

# 2023 GIFTING CALENDAR

There are multiple opportunities throughout the year to recognize, motivate or connect with employees, prospects and clients. Never miss a moment to honor a heritage month, raise awareness of an important cause, or find the perfect reason to reach out.

## January

**NEW YEAR'S:** Kickoff the year right with a well-timed, inspiring message and a health & wellness themed gift box.

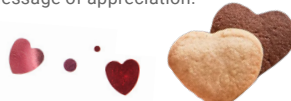
**SALES KICKOFF:** Motivate your team to reach their goals and include a branded item to amp up the message.

**GET TO KNOW YOUR CUSTOMERS DAY** (Jan. 19, Third Thursday/Quarter): Send a gift to engage with, and show appreciation for, your customers.

## February

**BLACK HISTORY MONTH:** Honor Black History Month with a gift that features Black-owned businesses or makes a positive impact in the Black community.

**VALENTINE'S DAY:** Show the love and make your team or customers smile with a gift or message of appreciation.



Rustic Bakery Sweet Hearts Cookies

## March

**WOMEN'S HISTORY MONTH** (and *International Women's Day, Mar. 8*): Celebrate through a Women's Speakers Series and a gift that features women-owned businesses and makes a positive impact for women.

**EMPLOYEE APPRECIATION DAY** (Mar. 3): Make their day by recognizing your team members.



Brenda Palms Barber of Sweet Beginnings

## April

**FAIR CHANCE MONTH:** Raise awareness of the importance of hiring individuals impacted by the justice system, and why it's good for business and our society.

**NATIONAL VOLUNTEER MONTH:** Encourage employees and others to give their time and talent throughout April.

**EARTH DAY** (Apr. 22): Promote your ESG (*Environmental, Sustainability and Government*) goals with sustainable branded products that won't add waste.

**ADMINISTRATIVE PROFESSIONALS DAY** (Apr. 26): Show your appreciation and recognize employees who make an impact every day at your company.

## May

**ASIAN AMERICAN & PACIFIC ISLANDER HERITAGE MONTH:** Honor AAPI month with a gift that supports AAPI-owned businesses.

**MENTAL HEALTH AWARENESS MONTH:** Acknowledge the importance of mental health in the workplace.

**SMALL BUSINESS MONTH:** Be sure to recognize one of the 31.7M small businesses in the U.S. and celebrate their contribution to our community and economy.

**MOTHER'S DAY** (May 14): Remember to celebrate and honor the Moms and Mother-figures in your organization.

## June

**LGBTQ+ PRIDE MONTH:** Celebrate and recognize the contributions of the LGBTQ+ community with educational events, sponsorships or awareness.

**FATHER'S DAY** (Jun 18): Don't forget to recognize the dads and father-figures in your company.

**JUNETEENTH** (Jun 19): Take the opportunity to acknowledge and educate your teams about the end of slavery in the U.S.



## July

**DISABILITY PRIDE MONTH:** Honor the passing of the Americans With Disabilities Act with awareness, education and investment in individuals with disabilities.

**INDEPENDENCE DAY** (Jul. 4): Celebrate American-made products and American small businesses.

**NATIONAL INTERN DAY** (Jul. 27): If you have summer interns, this is the perfect time to show your gratitude for their contributions.

Branden Marty & participants of Veteran Roasters



## August

**BLACK BUSINESS MONTH:** Did you know only 2.3% of U.S. businesses are Black-owned? Promote and support your local Black-owned businesses or send a gift featuring our Black-owned Impact Partners.

**NATIONAL WELLNESS MONTH:** Consider offering a summer day off, or a group outing to support your employees' health and wellness.

**BACK TO SCHOOL:** A busy time for many parents, and a perfect opportunity to send a college care package.

## September

**HISPANIC HERITAGE MONTH** (Sept. 15 - Oct. 15): Acknowledge and honor this community with our curated gift featuring Latino/a and Hispanic-Owned businesses.



Ricardo Davantes and Alfredo Livas of La Monarca Bakery

## October

**NATIONAL DISABILITY EMPLOYMENT AWARENESS MONTH:** Send a gift which supports workforce development for individuals with disabilities.

**NATIONAL FAIR TRADE MONTH:** Another chance to share your company values by celebrating fair trade companies and products.

**NATIONAL WOMEN'S SMALL BUSINESS MONTH:** Support certified Women-owned businesses and raise awareness of the impact of female entrepreneurs.

## November

**NATIONAL NATIVE AMERICAN HERITAGE MONTH:** Recognize Native American culture and history to educate and raise awareness.

**NATIONAL GRATITUDE MONTH:** An opportunity to send Thanks-giving or Gratitude-themed gifts to thank clients or employees.

**VETERAN'S DAY** (Nov. 11): Celebrate the veterans in your community by hiring/supporting veterans or sending gifts from veteran-focused Impact Partners.

## December

**HOLIDAY SEASON:** An ideal time to send gifts to prospects, customers and colleagues.

**END OF YEAR AND NEW YEAR'S:** Celebrate the success of 2023 and kickoff the new year in style with a New Year's gift.

