit
- Video storytelling guide

OVERNIGHT CAMP TOOLKIT

Download

original release: Nov. 2021

Use for: summer overnight camp program promotion in 2022 and 2023

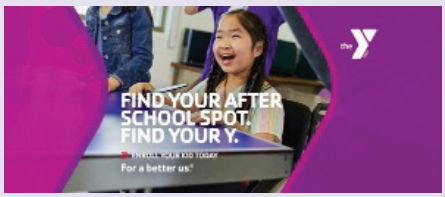
DAY CAMP TOOLKIT

Download

original release: Nov. 2021

Use for: summer day camp program promotion in 2022 and 2023

AFTERSCHOOL TOOLKIT



Download

original release: May 2022

Use for: afterschool/OST program promotion in 2022 and 2023

STAFF RECRUITMENT TOOLKIT

Download

original release: Feb. 2022

Use for: all staff recruitment efforts in 2022 and 2023. Includes assets for evergreen, summer and after school recruiting.

WHAT'S NEW (Oct. 2022):

- Video storytelling guide

AQUATICS/SAW TOOLKIT

COMING FEBRUARY 2023

Plan to use this toolkit to promote your Y's aquatics and Safety Around Water programs in 2023 and beyond.

YOUTH SPORTS TOOLKIT

COMING MARCH 2023

Plan to use this toolkit to promote your Y's youth sports program offerings in 2023 and beyond.

ENHANCEMENTS COMING IN 2023

For 2023, please continue to use all of the above toolkits, which are fully customizable with a variety of messaging and photo options for you to use. (Learn more about how to customize.) We will continue to work on enhancements, including:

- Additional headlines and messaging added to the messaging guide
- Additional photo options (new photo shoots to include more gym/fitness images, more staff recruitment images, aquatics and youth sports)
- Some assets updated with larger space dedicated to custom offers and calls to action
- New priority assets, as needs are identified

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