PURSUANT®

integrated direct response calendar

	January New Year's Day MLK Jr.	**February** Valentine's Day President's Day Lent	**March** Saint Patrick's Day	**April** Good Friday Easter	**May** Mother's Day Memorial Day Graduation	**June** Father's Day Graduation	**July** Independence Day	**August**	**September** Labor Day	**October** Halloween	**November** Veteran's Day Thanksgiving	**December** Christmas	**OWNERS**
Annual Theme													
Quarterly Themes													
Monthly Campaigns													
Communication Channels:													
Direct Mail													
Digital Drumbeat													
Social Media													
Events & Media													
Other													
Mid-Level Strategies													
Major Donor Strategies													
Other													