

GET THE GOOD OUT

2014 National and YMCA Special Events Calendar

Promote the Y's Impact and Engage Community



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

	NATIONAL CAMPAIGNS OR EVENTS Tools and resources will be available for national campaigns and events. Visit the Brand Resource Center and Yexchange.org/PublicRelations	NATIONAL HOLIDAYS AND OBSERVANCES Leverage national events to tell the Y's story and inspire engagement	YMCA CONNECTION Communicate how the national holidays and observances featured in this calendar "connect" to the Y's history and cause to strengthen community
JAN	Martin Luther King, Jr. Day of Service Jan. 20	New Year's Day Jan. 1	Kick off the new year with tips to living healthier, and use the opportunity to engage the public in Y programs that benefit health and well-being.
		National Mentoring Month	During National Mentoring Month, raise awareness of how caring and supportive mentors can help youth succeed and achieve, or profile a YMCA mentor and mentee. nationalmentoringmonth.org
FEB	National Advocacy Days Feb. 24-26 American Heart Month	President's Day Feb. 17	President's Day is a great time to promote youth education, civic engagement and leadership programs. You can also share stories about connections your Y may have to past or current U.S. presidents.
		Black History Month	During the 1910s, Carter G. Woodson resided at the Wabash YMCA, where he organized the first Negro History Week, known today as Black History Month. During this month engage your community and bring together individuals from diverse backgrounds to appreciate and learn from one another. africanamericanhistorymonth.gov
MAR	American Diabetes Alert Day March 25	National Nutrition Month	Share tips from Healthy Family Home to help improve the health of your community, and promote the new healthy eating and physical activity (HEPA) standards in your before and afterschool programming. ymca.net/healthy-family-home
		National Women's History Month	By 1946, women accounted for 12 percent of YMCA members. As part of our diversity and inclusion efforts, celebrate National Women's History Month by honoring the roles of women in the movement.

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APR	National Volunteer Week April 6-13 Healthy Kids Day® April 26 Summer Camp promotion	Global Youth Service Day April 11-13	On Global Youth Service Day, help youth identify the needs of their community and encourage them to give back and support their neighbors. Also, promote your service-learning opportunities and program elements. gysd.org
		National Environmental Education Week April 13-19	During National Environmental Education Week, emphasize the importance of preserving energy by promoting your environmental camps or other related programming. eeweek.org
		National Park Week April 19-27	Through our collaboration with the National Park Service, the Y is encouraging families to become active and spend time together by visiting the nation's parks and trails. During this week, promote the importance of exploring the outdoors. nationalparks.org
		Earth Day April 22	Show social and environmental responsibility by promoting your Y's green initiatives, environmental camps and programs that support a healthy environment. earthday.org
MAY	Water Safety promotion	Mother's Day May 11	Mother's Day is a great opportunity to promote togetherness. Promote family time programs and activities that help strengthen family bonds.
		National Women's Health Week May 11-17	During National Women's Health Week, promote the importance of maintaining a healthy lifestyle by highlighting health, well-being and fitness programming for women. womenshealth.gov/nwhw
		Armed Forces Day May 17	The Y's support of the military dates back to the Civil War. On this day, thank military members and their families, share the services available at your Y and consider hosting a community service event. defense.gov/afd
		Memorial Day May 26	Memorial Day is the unofficial kickoff to the summer season. Promote swim, sports, play, camp and other programming to encourage physical activity today and all summer long.
		National Water Safety Month	As a longtime pioneer in swimming, the Y is committed to keeping individuals safe when in and around water. During National Water Safety Month, share safety tips and also promote the multiple health benefits of swimming and the importance of swim lessons. nationalwatersafetymonth.com
		National Senior Health and Fitness Day May 28	National Senior Health and Fitness Day is a great opportunity to promote older adult programming and other health, well-being and fitness offerings for seniors. fitnessday.com/senior
		Graduations	During graduation season, share how the Y helps youth reach their potential through post-secondary education prep and leadership programs. Be sure to include success stories.
		Asian-Pacific American Heritage Month	As part of the Y's commitment to diversity and inclusion, promote how the Y brings together individuals, regardless of income or background. asianpacificheritage.gov
		National Physical Fitness and Sports Month	National Physical Fitness and Sports Month is a great opportunity to promote your Y's efforts to inspire healthy living. fitness.gov
Older Americans Month	During Older Americans Month, promote older adult programming and volunteer opportunities at your Y. olderamericansmonth.org		

