

PADRON&CO.

2024

Nonprofit Content Calendar

Nonprofit Content Calendar 2024



Nonprofit marketing is just different.

As a nonprofit marketer, you wear ALL the hats. You make the world a better place every single day despite limited staffing and an even more limited budget.

We understand what it's like to be in your shoes because we've been there. We're a full-service marketing agency with a passion for working with nonprofits, and we know firsthand what it takes to grow your mission.

Let us do the legwork.

Jumping on trends is an effective way to introduce your nonprofit to new audiences, but who's got time to keep up with it all? That's where we come in.

We've taken the work out of researching and compiling a 2024 editorial calendar so you can focus on the important things, like running your organization. Our calendar includes major holidays, awareness campaigns, and editorial priorities so you can craft your programs and messaging around timely trends for extra impact.

We help nonprofits grow.

Take a look at the calendar to see what aligns with your goals and mission. Then build your marketing plan accordingly. And if you need a little extra help, give us a call.

January

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			

February

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25	26	27	28	29		

March

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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

April

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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

May

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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

June

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30						

July

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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			

August

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18	19	20	21	22	23	24	
25	26	27	28	29	30	31	

September

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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October

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		

November

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					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

December

S	M	T	W	T	F	S
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

WHAT
WOULD
YOU DO

if you

weren't

afraid?



January 2024

Observances

- National Slavery and Human Trafficking Prevention Month
- National Mentoring Month
- Health Awareness: Birth Defects, Blood Donor, Cervical Health

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	New Years Day World Peace Day 1	2	3	Write to Congress Day 4	5	6
7	8	National Law Enforcement Appreciation Day 9	10	National Human Trafficking Awareness Day 11	12	Korean American Day 13
National Dress Up Your Pet Day 14	MLK Day 15	National Religious Freedom Day 16	17	18	19	20
21	22	23	International Day of Education 24	National Opposite Day 25	World Environmental Education Day 26	International Holocaust Remembrance Day 27
28	29	30	Grammy Awards 31			

Editorial Topics

New Year's Resolutions | Health & Fitness
Dry January | 2024 Trends

“Our lives
begin to *end*
the day we become
silent about the
**things that
matter.”**

- Martin Luther King, Jr.



February 2024

Observances

- National Black History Month
- Youth Leadership Month
- Health Awareness: Heart Month, Cancer Prevention, National Self-Check Month, Congenital Defects

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
					Groundhog Day Wear Red Day	
				1	2	3
World Cancer Day			National Girls and Women in Sports Day			Lunar New Year
4	5	6	7	8	9	10
INTL. Day of Girls & Women in Science Super Bowl		Mardi Gras Begins	Valentine's Day National Donors Day			Random Acts of Kindness Day
11	12	13	14	15	16	17
	President's Day	World Social Justice Day				
18	19	20	21	22	23	24
				Leap Day		
25	26	27	28	29		

Editorial Topics

Black History | Super Bowl | Mardi Gras
Valentine's Day | Houston Livestock Show & Rodeo

**“Never let the
fear of striking out
keep you from**

**playing the
game.”**

- Babe Ruth



March 2024

Observances

- National Women's History Month
- National Reading Month
- Irish Heritage Month
- Health Awareness: Nutrition, Kidney, Colorectal Cancer, Multiple Sclerosis, Breast Implant, Brain Injury, Cerebral Palsy, Developmental Disabilities

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
					Employee Appreciation Day 1	Teen Mental Health Awareness Day National Read Across America Day 2
World Wildlife Day 3	World Obesity Day 4	5	6	7	International Women's Day 8	9
Daylight Savings Begins Academy Awards Ramadan Begins 10	11	12	13	Pi Day 14	15	16
St. Patrick's Day March Madness Begins 17	18	Spring Begins 19	20	21	22	23
24	Holi 25	26	27	28	29	National Doctors Day 30
Easter 31						

Editorial Topics

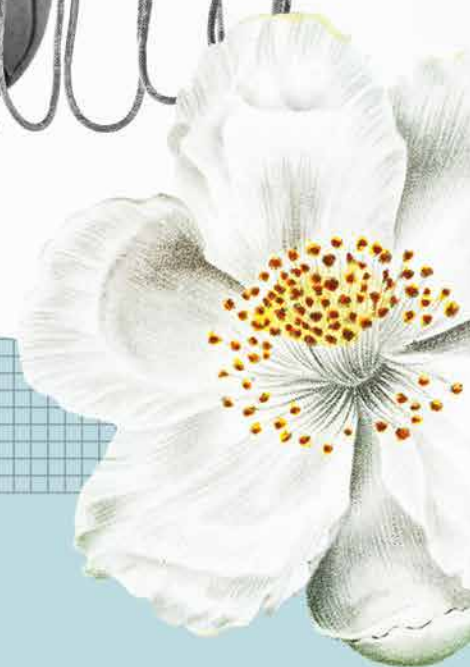
Easter + Ramadan + Holi | Spring Break
March Madness | Academy Awards

