

2025

Healthcare Campaign Idea Calendar

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					



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S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

We're excited to share a comprehensive calendar of healthcare-related holidays—ideal moments to inspire your fundraising or engagement efforts. These dates, such as awareness months or specific health observances, provide an opportunity to align your messaging with causes that resonate with your audience. What do we mean by engagement? Think of using these moments to share valuable resources or create meaningful connections with your supporters, helping to strengthen relationships throughout the year.

While Giving Tuesday and year-end giving will likely remain your primary revenue drivers, testing holiday-aligned campaigns could provide valuable insights. These efforts may reveal whether additional opportunities exist to drive meaningful contributions for your organization.

For execution, consider starting with a single email or a 2-3 part series. You might integrate these efforts into a newsletter rather than creating standalone campaigns. Alternatively, explore engagement strategies that encourage your audience to take action, such as visiting a landing page or participating in a unique initiative.

Finally, remember the importance of segmentation. Tailor your approach based on your audience. For example, current donors who've already given this year may be excluded from certain campaigns, while long-lapsed donors could be targeted with more personalized outreach.

If you'd like support in developing your digital strategy or executing your campaigns, we're here to help! Contact us at hello@doinggoodagency.com to start the conversation.

January 2025

As we step into a new year, January reminds us of the importance of renewal and preparation for the journey ahead. From supporting lifesaving blood donation efforts to raising awareness for cervical health, this month is a call to action for building healthier communities. Together, we can start the year with hope, care, and meaningful impact.

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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

1

New Year's Day

Saturday, January 1

Key Messages:

Celebrate all that your donors have helped you achieve in the past year, and look forward to the year ahead. You can share new organizational goals, upcoming special events, or a simple 'thank you' with your donors.

4

World Braille Day

Tuesday, January 4

Key Messages:

Celebrate the importance of braille as a means of communication in the full realization of the human rights for people who are blind and visually impaired.

Calendar icon

National Blood Donor Month

All Month

Key Messages:

Save lives by ensuring our blood banks are equipped to meet patient needs year-round.

Support programs that encourage donations and sustain critical blood supply levels..

Your contribution aids in maintaining vital resources for trauma and surgery patients.

Calendar icon

Cervical Health Awareness Month

All Month

Key Messages:

Emphasize the importance of regular cervical screenings to prevent cervical cancer.

Promote HPV vaccination as a critical tool in reducing cervical cancer risk.

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February 2025

February is a month of action! From fighting cancer to celebrating women in science, and raising awareness for rare diseases, this is the time to champion causes that make a difference. As part of American Heart Month, we're also promoting heart-healthy lifestyles and prevention. Let's come together to create a healthier future for everyone!



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16	17	18	19	20	21	22
23	24	25	26	27	28	

4

World Cancer Day

Tuesday February 4

Key Messages:

Stand with us in the fight against cancer by supporting innovative research and compassionate care.

Your contribution provides resources for early detection and patient support programs.

Together, we can reduce the global cancer burden through education and action.

11

International Day of Women and Girls in Science

Tuesday February 4

Key Messages:

Stand with us in the fight against cancer by supporting innovative research and compassionate care.

Your contribution provides resources for early detection and patient support programs.

Together, we can reduce the global cancer burden through education and action.

28

Rare Disease Day

Tuesday February 4
(Last day of February)

Key Messages:

Your donation helps fund specialized treatments for patients with rare conditions.

Together, we can lead the way in understanding and managing rare diseases.

Calendar icon

American Heart Month

All Month

Key Messages:

Encourage heart-healthy lifestyles to prevent cardiovascular diseases.

Promote awareness of heart disease symptoms and the importance of early intervention.

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March 2025

March is a month of wellness! From promoting healthy eating habits during National Nutrition Month to raising awareness about colorectal and kidney health, this is a time to inspire positive change. As we honor the dedication of doctors and highlight the importance of quality sleep, let's support healthier communities and brighter futures!

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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

10-16

Sleep Awareness Week

Monday, March 10 –
Sunday, March 16

Key Messages:

Highlight the importance of quality sleep for overall health and well-being.

Educate about common sleep disorders and their impact on daily life.

13

World Kidney Day

Thursday, March 13

Key Messages:

Raise awareness about the importance of kidney health and early detection of kidney disease.

Encourage regular check-ups for individuals at risk of kidney disease.

30

National Doctors' Day

Sunday, March 30

Key Messages:

Stand with us in the fight against cancer by supporting innovative research and compassionate care.

Your contribution provides resources for early detection and patient support programs.

