

2020 Communications Overview

Month	Date	Holiday/Milestone	Meaning and Alignment	Action	Lead
January					
	1/1/2020	New Years Day	Celebration of the new year. A great way to communicate Organization's focus for the new year.	Digital Media Amplification	
	1/15/2020	Monthly E-Newsletter	Monthly newsletter going out to supporters to update them about the work.	E-Newsletter	
	1/20/2020	Martin Luther King Day	Celebrates the life and achievements of Martin Luther King Jr. Organization can communicate the ways its carrying out his legacy.	Digital Media Amplification	
	1/27/2020	Hope Count	Is an estimate of people experiencing homelessness conducted every year by the NYCDHS. Organization can connect its work to this effort or participate.	Digital Media Amplification	
February					
	2/1/2020	Black History Month	Celebration of achievements by African Americans and recognizing their central role in U.S. history. Great way to highlight African Americans who've had a deep impact in Organization's direction.	Ongoing Digital Media Amplification	
	2/14/2020	Valentine's Day	An annual celebration of love. Great way to thank donors.	Digital Media Amplification and Stewardship Email	
	2/15/2020	Monthly E-Newsletter	Monthly newsletter going out to supporters to update them about the work.	E-Newsletter	
	2/20/2020	World Day of Social Justice	Encourages people to look at how social justice affects poverty eradication. Promote how Organization centers its work through a social justice lens.	Digital Media Amplification	
March					
	3/1/2020	Bi-Annual Newsletter	Stewardship Piece	Print Newsletter	
	3/1/2020	Women's History Month	Month that highlights the contributions of women to society. Great way to highlight how women staff and clients overcome adversity.	Digital Media Amplification	
	3/8/2020	International Women's Day	A day aimed to help society eliminate discrimination against women. Organization can highlight the intersection of substance use, child welfare involvement, and its impact on the lives of mothers.	Digital Media Amplification	
	3/15/2020	Monthly E-Newsletter	Monthly newsletter going out to supporters to update them about the work.	E-Newsletter	
	3/30-4/5/2020	National Drug & Alcohol Facts Week	Links students with experts to counteract the myths about drugs and alcohol that teens get from society. Great way to educate audiences on these myths through Organization's lens and approach.	Digital Media Amplification	
	3/31/2020	Women's History Month Event	An event by Organization that will showcase women who have overcome adversity.	Event	
April					
	4/1/2020	Multi-Channel Fundraising Campaign (Spring)	Fundraising Campaign	Multi-Channel Fundraising Campaign	
	4/1/2020	Child Abuse Prevention Month	Annual observance dedicated to raising awareness and preventing child abuse. Organization can share resources on how to support families impacted by child abuse.	Digital Media Amplification	
	TBD	Veteran's Trips	Communicate stories of how visits to DC monuments impacted clients.	Event/Trip	
	4/7/2020	World Health Day	Annual commemoration that provides an opportunity to focus attention on a health problem or issue. Organization can educate audiences on health challenges and disparities.	Digital Media Amplification	
	4/15/2020	Monthly E-Newsletter	Monthly newsletter going out to supporters to update them about the work.	E-Newsletter	
	4/22/2020	Earth Day	Annual commemoration demonstrating support for environmental protection. If Organization does any activities, great way to highlight on digital media.	Digital Media Amplification	
	4/24 - 4/30/2020	National Reentry Week	Week raising awareness to improve reentry outcomes and raise awareness of the importance of successful reentry. Organization can highlight how it serves people with conviction histories and communciate impact of its Alternatives to Incarceration program.	Digital Media Amplification	
May					
	TBD	Veteran's Trips	Communicate stories of how visits to DC monuments impacted clients.	Event/Trip	
	5/1/2020	Mental Health Month	A month that promotes a variety of ways to nourish mental health. Organization can discuss its approach to mental health and wellness.	Digital Media Amplification	
	5/1/2020	International Workers' Day	A celebration of the working class. Organization can promote its efforts to help its clients succeed in the workplace and its employment services.	Digital Media Amplification	
	5/15/2020	Monthly E-Newsletter	Monthly newsletter going out to supporters to update them about the work.	Digital Media Amplification	