“You miss

100%

**of the shots
you don't take.”**

- Wayne Gretzky



April 2024

Observances

- Financial Literacy Month
- Jazz Appreciation Month
- National Volunteer Month
- Child Abuse Prevention Month
- Keep America Beautiful Month
- Prevention of Cruelty to Animals Month
- Scottish-American Heritage Month
- Health Awareness: Limb Loss and Limb Difference, Esophageal Cancer, TAR Syndrome, Sarcoidosis, Alcohol Awareness, Parkinson's Awareness, Donate Life, Sexual Assault Awareness, Autism Awareness, Stress Awareness, Move More

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	April Fools' Day 1	Autism Awareness Day 2	3	4	National Self Care Day 5	6
World Health Day 7	8	Eid-Al-Fitr 9	10	11	12	13
14	Tax Day National ASL Day 15	16	17	18	19	20
21	Passover Begins Earth Day 22	23	Administrative Professionals Day 24	25	Arbor Day 26	27
28	29	National Adopt a Shelter Pet Day 30				

Editorial Topics

Eid-Al-Fitr + Passover | Taxes | Environmental



QUALITY

means doing it

right

when no one is looking.

May 2024

Observances

- Asian American and Pacific Islander Heritage Month
- Jewish American Heritage Month
- Military Appreciation Month
- Older Americans Month
- Homeschool Awareness Month
- Wildfire Awareness Month
- National Foster Care Month
- Water Safety Month
- Clean Air Month
- Health Awareness: Mental Health, ALS, Skin Cancer, Cystic Fibrosis, Dental Care, Celiac Disease, Ehlers-Danlos Syndrome, Stroke, Brain Cancer, Melanoma, Lyme Disease, Blood Pressure Education, Mediterranean Diet, Cancer Research, Lupus

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
				World Autism Awareness Day 1	2	Star Wars Day 4
Cinco de Mayo 5	Teacher Appreciation Week 6	Teacher Appreciation Day 7	8	9	10	11
National Women's Health Week Begins Mother's Day 12	13	14	Peace Officer's Memorial Day 15	16	National Endangered Species Day 17	Armed Forces Day 18
19	20	National Talk Like Yoda Day 21	22	23	24	25
National Road Trip Day 26	Memorial Day 27	28	29	30	31	

Editorial Topics

End of school year | Prom and graduations
Mother's Day | Memorial Day travel



**“It does not matter
how slowly you go
as long as you**

**do not
stop.”**

- Confucius

June 2024

Observances

- LGBTQIA Pride Month
- National Homeownership Month
- National Safety Month
- African American Music Appreciation Month
- National Soul Food Month
- National Great Outdoors Month
- National Camping Month
- National Adopt a Cat Month
- Health Awareness: Migraine & Headache, PTSD, Alzheimer's and Brain Awareness, Professional Wellness

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
						1
2	3	4	World Environment Day 5	6	7	World Oceans Day 8
9	10	11	12	13	Flag Day World Blood Donor Day 14	15
Father's Day Eid al-Adha 16	Learning Disability Week 17	18	Juneteenth 19	Summer Solstice 20	World Day of Music 21	22
23	24	25	26	National PTSD Awareness Day 27	28	29
30	Editorial Topics Summer activities Water safety NBA finals LGBTQIA awareness					

The greatest

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of all is to do

nothing.

July 2024

Observances

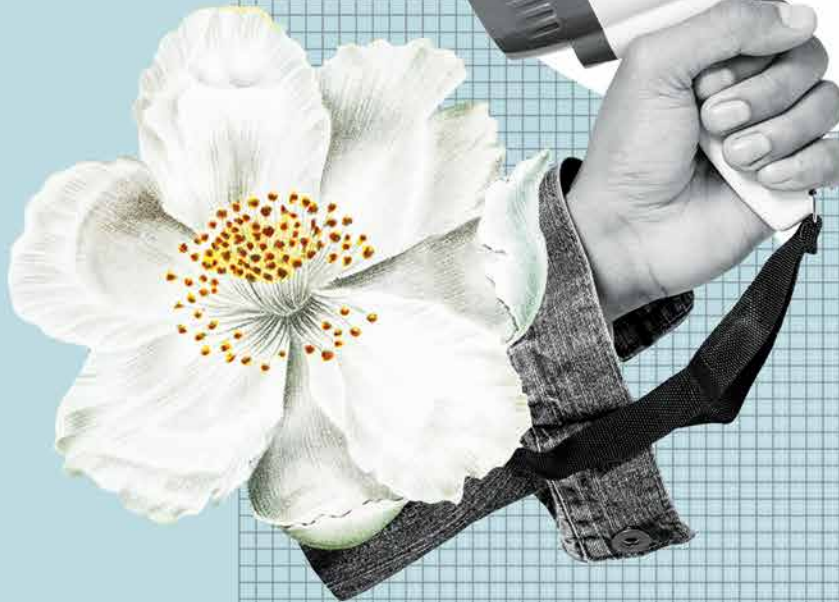
- Social Wellness Month
- Health Awareness – Fragile X, Juvenile Arthritis, Sarcoma
- Food-related: Grilling, Picnic, Peach, Blueberry, Ice Cream, Hot Dog, Horseradish, Baked Bean