Together, we can reduce the global cancer burden through education and action.

Calendar icon

National Nutrition Month

All Month

Key Messages:

Your contribution ensures access to dietary counseling and community education initiatives.

Help us combat chronic conditions with evidence-based nutritional resources.

Calendar icon

Colorectal Cancer Awareness Month

All Month

Key Messages:

Stress the importance of regular colorectal screenings starting at age 45.

Discuss lifestyle factors that can reduce colorectal cancer risk.

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April 2025

April is a month of advocacy! From tackling healthcare disparities during National Minority Health Month to raising awareness for autism and youth HIV prevention, this is the time to drive meaningful change. As we celebrate World Health Day and National Public Health Week, we're highlighting the importance of education, prevention, and equitable care.

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20	21	22	23	24	25	26
27	28	29	30			

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World Autism Awareness Day

Wednesday, April 2

Key Messages:

Promote early diagnosis and intervention for autism spectrum disorders.

Support inclusive education and community programs for individuals with autism.

7

World Health Day

Monday, April 7

Key Messages:

Join us in addressing critical health challenges affecting our community and beyond.

Your contribution supports programs dedicated to disease prevention and health education.

Together, we can build a healthier future for all through awareness and action.

7-13

National Public Health Week

Monday, April 7 –
Sunday, April 13

Key Messages:

Emphasize the role of public health in preventing disease and promoting wellness.

Encourage community engagement in public health initiatives.

10

National Youth HIV & AIDS Awareness Day

Thursday, April 10

Key Messages:

Raise awareness about HIV prevention and testing among youth.

Promote safe practices and education to reduce HIV transmission.

Highlight NYU Langone's HIV/AIDS services and youth outreach programs.

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May 2025

May is a month of appreciation and awareness! From celebrating nurses and hospital staff to raising awareness for mental health, arthritis, and stroke prevention, this is the time to champion health and wellness. With National Women's Health Week and World Hypertension Day, we're focusing on prevention and access to care. Let's come together this May to honor our healthcare heroes and support lifesaving programs!

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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

6-12

National Nurses Week

Tuesday, May 6 –
Monday, May 12

Key Messages:

Celebrate our nurses' commitment to patient-centered care.

Support programs that enhance nursing education and professional development.

Your donation ensures our nursing staff has the resources needed to provide outstanding care.

11-17

National Hospital Week

Sunday, May 11 –
Saturday, May 17

Key Messages:

Celebrate the dedication of healthcare workers at NYU Langone.

Highlight advancements in patient care and technology at NYU Langone hospitals.

Promote community engagement and support for healthcare initiatives.

12-18

National Women's Health Week

Monday, May 12 –
Sunday, May 18

Key Messages:

Empower women to prioritize their health by supporting NYU Langone's tailored care programs.

Your donation aids in expanding preventive services and wellness education for women.

Together, we can ensure women of all ages have access to quality healthcare.

17

World Hypertension Day

Saturday, May 17

Key Messages:

Raise awareness about the importance of monitoring blood pressure.

Encourage lifestyle changes to reduce hypertension risks.

Calendar icon

Mental Health Awareness Month

All Month

Key Messages:

Stand with us in the fight against cancer by supporting innovative research and compassionate care.

Your contribution provides resources for early detection and patient support programs.

Together, we can reduce the global cancer burden through education and action.

Calendar icon

Arthritis Awareness Month

All Month

Key Messages:

Educate on the impact of arthritis on daily life and available management strategies.

Promote early diagnosis and treatment to prevent joint damage.

Calendar icon

National Stroke Awareness Month

All Month

Key Messages:

Educate the community about recognizing the warning signs of a stroke (F.A.S.T.).

Highlight the importance of immediate medical attention for better stroke outcomes.

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June 2025

June is a month of resilience and reflection! From celebrating cancer survivors and raising awareness for Alzheimer's to supporting blood donation and HIV testing programs, this is the time to advocate for comprehensive care. With Men's Health Month and the Longest Day of the Year, we're focusing on prevention, mental health, and patient resilience.

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

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National Cancer Survivors Day

Sunday, June 1

Key Messages:

Join us in celebrating the resilience of cancer survivors.

Support our comprehensive cancer care and survivorship programs.

Your contribution aids in advancing cancer research and patient support services.

14

World Blood Donor Day

Saturday, June 14

Key Messages:

Your contribution ensures our blood donation programs can meet the needs of patients in critical care.

Join us in saving lives by strengthening our blood donation infrastructure.

21

Longest Day of the Year

Saturday, June 21

Key Messages:

Use the longest day as a metaphor to bring attention to mental health struggles and the importance of seeking help.