	5/10/2020	Mother's Day	A celebration of motherhood. Organization can highlight the impact of its Young Mothers Program through storytelling.	Digital Media Amplification and Stewardship Email	
	5/12 - 5/18/2020	SAHMSA National Prevention Week	A week raising awareness about the importance of substance use prevention and positive mental health. Organization can promote its approach to substance use prevention and positive mental health.	Digital Media Amplification	
	5/25/2020	Memorial Day	Holiday honoring the military personnel who died while serving in the United States Armed Forces. Organization can commemorate the holiday through storytelling and highlighting its services to help veterans.	Digital Media Amplification	
June					
	TBD	Men's Day	Event where male leaders speak to clients about recovery and provide inspiration and motivation for them.	Event	
	6/1/2020	Gay Pride Month	Holiday commemorating the Stonewall riots and to recognize the impact LGBTQI people have had on the world. Organization can share a quote from the CEO or highlight staff members it wants to celebrate during the month.	Digital Media Amplification	
	6/5/2020	World Environment Day	A day encouraging awareness and action for the protection of our environment. Organization can highlight ways its staff, clients, or organization are protecting the environment.	Digital Media Amplification	
	6/15/2020	Monthly E-Newsletter	Monthly newsletter going out to supporters to update them about the work.	E-Newsletter	
	6/17/2020	Father's Day	A celebration of fatherhood. Organization can highlight stories of fathers and the impact of Organization's services on their relationships with their families.	Digital Media Amplification and Stewardship Email	
	6/26/2020	International Day Against Drug Abuse and Illicit Trafficking	Day raising awareness of action and cooperation to achieve the goal of an international society free of drug abuse. Organization can share what its doing to help its clients overcome substance use.	Digital Media Amplification	
July					
	7/4/2020	Independence Day	Holiday commemorating the independence of the United States. Organization can share positive affirmation of the holiday to its supporters.	Digital Media Amplification	
	7/15/2020	Monthly E-Newsletter	Monthly newsletter going out to supporters to update them about the work.	E-Newsletter	
	7/18/2020	Nelson Mandela International Day	Celebrates the life and achievements of Martin Luther King Jr. Organization can communicate the ways its carrying out his legacy.	Digital Media Amplification	
	7/30/2020	International Day of Friendship	Annual holiday celebrating friendship. Organization can give thanks and appreciation to its partners and supporters throughout its history.	Digital Media Amplification	
August					
	8/1/2020	Multi-Channel Fundraising Campaign (Summer)	Fundraising Campaign	Multi-Channel Fundraising Campaign	
	8/15/2020	Monthly E-Newsletter	Monthly newsletter going out to supporters to update them about the work.	E-Newsletter	
	8/12/2020	International Youth Day	Annual holiday helping engage youth in making positive contributions to their communities. Great opportunity for Organization to highlight its adolescent education and GED programs.	Digital Media Amplification	
	8/17/2020	National Nonprofit Day	Recognizes the positive impact that nonprofits have on local communities around the world. Great way to let Organization's donors know what how their investments have had a positive impact on the community.	Digital Media Amplification	
September					
	9/1/2020	National Recovery Month	Month dedicated to increasing awareness and understanding of mental and substance use disorders. Organization can leverage this month to do short stories of the challenges of overcoming mental and substance use disorders and how its programs help people do just that.	Digital Media Amplification	
	9/7/2020	Labor Day	A celebration of the working class in the United States and Canada. Organization can promote its efforts to help its clients succeed in the workplace and its employment services.	Digital Media Amplification	
	9/7/2020	International Day of Charity	Day the United Nations designated as a way for charities to coordinate fundraising efforts. Organization can do a light lift post on social.	Digital Media Amplification	
	9/6-9/12/2020	World Suicide Prevention Week	Inform and engage health professionals and the general public about suicide prevention and warning signs of suicide. Organization can discuss how this issue impacts its clients and how it works to prevent suicides.	Digital Media Amplification	
