

ID.me

2023

Community Marketing Campaign Calendar

Marketing to Communities

Keep these key dates in mind when building marketing campaigns to recognize, honor, and engage with different Communities throughout the year.

Interested in accessing millions of ID.me verified Community users and targeting them with your exclusive offers?

Contact sales →





Military



Nurses



March

National K9 Veterans Day

March 13, 2023

May

Military Appreciation Month

May 1–31, 2023

Military Spouse Appreciation Day

May 12, 2023

Armed Forces Day

May 20, 2023

Memorial Day

May 30, 2023

November

National Military Family Appreciation Month

November 1–30, 2023

November (Continued)

Month of the Military Child

November 1–30, 2023

Veterans Day

November 11, 2023

Military Branch Birthdays

Army

June 14, 2023

Coast Guard

August 4, 2023

Air Force

September 10, 2023

Navy

October 13, 2023

Marine Corps

November 10, 2023

National Guard

December 13, 2023

Space Force

December 20, 2023

January

National CRNA Week

January 22–28, 2023

February

Ambulatory Care Nursing Week

February 6–12, 2023

March

Certified Nurses Day

March 19, 2023

April

Radiological and Imaging Nurses Day

April 12, 2023

May

Oncology Nursing Month

May 1–31, 2023

National Nurses Week

May 6–12, 2023

National Nurses Day

May 6, 2023

June

National Nursing Assistants Week

June 14–20, 2023

September

National Neonatal Nurses Week

September 11–17, 2023

October

Pediatric Nurses Week

October 2–6, 2023

Emergency Nurses Week

October 8–14, 2023

November

Medical-Surgical Nurses Week

November 1–7, 2023

National Nurse Practitioner Week

November 12–18, 2023



Medical Professionals



January

National Pharmacist Day
January 12, 2023

March

National Dentist's Day
March 6, 2023

National Doctors' Day
March 30, 2023

September

National Advanced Practice Provider (APP) Week
September 25-29, 2023

October

American Pharmacist Month
October 1-31, 2023

National Physical Therapy Month
October 1-31, 2023

October (Continued)

