

# 2027 email calendar: year at a glance

Write a type in each week: N newsletter, P promotion, A announcement, S seasonal, R re-engagement.

| Month     | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 |
|-----------|--------|--------|--------|--------|--------|
| January   |        |        |        |        |        |
| February  |        |        |        |        |        |
| March     |        |        |        |        |        |
| April     |        |        |        |        |        |
| May       |        |        |        |        |        |
| June      |        |        |        |        |        |
| July      |        |        |        |        |        |
| August    |        |        |        |        |        |
| September |        |        |        |        |        |
| October   |        |        |        |        |        |
| November  |        |        |        |        |        |
| December  |        |        |        |        |        |

# January 2027

**Theme prompt:** What does your customer want to start or fix this year?

**Dates to consider, not a send rule:** Fri Jan 1: New Year's Day (federal); Mon Jan 18: Birthday of Martin Luther King, Jr. (federal)

| Send date | Time and zone | Campaign name | Type | Audience | Subject line | Owner | Copy due | Status |
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Pre-send: subject and preview written, links tested, unsubscribe link, physical postal address in footer, image alt text, test on phone and desktop, segment selected, time zone confirmed.

# February 2027

Theme prompt: What can you thank customers for?

Dates to consider, not a send rule: Sun Feb 14: Valentine's Day; Mon Feb 15: Washington's Birthday (federal)

| Send date | Time and zone | Campaign name | Type | Audience | Subject line | Owner | Copy due | Status |
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# March 2027

Theme prompt: What changes for your business in spring?

Dates to consider, not a send rule: Sun Mar 28: Easter Sunday

| Send date | Time and zone | Campaign name | Type | Audience | Subject line | Owner | Copy due | Status |
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# April 2027

**Theme prompt:** What question do customers ask most? Answer it.

**Dates to consider, not a send rule:** None listed. Add your own business dates.

| Send date | Time and zone | Campaign name | Type | Audience | Subject line | Owner | Copy due | Status |
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# May 2027

**Theme prompt:** What is behind the scenes at your business?

**Dates to consider, not a send rule:** Sun May 9: Mother's Day; Mon May 31: Memorial Day (federal)

| Send date | Time and zone | Campaign name | Type | Audience | Subject line | Owner | Copy due | Status |
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# June 2027

Theme prompt: Mid-year check: what offer is working for you?

Dates to consider, not a send rule: Sat Jun 19: Juneteenth (federal; observed Fri June 18); Sun Jun 20: Father's Day

| Send date | Time and zone | Campaign name | Type | Audience | Subject line | Owner | Copy due | Status |
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# July 2027

**Theme prompt:** What summer timing matters to your customers?

**Dates to consider, not a send rule:** Sun Jul 4: Independence Day (federal; observed Mon July 5)

| Send date | Time and zone | Campaign name | Type | Audience | Subject line | Owner | Copy due | Status |
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# August 2027

**Theme prompt:** Back to school or back to routine: what helps?

**Dates to consider, not a send rule:** None listed. Add your own business dates.

| Send date | Time and zone | Campaign name | Type | Audience | Subject line | Owner | Copy due | Status |
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# September 2027

**Theme prompt:** Fall planning: what should customers book or buy before year end?

**Dates to consider, not a send rule:** Mon Sep 6: Labor Day (federal)

| Send date | Time and zone | Campaign name | Type | Audience | Subject line | Owner | Copy due | Status |
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# October 2027

Theme prompt: What story or seasonal tie-in fits your brand?

Dates to consider, not a send rule: Mon Oct 11: Columbus Day (federal); Sun Oct 31: Halloween

| Send date | Time and zone | Campaign name | Type | Audience | Subject line | Owner | Copy due | Status |
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# November 2027

**Theme prompt:** Holiday shopping and gratitude: what will you offer, if anything?

**Dates to consider, not a send rule:** Thu Nov 11: Veterans Day (federal); Thu Nov 25: Thanksgiving Day (federal); Fri Nov 26: Black Friday; Mon Nov 29: Cyber Monday

| Send date | Time and zone | Campaign name | Type | Audience | Subject line | Owner | Copy due | Status |
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# December 2027

**Theme prompt:** Year in review and next-year preview.

**Dates to consider, not a send rule:** Sat Dec 25: Christmas Day (federal; observed Fri Dec 24); Fri Dec 31: New Year's Eve

| Send date | Time and zone | Campaign name | Type | Audience | Subject line | Owner | Copy due | Status |
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