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	1	2	3	Independence Day 4	5	6
Islamic New Year 7	8	9	10	11	12	13
14	National Give Something Away Day 15	16	17	18	19	20
National Be Someone Day 21	22	23	International Self Care Day 24	National Hire a Veteran Day 25	National Disability Independence Day 26	27
National Parents Day 28	29	International Day of Friendship 30	31			

Editorial Topics

| Independence Day events | Summer activities

**“What you do
speaks**



**so loudly
that I cannot hear
what you say.”**

- Ralph Waldo Emerson

August 2024

Observances

- National Back to School Month
- National Dog Month
- National Breastfeeding Month
- Black Business Month
- Family Fun Month
- Health Awareness Months: Hair Loss, Wellness, MedicAlert, Children's Eye Health and Safety, Spinal Muscular Atrophy, Immunization, Eye Exam

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
				National Night Out 1	2	3
Single Working Women's Day 4	5	6	Purple Heart Day 7	8	National Book Lovers Day 9	10
National Son and Daughter Day 11	12	13	National Financial Awareness 14	15	16	National Nonprofit Day 17
18	World Photography Day 19	20	World Senior Citizens Day 21	22	23	24
25	Women's Equality Day 26	27	28	29	National Grief Awareness Day 30	Overdose Awareness Day 31

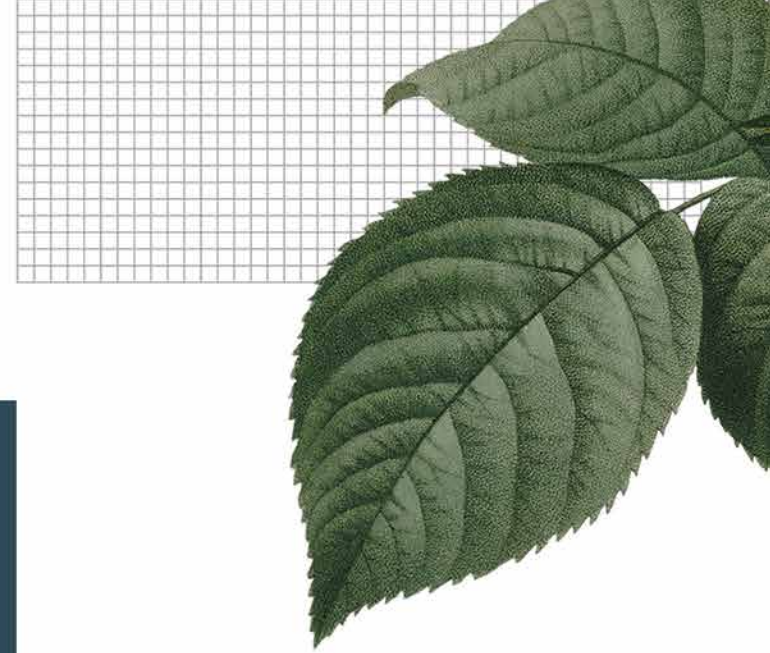
[Editorial Topics](#)

[Back to school](#)

**“The only way to do
what you love is to**

**love what
you do.”**

-Steve Jobs



September 2024

Observances

- Hispanic Heritage Month begins – Sept 15, 2024
- Classical Music Month
- Baby Safety Month
- Health Awareness Months: Alopecia Areata, Spinal Cord Injury, Pain, Prostate Cancer, Gynecologic Cancer, Neonatal Intensive, Blood Cancer, Sickle Cell, Recovery, Disease Literacy, Suicide Prevention, Pulmonary Fibrosis, Self-Care, Childhood Obesity, Polycystic Ovarian Syndrome, Self-Improvement, Childhood Cancer, Learning and Development

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	Labor Day VJ Day 2	3	4	International Day of Charity 5	National Read a Book Day 6	7
Grandparents Day 8	9	10	Patriot Day 11	12	13	14
International Day of Democracy 15	16	17	18	Talk Like a Pirate Day 19	World Suicide Prevention Day 20	International Day of Peace 21
Fall Begins 22	23	24	National Women's Health and Fitness Day 25	26	27	28
Gold Star Mother's and Family Day 29	30					

Editorial Topics

Labor Day weekend | Fall activities | Oktoberfest



Opportunities don't happen.

