

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	29	30	1
2	3	4	5 Teacher's Day Share a curated gift guide to help subscribers say "thank you" to the teachers in their life.	6	7	8
9 Mother's Day Send subscribers a shipping deadline reminder to ensure their purchases arrive before the holiday. If they're last-minute shoppers, let them know about BOPIS or gift card options.	10	11	12	13 National Apple Pie Day Share something sweet by offering subscribers a free dessert with any purchase.	14	15
16	17 Tax Day Send subscribers a helpful reminder to submit their taxes—and to celebrate with an exclusive 17% off promotion to mark the date.	18	19	20 National Rescue Dog Day Give subscribers another reason to spoil their pups by sending a BOGO deal on pet toys.	21	22
23	24 National Scavenger Hunt Day Celebrate the day by letting subscribers know they can find a hidden offer—like free shipping—on your site for one day only.	25	26	27 National Sunscreen Day Send suncare tips to help subscribers soak up the sun safely. Include an exclusive offer so they can stock up on sun-blocking items, from sun hats to sunscreen.	28	29
30 National Creativity Day Tap into your subscribers' creativity and share user-generated content highlighting your most popular items.	31 Memorial Day Celebrate the unofficial start of summer by giving subscribers 24 hours to shop the weekend-long sale before anyone else. Include a holiday-themed GIF to catch subscribers' attention.	1	2	3	4	5