

2020

Military Marketing Calendar

Your **comprehensive guide** to marketing to military shoppers year-round.



ID.*me*

INSIDE

Seasonal marketing tips, strategies, and data tailored to the military.

January 2020



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
			1 NEW YEAR'S DAY	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20 MARTIN LUTHER KING JR. DAY	21	22	23	24	25
26	27	28	29	30	31	

ENLISTMENT:

About 180,000 Americans enlist in active duty service in the US Armed Forces every year.

VETERANS:

The number of veterans is expected to reach 2.178 million by the end of 2020.

February 2020



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
						1 FREEDOM DAY
2 SUPER BOWL	3 FOUR CHAPLAINS DAY	4 USO BIRTHDAY	5	6	7	8
9	10	11	12	13	14 VALENTINE'S DAY	15
START OF NATIONAL SALUTE TO VETERAN PATIENTS						
16	17 PRESIDENT'S DAY	18	19 COAST GUARD RESERVE BIRTHDAY	20	21	22
23	24	25	26	27	28	29

NATIONAL FREEDOM DAY:

This commemorates the date that Abraham Lincoln signed the 13th amendment, outlawing slavery except as punishment for a crime.

FOUR CHAPLAINS DAY:

This day honors the four religious leaders who gave their lives to save others when their ship was hit by a torpedo during World War II.

NATIONAL SALUTE TO VETERAN PATIENTS:

This annual event salutes the 9 million veterans cared for in VA medical facilities. Brands specializing in health products can show their appreciation for these veterans with exclusive discounts during this period.

VALENTINE'S DAY

About 51% of active duty military members and 59% of military veterans are married. As customers find the perfect gifts for their loved ones, Valentine's Day military discounts can drive sales during this shopping period.

March 2020



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2	3 NAVY RESERVE BIRTHDAY	4	5	6	7
8	9	10	11	12	13 K-9 VETERANS DAY	14
15 AMERICAN LEGION BIRTHDAY	16	17 ST. PATRICK'S DAY	18	19	20	21
22	23	24	25 MEDAL OF HONOR DAY	26	27	28
29 NATIONAL VIETNAM WAR VETERANS DAY	30	31				

MONTH OF THE MILITARY CAREGIVER:

Caregivers are often relatives of wounded veterans, but can also be friends, neighbors, or even coworkers. The care they provide helps speed up veterans' recoveries. Retailers can honor caregivers of veterans by offering discounts on health and wellness products.

K-9 VETERANS DAY:

An unofficial, but widely celebrated holiday, K-9 Veterans Day commemorates the K9 Corps dogs who protect the United States. Pet brands and retailers can offer discounts to handlers of military dogs in celebration of these pups.

MEDAL OF HONOR DAY:

The Medal of Honor is the country's highest military honor. Since it was first presented on March 25, 1863, nearly 3500 Medals of Honor have been awarded to service members.

April 2020



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
			1	2	3	4 GOLD STAR SPOUSES DAY
5	6	7	8	9 FORMER POW RECOGNITION	10	11
12	13	14 AIR FORCE RESERVE BIRTHDAY	15 TAX DAY	16	17	18
19 PATRIOT'S DAY	20	21	22	23 ARMY RESERVE BIRTHDAY	24	25
26	27	28	29	30		

MONTH OF THE MILITARY CHILD:

There are 1.2 million children of active-duty military members worldwide, as well as millions more children of veterans. Brands selling toys, games, and children's books can show their appreciation by discounting those items.

GOLD STAR SPOUSES DAY:

This day honors spouses whose loved ones died in the line of duty.

PATRIOT'S DAY:

Patriot's Day commemorates the battles of Lexington and Concord – the first military engagements of the Revolutionary War.