	9/15/2020	Monthly E-Newsletter	Monthly newsletter going out to supporters to update them about the work.	E-Newsletter	
	9/16/2020	Recovery Festival	A day to celebrate the achievements of people who overcame substance use disorders.	Event	
October					

	3/1/2020	Bi-Annual Newsletter	Stewardship Piece	Print Newsletter
	10/1/2020	Domestic Violence Awareness Month	A month to connect women's advocates across the country to raise awareness around Domestic Violence. Organization can discuss how its clients are uniquely impacted by this issue and ways its programs are impacting their lives through storytelling.	Digital Media Amplification
	10/5/2019	World Teachers Day	Celebrates the role teachers play in providing quality education at all levels. Organization can share stories and impact on its Adolescent and GED programs.	Digital Media Amplification
	10/10/2020	World Mental Health Day	raising awareness of mental health issues around the world and mobilizing efforts in support of mental health.	Digital Media Amplification
	10/10/2020	World Homeless Day	A day to raise awareness and create a society where everyone has a place to call home. Organization can highlight success stories from its housing programs and its impact on communities.	Digital Media Amplification
	10/14/2020	Annual Gala	Fundraising Event	Fundraising Event
	10/11/2020	International Day of the Girl	Aims to highlight and address the needs and challenges girls face, while promoting girls' empowerment and the fulfillment of their human rights. Great way for Organization to highlight the daughters of staff and clients.	Digital Media Amplification
	10/15/2020	Monthly E-Newsletter	Monthly newsletter going out to supporters to update them about the work.	E-Newsletter
	10/17/2020	International Day for the Eradication of Poverty	Day to raise people's awareness of the need to eradicate poverty and destitution worldwide. Highlight Organization's efforts to eradicate poverty through its housing, employment, education, and wellness programs.	Digital Media Amplification
	10/27/2020	National Mentoring Month	A day recognize and celebrate the benefits of mentoring. Organization can highlight staff members who've served as mentors to clients or the teachers in the adolescent program.	Digital Media Amplification
November				
	11/11/2020	Veterans Day	Day honoring members of the United States military veterans. Organization can discuss the unique challenges veterans face upon returning home and its innovative programs to help them overcome these obstacles.	Parade, Stewardship or Fundraising Email, and Digital Media Amplification
	11/15/2020	Multi-channel Fundraising Campaign (Year-end)	Fundraising Campaign	Multi-Channel Fundraising Campaign
	11/15/2020	Monthly E-Newsletter	Monthly newsletter going out to supporters to update them about the work.	E-Newsletter
	11/25/2020	International Day for the Elimination of Violence Against Women	A day highlighting the scale of gender-based violence around the world. Organization can discuss how this issue impacts its clients and ways its programs is helping empower women.	Digital Media Amplification
	11/28/2019	Thanksgiving Day	A day of giving thanks. Organization can give thanks and appreciate its donors.	Digital Media Amplification
December				
	12/1/2020	World AIDS Day	A day raising awareness of the AIDS pandemic caused by the spread of HIV infection and mourning those who have died of the disease. Organization can highlight what it does to support people living with HIV/AIDs through its health programs.	Digital Media Amplification
	12/1/2020	Giving Tuesday	Fundraising Campaign	Fundraising Campaign
	12/5/2020	International Volunteer Day	A day and opportunity for organizations to promote volunteerism. A great way for Organization to thank its volunteers or to share volunteer opportunities with public.	Digital Media Amplification
	12/15/2020	Monthly E-Newsletter	Monthly newsletter going out to supporters to update them about the work.	E-Newsletter
	12/25/2020	Christmas	Day celebrating the day of Jesus Christ. Great way to leverage the holiday spirit and thank donors for their generosity and commitment.	Digital Media Amplification
	12/31/2020	New Year's Eve	The day before the new year. Organization can reflect on the last year and paint a picture of what's to come in the new year.	Digital Media Amplification