

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	1	2 Global Running Day Share a curated collection of items to help runners hit the road—including gear, fitness equipment, and products for post-run recoveries.	3	4 National Cheese Day Embrace this playful holiday by offering subscribers 20% off cheesy snacks.	5
6	7	8 National Best Friends Day Send SMS subscribers a BOGO offer to pick something special to treat their bestie—and themselves.	9	10	11	12
13 National Children's Day Offer subscribers 10% off so they can stock up on summer essentials for kids, including apparel, beach toys, and outdoor play equipment.	14	15	16	17	18	19 Juneteenth Share a list of organizations your brand supports to encourage subscribers to engage in anti-racism work through volunteering and donations.
20 Father's Day Help subscribers celebrate the father figures in their life by sharing a gift guide with recommendations for every type of dad.	21 Prime Day Celebrate the official start of summer and Amazon Prime Day by giving subscribers exclusive early access to a 24-hour flash sale. Include a playful summer-themed GIF to catch subscribers' attention.	22	23	24	25	26
27 National Sunglasses Day Send subscribers a text highlighting your best-selling shades, and include a GIF previewing each pair. Bonus tip: if you offer virtual try-on, let subscribers know how easy it is to see how the frames look.	28	29	30 National Social Media Day Invite subscribers to tag your brand on Instagram in their photos with your products for a chance to win an e-gift card and be featured on your grid.	1	2	3