

Marketing Timeline – Align with Key Timeframes



Month	Marketing Timeline: Key Dates and Timeframes
January	Blood donations: National Blood Donor Month, potential blood appeal (historically challenging time to collect blood) Disasters/preparedness: Winter storms, cold weather, home fires
February	Blood donations: Cancer Prevention Month, potential blood appeal (and winter weather impact to blood drives) Disasters/preparedness: Winter storms, cold weather, home fires
March	Blood donations, volunteers/staff: Red Cross Month Disasters/preparedness: Turn and Test smoke alarms when daylight savings begins
April	Disasters/preparedness: Spring storms, National <i>Sound the Alarm</i> Home Fire Safety program
May	Dates: Military Appreciation Month , World Red Cross and Red Crescent Day (May 8) Disasters/preparedness: Hurricane Preparedness, Wildfire Preparedness, spring storms, National <i>Sound the Alarm</i> Home Fire Safety program
June	Blood donations: World Blood Donor Day (June 14), Summer blood donation appeal Disasters/preparedness: Start of hurricane season (June 1)
July	Blood donations, training: Summer blood donation appeal Disasters/preparedness: Summer safety
August	Blood donations, training: Summer blood donation appeal Disasters/preparedness: Hurricane Preparedness, Wildfire Preparedness, Summer Safety
September	Blood donations, training: Sickle Cell Awareness Month Disasters/preparedness: National Preparedness Month
October	Disasters/preparedness: Fire Prevention Month
November	Campaigns: Holiday Campaign, Giving Tuesday (Tuesday after Thanksgiving) Disasters/preparedness: Turn and test your smoke alarms when Daylight Savings Time ends
December	Campaigns: Holiday Campaign