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JUNE	Founder's Day: 170th Anniversary of the Y June 6 Father's Day June 15	National Men's Health Week June 9-15	National Men's Health Week is a great opportunity to elevate the importance of maintaining a healthy lifestyle while promoting health, well-being and fitness programming for men. menshealthmonth.org/week
		Summer Learning Day June 20	When the school year ends it's important for kids to stay physically and mentally active to avoid summer "brain drain" and "weight gain". On Summer Learning Day, promote your key programming to ensure kids move and learn during out-of-school time. summerlearning.org
JUL		Independence Day July 4	Independence Day is an ideal time to promote your Y's activities that celebrate relationship building to help strengthen community. Thank a service member or plan a community activity that benefits veterans or current service members.
AUG	Back-to-School/ Afterschool promotion	Friendship Day Aug. 4	In the spirit of Friendship Day, celebrate and promote the Y's group programming as an opportunity to make connections and build relationships that enhance well-being.
SEP	Childhood Obesity Awareness Month	Grandparents' Day Sept. 7	Grandparents' Day is a great time to promote the value of togetherness and family time activities, as well as the Y's programs and activities for every life stage.
		National Day of Service and Remembrance Sept. 11	At the Y, we are committed to giving back and helping our neighbors. On the National Day of Service and Remembrance, take time to encourage members of your community to serve, and celebrate and thank your volunteers. 911dayofservice.org
		National Hispanic Heritage Month Sept. 15-Oct. 15	As part of our diversity and inclusion efforts, find ways to engage your community and bring individuals together, regardless of income or background, during National Hispanic Heritage Month. hispanicheritagemonth.gov
		Women's Health and Fitness Day Sept. 24	Women's Health and Fitness Day is a great opportunity to elevate the importance of maintaining a healthy lifestyle, while promoting health, well-being and fitness programming for women. fitnessday.com/women
		Fruits and Veggies-More Matters Month	During this month share tips from Healthy Family Home about eating healthier as a family. fruitsandveggiesmorematters.org

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OCT	Arts Week Oct. 6-12	National Child Health Day Oct. 6	In recognition of National Child Health Day, demonstrate how your Y is nurturing the potential of every child and teen. Share how your Y is implementing the new healthy eating and physical activity (HEPA) standards in before and afterschool programming. yexchange.org/HealthyLiving/Pages/HEPA-standards.aspx
		Lights on Afterschool TBD	On this day, promote how YMCA afterschool programs help youth thrive through extended learning opportunities. afterschoolalliance.org
		National Red Ribbon Week Oct. 23-31	This week is all about preventing youth violence. Promote opportunities in your afterschool, gang prevention and other character-building programs for children and teens. nfp.org
		National Arts and Humanities Month	Promote the impact of arts and humanities on children and teens' development, and promote YMCA's Arts Week! artsusa.org
		Make a Difference Day Oct. 25	Tell stories about members whose lives have been positively impacted because of the Y and share opportunities for people to give back and support neighbors. handsonnetwork.org/nationalprograms/signatureevents/MakeADifferenceDay
		Diversity Awareness Month	Share opportunities at your YMCA that demonstrate how the Y makes sure everyone – regardless of age, income or background – has an opportunity to learn, grow and thrive.
		Family Health Month	During Family Health Month, promote family time and ways to develop healthy lifestyles through Healthy Family Home and other family programming. ymca.net/healthy-family-home
NOV	Diabetes Awareness Month National Military Family Month	World YMCA and YWCA Week of Prayer and World Fellowship Nov. 9-15	During this week, promote the value of togetherness and fellowship. www.ymca.int/resources/ymca-week-of-prayer/
		Veteran's Day/National Day of Service for Military Families and Veterans Nov. 11	Since the Civil War, the Y has provided services to the military, and the Armed Services YMCA continues to support military members and their families. Use this day to honor veterans and share opportunities available for military families at your Y.
		American Education Week Nov. 17-21	The Y helped shape the development of higher education institutions, beginning in the 19th and 20th centuries. During American Education week, share how your Y is helping youth reach their potential in early learning, afterschool and post-secondary education prep programs. Be sure to include success stories. nea.org/aew
		National Family Week Nov. 23-29	Spending time together strengthens families. During National Family Week, elevate the value of YMCA programs that encourage and promote family time. alliance1.org/ce/nfw/tools-resources
		Thanksgiving Nov. 27	Thanksgiving is a great time to celebrate family connectedness, promote your family time programs and share the value of helping those in need. Also, use this time to plan and promote a community service event to give back to those in need.
Character Development Month	As part of the Y's commitment to character development, share stories that demonstrate the Y's core values: caring, honesty, respect and responsibility.		
DEC	New Year's Resolutions	Holiday Season/Season of Giving	December is filled with various holidays and it's also the season of giving! Use this month to encourage people to give back and support neighbors, and hold events for the community to celebrate the holidays.