Connect the idea of enduring the longest day with the resilience of patients facing chronic illnesses, such as cancer or neurological disorders.

Encourage the community to use this day as an opportunity to reflect on wellness and preventive health measures.

27

National HIV Testing Day

Friday, June 27

Key Messages:

Your donation funds outreach and comprehensive care for individuals living with HIV.

Together, we can work to eliminate stigma and enhance community health.

Calendar icon

Men's Health Month

All Month

Key Messages:

Your contribution helps fund screenings and treatments tailored to men's unique needs.

Together, we can reduce preventable illnesses and improve health outcomes for men.

Calendar icon

Alzheimer's and Brain Awareness Month

All Month

Key Messages:

Promote awareness of Alzheimer's disease and its impact on patients and families.

Encourage participation in clinical trials to advance research.

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July 2025

July is a month of innovation and education! From celebrating the advancements of artificial intelligence in healthcare to raising awareness about hepatitis prevention, this is a time to highlight progress and impact. With World Hepatitis Day and Artificial Intelligence Appreciation Day, let's inspire action to support groundbreaking programs and vital health initiatives.

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

16

Artificial Intelligence Appreciation Day

Wednesday, July 16

Key Messages:

Showcase examples like AI-assisted diagnostics, predictive analytics for personalized treatment plans, and advanced imaging technologies.

28

World Hepatitis Day

Monday, July 28

Key Messages:

Promote the importance of early screening for hepatitis to prevent liver damage.

Educate about vaccination options and safe practices to reduce transmission.

Calendar icon

National Cord Blood Awareness Month

All Month

Key Messages:

Highlight your Maternity, Labor & Delivery, and/or pediatrics departments and raise awareness amongst expectant parents about the importance of saving cord blood and the valuable human cellular tissue products it contains.

Calendar icon

National Cleft & Craniofacial Awareness & Prevention Month

All Month

Key Messages:

Highlight your specialty program (if you have one) to raise awareness and improve understanding of orofacial clefts (clefts of the lip and palate) and other conditions of the head and face.

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August 2025

August is a month of prevention and access! From raising awareness about lung cancer and celebrating the work of health centers to emphasizing the importance of vaccinations, this is a time to focus on community health. With National Immunization Awareness Month and National Health Center Week, we can champion initiatives that make healthcare accessible and impactful for all. Let's come together this August to build healthier communities and support lifesaving programs!

S	M	T	W	T	F	S
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
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1

World Lung Cancer Day

Friday, August 1

Key Messages:

Raise awareness about the symptoms and risk factors for lung cancer.

Promote the benefits of early detection and screening programs.

10-16

National Health Center Week

Sunday, August 10 – Saturday, August 16

Key Messages:

Celebrate the role of health centers in providing accessible care to communities.

Encourage community support and engagement with local health initiatives.

Calendar icon

National Immunization Awareness Month

All Month

Key Messages:

Emphasize the importance of vaccinations in preventing serious illnesses.

Address vaccine hesitancy with evidence-based education.

Calendar icon

National Eye Exam Month

All Month

Key Messages:

Highlight your community programs or send a stewardship reminder piece that comprehensive eye exams are essential preventive health care.

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September 2025

September is a month of awareness and gratitude! From supporting pediatric cancer care to raising awareness about Alzheimer's disease, suicide prevention, and childhood obesity, this is the time to make a meaningful impact. With National Grateful Patient Day and month-long initiatives like Children's Cancer Awareness, let's come together to inspire action and support programs that bring hope and healing to those who need it most.

S	M	T	W	T	F	S
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

7

National Grateful Patient Day

Sunday, September 7

Key Messages:

Celebrate the gratitude of patients whose lives have been transformed by exceptional care.

Encourage others to express gratitude and give back to support continued excellence in care.

21

World Alzheimer's Day

Sunday, September 21

Key Messages:

Raise awareness about Alzheimer's disease and its challenges.

Promote caregiver support programs and resources.

Calendar icon

Children's Cancer Awareness Month

All Month

Key Messages:

Highlight the role of family-centered care in helping children and their families navigate the cancer journey.

Showcase initiatives like counseling, play therapy, and educational resources for families.

Calendar icon

National Childhood Obesity Awareness Month

All Month

Key Messages:

Promote healthy eating and physical activity as foundations for children's health.

Educate families on the long-term health risks associated with childhood obesity.

Calendar icon

Suicide Prevention Awareness Month

All Month

Key Messages:

Encourage open discussions about mental health to reduce stigma and promote seeking help.