National Physician Assistant Week
October 6-12, 2023

National Pharmacy Week
October 15-21, 2023

Medical Assistants Recognition Week
October 16-20, 2023

National Pharmacy Technician Day
October 17, 2023

World Occupational Therapy Day
October 27, 2023

November

Allied Health Professionals Week
November 6-10, 2023

First Responders



January

National Law Enforcement Appreciation Day
January 9, 2023

April

Public Safety Telecommunications Week
April 9-15, 2023

May

International Firefighters' Day
May 4, 2023

National Wildfire Community Preparedness Day
May 6, 2023

Public Service Recognition Week
May 7-13, 2023

National Police Week
May 14-20, 2023

National Emergency Medical Services (EMS) Week
May 21-27, 2023

October

National First Responders Day
October 28, 2023



Teachers



Students



February

National School Counseling Week
February 6–10, 2023

April

National Assistant Principals Week
April 3–7, 2023

National School Librarian Day
April 4, 2023

May

Teacher Appreciation Week
May 1–5, 2023

Teacher Appreciation Day
May 2, 2023

July–September

Back to School Season
July–September 2023

October

National Principals Month
October 1–31, 2023

World Teachers' Day
October 5, 2023

November

American Education Week
November 13–17, 2023

National Education Support Professionals Day
November 15, 2023

December

National Special Education Day
December 2, 2023

January

Spring Semester Starts
January 2023

March

Spring Break
March 2023

May–June

Finals & Graduation
May–June 2023

July–September

Back to School
July–September 2023

August–September

Fall Semester & Dorm Move-In Starts
August–September 2023

December–January

Winter Break
December 2023–January 2024



All Communities

Popular Campaign
Holidays & Key Dates



Q1

January

New Year's Day
January 1, 2023

February

Valentine's Day
February 14, 2023

Presidents Day
February 20, 2023

March

**Employee
Appreciation Day**
March 3, 2023

**International
Women's Day**
March 8, 2023

St. Patrick's Day
March 17, 2023

Q2

April

National Pet Day
April 11, 2023

Earth Day
April 22, 2023

May

**Public Service
Recognition Week**
May 7–13, 2023

National Golf Day
May 10, 2023

Mother's Day
May 14, 2023

June

Father's Day
June 18, 2023

Q3

July

Back to School
July–September 2023

Summer Blowout Sales
July 2023

Fourth of July
July 4, 2023

September

Labor Day
September 4, 2023

Football Season Kickoff
September 8, 2023

National Grandparents Day
September 10, 2023

National Cooking Day
September 25, 2023

Q4

October

Customer Service Week
October 2–6, 2023

Fall Sales Kickoff
October 9, 2023

Halloween
October 31, 2023

November

Black Friday
November 24, 2023

Cyber Monday
November 27, 2023

December

Green Monday
December 11, 2023

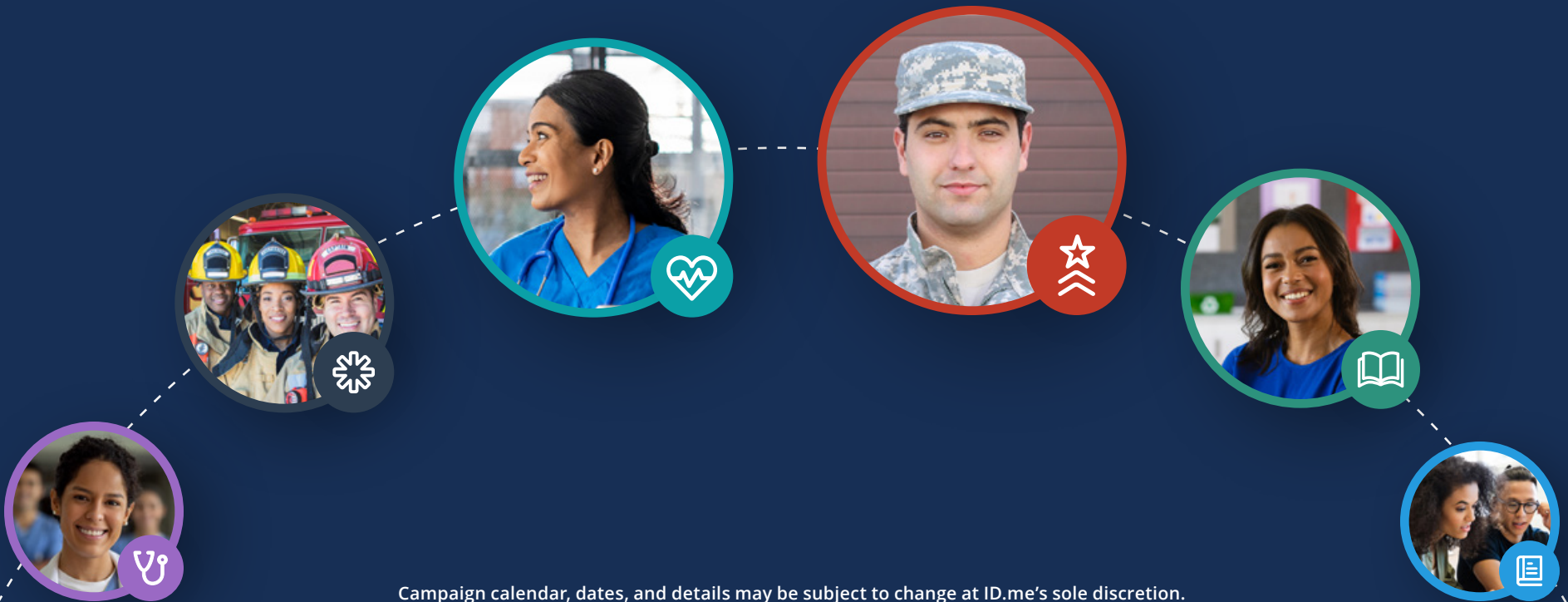
Free Shipping Day
December 14, 2023

Christmas
December 25, 2023



Unlock the Revenue Potential of Communities

Contact sales →



Campaign calendar, dates, and details may be subject to change at ID.me's sole discretion.