

FREE RESOURCE · UPDATED EVERY YEAR

2027 CANADIAN AWARENESS CALENDAR.

67 awareness days, weeks and months that businesses and nonprofits across Canada plan content around, each with a ready-to-use content idea.

HOW TO USE IT

1. **Pick your few.** Choose two to four dates a month that genuinely connect to your work, your audience or your values. Skipping a day beats a forced post.
2. **Plan two weeks out.** Draft posts, emails and graphics at least two weeks ahead, and check the organizer's theme, since many announce one a few weeks before.
3. **Match the tone to the day.** Celebrate the fun ones. On days tagged "Mark respectfully", share, listen and pause promotions.

INSIDE

January and February	page 2
March and April	page 3
May and June	page 4
July and August	page 5
September and October	page 6
November and December	page 7

TAGS

Date to be confirmed organizer hasn't announced 2027 yet; check before scheduling

Mark respectfully share and reflect, no promotions

Retail moment big for offers

01 JANUARY 2027

4 DATES

DATE	OBSERVANCE	CONTENT IDEA
Jan 1 Fri	New Year's Day	Share one clear promise for 2027 and ask followers what they want more of from you this year.
Usually a Wednesday in late January	Bell Let's Talk Day Date to be confirmed	Share practical mental health resources and one real way your team supports wellbeing at work.
Jan 27 Wed	Family Literacy Day	Post a quick learning activity families can do together in 15 minutes, linked to what you do.
Jan 28 Thu	Data Privacy Day	Explain in plain words how you protect customer or donor information, plus one privacy tip.

02 FEBRUARY 2027

5 DATES

DATE	OBSERVANCE	CONTENT IDEA
All month	Black History Month	Spotlight Black leaders, creators or businesses in your community, with their permission and full credit.
Feb 6 Sat	Lunar New Year	Share a warm new year greeting, and invite team members who celebrate to share a tradition in their own words.
Feb 14 Sun	Valentine's Day Retail moment	Show your customers, donors or volunteers some love with a thank-you post or a small perk.
Feb 15 Mon	National Flag of Canada Day	Share a proud, simple team photo with the flag and a line about what you love about your community.
Feb 24 Wed	Pink Shirt Day	Post your team in pink and share one concrete way you keep your workplace kind and free of bullying.

03 MARCH 2027

5 DATES

DATE	OBSERVANCE	CONTENT IDEA
All month	Fraud Prevention Month	Warn followers about scams that use your name, and show them the safe ways to reach you.
Mar 8 Mon	International Women's Day	Feature women on your team or in your community in their own words, not just a quote graphic.
Mar 20 Sat	First day of spring	Launch a spring refresh: a seasonal offer, a handy checklist or a before-and-after.
Mar 20 Sat	Earth Hour	Invite your audience to switch off for an hour at 8:30 p.m. local time and share how your team saves energy.
Mar 21 Sun	International Day for the Elimination of Racial Discrimination	Share a specific step your organization takes toward fair treatment, and link to trusted resources.

04 APRIL 2027

5 DATES

DATE	OBSERVANCE	CONTENT IDEA
Apr 2 Fri	World Autism Awareness Day	Share how you make your space or services more welcoming for autistic people, like quiet hours or clear visuals.
Apr 14 Wed	International Day of Pink	Wear pink as a team and take a clear stand against bullying, homophobia and transphobia.
Apr 18 to 24 Sun to Sat	National Volunteer Week	Thank volunteers by name (with their OK) and show what their hours made possible.
Apr 22 Thu	Earth Day	Share one real sustainability change you made this year, with numbers if you have them.
Apr 28 Wed	National Day of Mourning Mark respectfully	Share a short, respectful message honouring workers lost on the job, with no promotion alongside it.

05 MAY 2027

8 DATES

DATE	OBSERVANCE	CONTENT IDEA
All month	Asian Heritage Month	Share stories from Asian Canadian team members, partners or creators, told in their own words.
Usually the first full week of May	Emergency Preparedness Week Date to be confirmed	Post a simple be-ready checklist and explain how you will keep people updated during an outage or closure.
Usually the first full week of May	Mental Health Week Date to be confirmed	Share one small, practical wellbeing habit and the resources your team relies on.
May 5 Wed	Red Dress Day Mark respectfully	Acknowledge the day by sharing information from Indigenous-led organizations, and keep offers off your feed.
May 9 Sun	Mother's Day Retail moment	Celebrate all kinds of mother figures, and let email subscribers opt out of Mother's Day messages.
May 17 Mon	International Day Against Homophobia, Transphobia and Biphobia	Share a clear message of support for 2SLGBTQI+ people and one way your space is welcoming.
May 24 Mon	Victoria Day	Post long weekend hours early and pair them with a plan-ahead tip or a seasonal offer.
May 30 to Jun 5 Sun to Sat	National AccessAbility Week	Show how people can access what you offer, from captions and alt text to step-free entry.