Highlight the importance of recognizing warning signs and providing support to those in need.

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October 2025

October is a month of awareness and action! From supporting mental health initiatives and breast cancer care to educating donors about impactful giving through Donor-Advised Funds, this is the time to inspire generosity and create meaningful change. Let's come together this October to promote early detection, innovative research, and comprehensive care that transforms lives.

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19	20	21	22	23	24	25
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10

World Mental Health Day

Friday, October 10

Key Messages:

Promote mental health awareness and support our psychiatric services.

Contribute to programs that provide mental health resources to our community.

Your donation helps integrate mental health care into our comprehensive health services.

10

DAF Day

Friday, October 10

Key Messages:

Educate donors about how a Donor-Advised Fund (DAF) allows them to contribute to life-changing healthcare initiatives while benefiting from tax advantages.

Reinforce that DAF gifts can be tailored to specific programs or areas of greatest need.

10

Breast Cancer Awareness Month

All Month

Key Messages:

Emphasize the importance of regular mammograms and early detection in saving lives.

Support breast cancer research and patient support services.

10

National Down Syndrome Awareness Month

All Month

Key Messages:

It is a time to celebrate people with Down syndrome and make others aware of their abilities and accomplishments. This is a good opportunity to share a heart-warming, celebration story.

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November 2025

S	M	T	W	T	F	S
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
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November is a month of awareness and gratitude! From celebrating caregivers and raising awareness about diabetes and epilepsy to promoting men's health and the power of STEM/STEAM education, this is the time to inspire action. With GivingTuesday and Antibiotic Awareness Week, we're focusing on education, prevention, and impactful giving. Let's come together this November to support programs that create lasting change and healthier communities.

8

National STEM/STEAM Day

Saturday, November 8

Key Messages:

Support the integration of STEM/STEAM education to drive medical breakthroughs.

Your donation fosters the next generation of healthcare professionals skilled in STEM/STEAM disciplines.

Invest in programs that combine creativity and technology to advance healthcare solutions.

18-24

Antibiotic Awareness Week

Tuesday, November 18 – Monday, November 24

Key Messages:

Promote the responsible use of antibiotics to combat resistance.

Educate about the differences between bacterial and viral infections.

Calendar icon

November

All Month

Key Messages:

Encourage men to prioritize their health through regular check-ups and screenings.

Raise awareness about prostate cancer, testicular cancer, and mental health issues.

Calendar icon

National Diabetes Month

All Month

Key Messages:

Raise awareness about diabetes prevention and management strategies.

Encourage regular screenings for early detection of prediabetes and diabetes.

Calendar icon

National Epilepsy Awareness Month

All Month

Key Messages:

Educate the public about epilepsy and seizure first aid.

Promote understanding and support for individuals living with epilepsy.

Calendar icon

National Family Caregivers Month

All Month

Key Messages:

Recognize and honor the vital role of family caregivers in patient care.

Provide resources and support to help caregivers maintain their well-being.

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December 2025

December is a month of awareness and giving! From supporting individuals living with HIV/AIDS and promoting inclusivity for persons with disabilities to encouraging flu vaccinations and handwashing practices, this is a time to focus on community health. With Human Rights Day highlighting health equity, let's come together this December to create a healthier and more inclusive future for all.

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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

1

World AIDS Day

Monday, December 1

Key Messages:

Your donation funds research aimed at reducing the impact of HIV in our communities.

Together, we can improve access to care and work toward an AIDS-free future.

1-7

National Handwashing Awareness Week

Monday, December 1 – Sunday, December 7

Key Messages:

Emphasize the importance of handwashing to prevent the spread of infections.

Educate the community about proper handwashing techniques and hygiene practices.

2

GivingTuesday

Tuesday, December 2
(First Tuesday after Thanksgiving)

Key Messages:

Your donation directly impacts patient care, research, and medical education.

Join us in advancing health and wellness in our community.

3

International Day of Persons with Disabilities

Wednesday, December 3

Key Messages:

Promote inclusivity and accessibility for individuals with disabilities.

Educate about programs that empower individuals with disabilities to live independently.

4

Human Rights Day (Health Equity Focus)

Wednesday, December 10

Key Messages:

Advocate for equitable access to quality healthcare for all individuals.

Promote awareness about the intersection of human rights and health equity.

8-14

National Influenza Vaccination Week

(Monday, December 8 – Sunday, December 14)

Key Messages:

Encourage flu vaccinations to protect individuals and communities during flu season.

Educate about the benefits of flu vaccines in reducing severe illness and hospitalizations.

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