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
					1 SILVER STAR SERVICE BANNER DAY	2
3	4	5	6	7	8 MILITARY SPOUSE DAY	9
PUBLIC SERVICE RECOGNITION WEEK						
10 MOTHER'S DAY	11	12	13	14	15	16 ARMED FORCES DAY
17	18	19	20	21	22	23
MILITARY APPRECIATION WEEK						
24	25 MEMORIAL DAY	26	27	28	29	30
31	<p>MILITARY APPRECIATION MONTH: Brands can offer promotions during Military Appreciation Month to say thank you to servicemen and women. ID.me partners who have launched special military promotions during this time see an average of 4x increase in order volume. However, brands must market promotions around Memorial Day with care to avoid trivializing a holiday about remembering the fallen.</p> <p>MOTHER'S DAY / MILITARY SPOUSE DAY: The average military spouse is a mother with two or three children. Brands across all verticals can salute military spouses and moms with targeted discounts and promotions on these holidays.</p> <p>PUBLIC SERVICE RECOGNITION WEEK: This week celebrates government employees, including the military, for serving the public. Honor public servants and the military by offering exclusive discounts.</p> <p>SILVER STAR SERVICE BANNER DAY: This day honors the sacrifices of combat-wounded and ill veterans and active-duty military.</p> <p>ARMED FORCES DAY: Celebrated every third Saturday in May, this holiday honors all active duty men and women. This year's theme is "For the Nation. For the People." You can pay tribute to the armed forces' service for the nation and people by offering exclusive discounts.</p>					

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PUBLIC SERVICE RECOGNITION WEEK:
This week celebrates government employees, including the military, for serving the public. Honor public servants and the military by offering exclusive discounts.

SILVER STAR SERVICE BANNER DAY:
This day honors the sacrifices of combat-wounded and ill veterans and active-duty military.

ARMED FORCES DAY:
Celebrated every third Saturday in May, this holiday honors all active duty men and women. This year's theme is "For the Nation. For the People." You can pay tribute to the armed forces' service for the nation and people by offering exclusive discounts.

June 2020



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	1	2	3	4	5	6 D-DAY ANNIVERSARY
7	8	9	10	11	12 WOMEN VETERANS DAY	13
14 ARMY BIRTHDAY U.S. FLAG DAY	15	16	17	18	19	20
21 FATHER'S DAY	22	23 COAST GUARD AUXILIARY BIRTHDAY	24	25	26	27 PTSD AWARENESS DAY
28	29	30				

FATHER'S DAY:

Most veterans and service members are fathers. Retailers can help military spouses and kids get the best gift for dad, or empower military fathers to treat themselves.

WOMEN VETERANS DAY:

While the military is still a male-dominated field, the number of women in the armed forces is rapidly increasing. Women now make up 10 percent of veterans – the fastest growing demographic in that population. Retailers can honor women in the military by offering exclusive discounts.

July 2020



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
			1	2	3	4 INDEPENDENCE DAY
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27 KOREAN WAR VETERANS ARMISTICE DAY	28	29 ARMY CHAPLAIN CORPS ANNIVERSARY	30	31	

INDEPENDENCE DAY:

The Fourth of July is a fun time to offer the military community promotions to celebrate the nation's independence.

PERMANENT CHANGE OF STATION (PCS):

The United States Armed Forces orchestrates between 420,000 and 450,000 permanent change of station (PCS) moves for military families annually. Summer sees the biggest spike in military moves. Brands specializing in home goods products or moving services can offer exclusive discounts to help moving military families.

August 2020



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
						1 AIR FORCE DAY
2	3	4 COAST GUARD DAY	5	6	7 PURPLE HEART DAY	8
9	10 U.S. DEPARTMENT OF DEFENSE BIRTHDAY	11	12	13	14	15
16 AIRBORNE DAY	17	18	19	20	21	22
23	24	25	26	27	28	29 MARINE CORPS RESERVE BIRTHDAY
30	31	<p>BACK TO SCHOOL: The military goes back-to-school shopping, too! According to the Department of Veteran Affairs, about 1.6 million veterans, spouses, and dependents have used their military benefits to finance their education since 2009. Thousands more military families prepare their young children for the new school year each autumn. From parents outfitting their kids for school to service members who are going back to school themselves, there are plenty of opportunities for retailers to offer military discounts.</p>				