**You
create
them.**

Observances

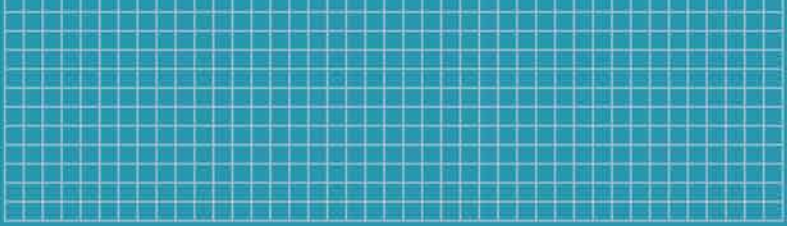
- National Economic Education Month
- National Women's Small Business Month
- Financial Planning Month
- Fire Prevention Month
- Tackling Hunger Month
- Vegetarian Month
- National Work and Family Month
- National Cyber Security Awareness Month
- National Crime Prevention Month
- National Bullying Prevention Month
- National Book Month
- National Arts & Humanities Month
- National Animal Safety and Protection Month
- Halloween Safety Month
- Domestic Violence Awareness Month
- History & Heritage: Filipino American, Polish American, Italian American, German-American
- Health Awareness Months: Breast Cancer, Down Syndrome, World Blindness, Dysautonomia, Dwarfism, ADD/ADHD, Sudden Cardiac Arrest, Sensory Processing Awareness, Menopause, Learning & Development, Talk About Prescriptions, Rett Syndrome, Organize Your Medical Information, Sudden Infant Death Syndrome, Spina Bifida, RSV, Pregnancy and Infant Loss, Protect Your Hearing, Physical Therapy, Orthodontic Health, Liver, Family Sexuality Education, Depression Education, Dental Hygiene, Critical Illness, Chiropractic Health, Audiology Awareness, Long-term Care, Eye Safety, Health Literacy

October 2024

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
		International Music Day 1	Rosh Hashanah 2	3	4	5
Kids Music Day 6	7	8	National Stop Bullying Day 9	World Mental Health Day 10	11	12
13	Indigenous Peoples Day 14	15	Boss's Day 16	End Poverty Day 17	18	19
20	Back to the Future Day 21	22	23	24	25	Make a Difference Day 26
27	National First Responders Day 28	29	30	Halloween Diwali begins 31		

Editorial Topics

MLB World Series | Fall festivals | Holiday season begins
Halloween safety | Pumpkin spice



“Do, or do not.

There is no

try.”

- Yoda



November 2024

Observances

- Military Family Month
- National Native American Heritage Month
- No Shave November
- National Career Development Month
- National Family Literacy Month
- National Adoption Month
- National Novel Writing Month
- Health Awareness Months – Stomach Cancer, Hospice & Palliative Care, Prematurity, Pancreatic Cancer, Marrow, Impotency, Home Care & Hospice, Family Caregivers, Diabetes, COPD, Alzheimer Disease, PPSI AIDS, Lung Cancer, Gluten-Free Diet, Epilepsy, Diabetic Eye Disease, Healthy Skin

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
					Day of the Dead 1	2
Daylight Savings Ends 3	4	Election Day 5	6	7	National STEM/STEAM Day 8	9
10	Veterans Day 11	12	World Kindness Day 13	14	National Recycling Day 15	16
17	18	19	20	Great American Smokeout 21	22	National Adoption Day 23
24	25	26	27	Thanksgiving Day 28	Black Friday 29	Small Business Saturday 30

Editorial Topics

| Elections | Thanksgiving activities | Holiday travel

**“A year from now
you may wish
you had started
today.”**

- Karen Lamb



December 2024

Observances

- National Human Rights Month
- National Write a Business Plan Month
- National Drunk & Drugged Driving Prevention Month
- Health Awareness Months – AIDS, Sharps Injury, Twin to Twin Transfusion Syndrome

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
World AIDS Day 1	Cyber Monday 2	Giving Tuesday 3	Wildlife Conservation Day 4	International Volunteer Day 5	6	National Pearl Harbor Remembrance Day 7
8	9	Human Rights Day 10	11	12	13	National Energy Conservation Day 14
15	16	17	18	19	National Ugly Sweater Day 20	Wreaths Across America Day Winter Solstice 21
22	Festivus 23	24	Christmas Hanukkah Begins 25	Kwanzaa Begins 26	27	28
29	30	New Year's Eve 31				

Editorial Topics

Hanukkah + Christmas + Kwanzaa | Holiday Shopping
Holiday + Year End Giving | 2024 in Review

PADRON & CO.

We are a full-service, Houston-based marketing agency with a passion for working with nonprofits, tech startups, and small businesses.

**Website Design & Development | Graphic Design | Branding
Social Media | Advertising | Email Marketing | Strategic Planning**

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