

Seasonal Spikes

Q1 & Q2 | January to June

Event	Date	6-month nudge	3-month nudge	Charity Types
New Year	January 1	July	October	  
World Braille Day	Jan 4	July	October	 
International Day of Education	Jan 24	July	October	 
Black History Month	February	August	November	 
Heart Month	February	August	November	
World Day of Social Justice	Feb 20	August	November	
World Wildlife Day	Feb 27	August	November	
National Nutrition Month	March	September	December	 
International Women's Day	Mar 8	September	December	
Eid	March 19	September	December	  
World Down Syndrome Day	Mar 21	September	December	 
International Day of Forests	Mar 21	September	December	
World Water Day	Mar 22	September	December	 
Easter / Passover	April	October	January	  
Baseball Season Starts	April	October	January	
National Wildlife Week	Early April	October	January	 
World Autism Awareness Day	Apr 2	October	January	 
World Health Day	Apr 7	October	January	
Earth Day	Apr 22	October	January	
National Pet Month	May	November	February	
Mental Health Awareness Month	May	November	February	
Soccer Season Starts	May	November	February	
Pride Month	June	December	March	 
International Children's Day	Jun 1	December	March	
National Cancer Survivors Day	1st Sunday	December	March	
World Environment Day	Jun 5	December	March	
World Refugee Day	Jun 20	December	March	  
National Indigenous Peoples Day	Jun 21	December	March	  



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Seasonal Spikes

Q3 & Q4 | July to December

Event	Date	6-month nudge	3-month nudge	Charity Types
Disability Pride Month	July	January	April	 
Canada Day	Jul 1	January	April	 
International Day of Friendship	Jul 30	January	April	 
Summer Festivals / Community Events	August	February	May	   
International Youth Day	Aug 12	February	May	
Back to School	Early Sept	March	June	 
Hunger Action Month	September	March	June	
Hockey & Football Season Starts	September	March	June	
International Day of Charity	Sept 5	March	June	  
Basketball Season Starts	October	April	July	
Adopt-a-Shelter Month	October	April	July	
Animal Welfare Week	October	April	July	
World Teachers' Day	Oct 5	April	July	
World Mental Health Day	Oct 10	April	July	
Canadian Thanksgiving	Oct 12	April	July	
World Food Day	Oct 16	April	July	
National Cat Day	Oct 29	April	July	
Halloween	Oct 31	April	July	 
Movember	November	May	August	
Remembrance Day	Nov 11	May	August	 
World Diabetes Day	Nov 14	May	August	
National Child Day	Nov 20	May	August	
Holidays / Toy & Food Drives	December	June	September	 
Giving Tuesday	Dec 1	June	September	  
World AIDS Day	Dec 1	June	September	 
International Day of Persons with Disabilities	Dec 3	June	September	 
International Human Rights Day	Dec 10	June	September	



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