September 2020



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
		1	2	3	4	5
6	7 LABOR DAY	8	9	10	11 PATRIOT DAY	12
13	14	15	16	17	18 AIR FORCE BIRTHDAY NATIONAL POW/MIA RECOGNITION DAY	19
20	21	22	23	24	25	26
27 GOLD STAR MOTHER'S DAY	28	29	30 END OF THE GOVERNMENT FISCAL YEAR			

USE-OR-LOSE LEAVE DEADLINE:

Military members can only carry over a maximum of 60 days of leave into the next fiscal year. If military members don't use excess leave before October 1st, they will lose it. Help military families take a well-earned vacation to use their excess leave by offering travel discounts.

October 2020



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13 NAVY BIRTHDAY	14	15	16	17
18	19	20	21	22	23	24
25	26 NATIONAL DAY OF THE DEPLOYED	27 NAVY DAY	28	29	30	31 HALLOWEEN

NATIONAL DAY OF THE DEPLOYED:

Hundreds of thousands of troops are deployed around the globe. Retailers can consider offering discounts to military families sending care packages abroad to their loved ones serving in the military.

November 2020



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2	3	4	5	6 USPS DEADLINE FOR GROUND SHIPPING OVERSEAS	7
8	9	10 MARINE CORPS DAY/BIRTHDAY	11 VETERANS DAY	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26 THANKSGIVING DAY	27 BLACK FRIDAY	28
29	30 CYBER MONDAY	31				

BLACK FRIDAY/CYBER MONDAY:

Once the Thanksgiving leftovers are put away, holiday shopping begins. According to an ID.me survey, 95% of military consumers will choose a brand that offers an exclusive military discount over a brand that doesn't. Stand out from other retailers during this high volume shopping period.

VETERANS DAY:

There is no greater opportunity to thank military veterans for their service than Veterans Day. Brands who show their appreciation on this flag holiday with an increased military discount generate both good PR and revenue.

MILITARY FAMILY MONTH:

This month recognizes the sacrifices and contributions made by military families. Retailers can offer military discounts to the spouses and children of military members at the start of the holiday season.

USPS GROUND SHIPPING DEADLINE FOR OVERSEAS:

The USPS releases guidelines for when to ship packages to deployed service members to ensure they reach their overseas destination in time for Christmas. The deadline for ground shipping is November 6th. Retailers can offer special military discounts in advance of this deadline for families shipping gifts overseas.

December 2020



Sun	Mon	Tues	Wed	Thurs	Fri	Sat
		1 USAF AUXILIARY BIRTHDAY	2	3	4	5
6	7 PEARL HARBOR REMEMBRANCE DAY	8	9	10	11 USPS DEADLINE FOR PRIORITY MAIL SHIPPING OVERSEAS	12
13 NATIONAL GUARD BIRTHDAY	14	15	16	17	18	19 WREATHS ACROSS AMERICA
20	21	22	23	24	25 CHRISTMAS DAY	26
27	28	29	30	31 NEW YEAR'S EVE		

HOLIDAY TRAVEL:

Since the military community lives all over the globe, they often have to travel vast distances to see their extended families over the holidays. Ease their way with a military offer—they'll remember your brand's support as they reunite with their loved ones after months spent apart.

USPS PRIORITY MAIL DEADLINE FOR OVERSEAS:

To ensure packages reach their overseas destination in time for Christmas, send priority mail by December 11th. Retailers can offer special military discounts in advance of this deadline for families shipping gifts overseas.

Military Marketing Calendar

ID.me is a network of retail brands and 20 million shoppers who belong to special groups.

Through ID.me, retailers can reach groups such as the military, students, teachers, and custom audiences with exclusive offers. Over 400 organizations use our technology to gate exclusive offers, including leading brands such as Apple, Yeti, Fanatics, Under Armour, LinkedIn, Lenovo, Ford, and SeaWorld.



Learn more about our military verification capabilities at www.id.me/business/groups/military.