06 JUNE 2027

6 DATES

DATE	OBSERVANCE	CONTENT IDEA
All month	Pride Month	Go beyond a rainbow logo: support a 2SLGBTQI+ organization and share what you do all year.
All month	National Indigenous History Month	Share learning resources made by Indigenous creators and organizations, and credit them clearly.
Jun 5 Sat	World Environment Day	Give a behind-the-scenes look at how you cut waste in your day-to-day work.
Jun 20 Sun	Father's Day Retail moment	Celebrate dads and father figures with a gift guide or a story, and offer an email opt-out.
Jun 21 Mon	National Indigenous Peoples Day	Amplify Indigenous-led events, businesses and creators, and credit them properly.
Jun 27 Sun	Canadian Multiculturalism Day	Celebrate the languages and cultures on your team, with their stories and their consent.

07 JULY 2027

3 DATES

DATE	OBSERVANCE	CONTENT IDEA
Jul 1 Thu	Canada Day	Post holiday hours early and share what you love about the community you serve.
Jul 17 Sat	World Emoji Day	Run a playful poll: describe your brand, product or cause in three emojis.
Jul 30 Fri	International Day of Friendship	Spotlight a partner business or organization you love working with, and tag them.

08 AUGUST 2027

4 DATES

DATE	OBSERVANCE	CONTENT IDEA
Aug 1 Sun	Emancipation Day	Share trusted educational content about the end of slavery in the British Empire and Black history in Canada.
Aug 9 Mon	International Day of the World's Indigenous Peoples	Share resources from Indigenous-led organizations and highlight Indigenous partners you work with.
Aug 12 Thu	International Youth Day	Feature young people on your team, in your programs or among your customers, and what they bring.
Late August to early September	Back-to-school season Retail moment	Share a back-to-routine checklist, a fall schedule or an offer for families, students and teachers.

09 SEPTEMBER 2027

4 DATES

DATE	OBSERVANCE	CONTENT IDEA
Sep 6 Mon	Labour Day	Thank your team and the workers behind your services, and post your holiday hours.
Sep 8 Wed	International Literacy Day	Share a plain-language guide or glossary that helps people understand your field.
Usually the second Sunday after Labour Day	Terry Fox Run Date to be confirmed	Share your team's run or donation page and why Terry's story matters to you.
Sep 30 Thu	National Day for Truth and Reconciliation Mark respectfully	Pause promotional posts, wear orange and share learning resources from Indigenous-led organizations.

10 OCTOBER 2027

9 DATES

DATE	OBSERVANCE	CONTENT IDEA
All month	Women's History Month	Profile women who shaped your field or your organization, one story a week.
All month	Latin American Heritage Month	Celebrate Latin American Canadian team members, partners or creators through their own stories.
All month	Cyber Security Awareness Month	Post one simple security tip a week, like turning on two-step verification.
Oct 3 to 9 Sun to Sat	Fire Prevention Week	Share a quick safety checklist for home or work, like testing smoke alarms and planning two ways out.
Oct 10 Sun	World Mental Health Day	Share how you support mental health at work and point people to trusted resources.
Oct 11 Mon	Thanksgiving	Send a genuine thank-you to customers, donors or volunteers, and post your holiday hours.
Usually the third week of October	Small Business Week Date to be confirmed	Shout out the small businesses you rely on, or share the story behind your own.
Oct 18 Mon	Persons Day	Tell the story of the 1929 Persons Case and the women who pushed for change.
Oct 31 Sun	Halloween Retail moment	Show your team in costume or run a spooky-themed contest that everyone can join.

11 NOVEMBER 2027

8 DATES

DATE	OBSERVANCE	CONTENT IDEA
All month	November	Rally your team to grow a moustache or move for men's health, and share your fundraising page.
All month	Financial Literacy Month	Share one clear money tip related to your field, like planning for a big purchase or giving tax-smart.
Nov 11 Thu	Remembrance Day Mark respectfully	During Veterans' Week (Nov 5 to 11), share a simple, respectful message of remembrance and pause promotions on the 11th.
Nov 13 Sat	World Kindness Day	Invite followers to nominate someone kind, or share a small act of kindness from your team.
Nov 15 Mon	National Philanthropy Day	Thank donors, volunteers and partners, and show exactly what their support made possible.
Nov 26 Fri	Black Friday Retail moment	Tell your email list about your offer first, and keep the terms clear and honest.
Nov 29 Mon	Cyber Monday Retail moment	Promote online offers, gift cards or digital products with a clear end time.
Nov 30 Tue	GivingTuesday	Nonprofits: share one clear goal and a simple donate link. Businesses: match gifts or spotlight a cause you back.

12 DECEMBER 2027

6 DATES

DATE	OBSERVANCE	CONTENT IDEA
All month	Holiday season Retail moment	Plan an inclusive season's greetings post, plus holiday hours and any shipping or giving deadlines.
Dec 3 Fri	International Day of Persons with Disabilities	Share your accessibility commitments and feature people with disabilities in their own words.
Dec 5 Sun	International Volunteer Day	Post a year-end thank-you to volunteers with a highlight reel of their impact.
Dec 6 Mon	National Day of Remembrance and Action on Violence Against Women Mark respectfully	Share a respectful message and support resources, and keep sales and offers off your channels that day.
Dec 26 Sun	Boxing Day Retail moment	Announce your Boxing Day offer ahead of time and make the end date clear.
Dec 31 Fri	Year-end giving deadline and New Year's Eve	Remind supporters that gifts made by December 31 can be claimed for the 2027 tax year, and thank them for the year.