

2024

Holiday Calendar

# Subject Lines for the New Year

New Year is a time of the year where people are making resolutions and changes in their lives, looking better, feeling healthier, losing weight, quitting bad habits and so on. If you have a product or service that can make an impact or change in someone life you don't want to miss this opportunity.

1. Get your New Year's resolution off to a new start
2. New year New Me, \_\_\_\_\_ sale is going quick
3. Your wish list is about to grow
4. Holiday stress level: Zero
5. Welcome the New Year with bigger and better deals
6. Get a new \_\_\_\_\_ for your \_\_\_\_\_
7. Out with the old, in with the New

HAPPY  
*New Year*



# January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	New Year's Day 					
	1	2	3	4	5	6
7	8	9	10	11	12	13
	Martin Luther King Day					
14	15	16	17	18	19	20
			Belly Laugh Day			
21	22	23	24	25	26	27
28	29	30	31			

# Subject Lines for Spring

Spring is a fun time of year. People are ready to declutter their lives, businesses, and get organized. This is a perfect time to share your products and services.

1. Put some sizzle into your spring!
2. Woo-hoo! It's almost Spring,
3. Don't let the weather get you down
4. Digital Spring Cleaning
5. Is it Spring yet?
6. New Spring Releases
7. Spring (and rain...) is in the air.
8. What screams spring to you?
9. Spring late at your place too?
10. What's Blue and Screams Spring?
11. Good Things Come in Spring Packages!
12. Spring back into the world a healthier you
13. Spring success! What's next?
14. Spring is on the way...
15. SPRING is not canceled
16. Spring is in Full Bloom
17. Spring has sprung!
18. Time to do a little spring cleaning

# February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2 Groundhog Day	3
4	5	6	7	8	9	10
		Mardi Gras Carnival	Valentine's Day			
11	12	13	14	15	16	17
	Lincoln's Birthday President's Day					
18	19	20	21	22	23	24
25	26	27	28	29		

# March

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
Daylight Savings						
10	11	12	13	14	15	16
St. Patrick's Day						
17	18	19	20	21	22	23
Good Friday						
24	25	26	27	28	29	30
Easter						
31						

# Subject Lines for St. Patrick's Day

Are you feeling lucky? St. Patrick's Day is a great holiday to have fun with your emails. It's a time to be more social. While there will be plenty of shamrock emojis in people's inboxes, you'll see from these subject lines that the best ways to get people excited are to celebrate the holiday by offering a gift such as freebies, holiday ideas, or special promotions.

1. Lots of St. Patrick's Day Ideas for Your Celebration!
2. Exciting News and St. Patrick's Day \_\_\_\_ Lessons!
3. FREEBIE! Saint Patrick's Day Printable \_\_\_\_\_
4. A FREE St. Patrick's Day activity for you
5. Free St. Patrick's Day \_\_\_\_\_: Who Needs Luck?
6. St. Patrick's Day Sale!, 20% Off
7. Are you feeling lucky? St. Patrick's Day Giveaway!
8. St. Patrick's Day Fun for the Whole Family!
9. St. Patrick's Day Fun + Spring Inspiration
10. 7 St. Patrick's Day Ideas to DIY this Spring
11. A St. Patrick's Day Activity for you
12. St. Patrick's Day Giveaway and Sneak Peek
13. Not the St. Patrick's Day Message I'd Planned to Send
14. It's St. Patrick's Day and I have a gift for you
15. Free St. Patrick's Day \_\_\_\_\_
16. 25+ \_\_\_\_\_ St. Patrick's Day Recipes!
17. EASY Homemade St. Patrick's Day Dinner Recipes!
18. Come out and enjoy St. Patrick's Day at \_\_\_\_\_
19. Be the world's best St. Nick with just one click

# April

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	Easter Monday April Fool's Day					
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
	Earth Day					
21	22	23	24	25	26	27
28	29	30				



# Subject Lines for Easter

## Egg-samples

1. What will the Easter Bunny put in your basket?
2. \_\_\_\_\_ Bunny Bringing You \_\_\_\_\_ Tips
3. A Belated Easter Gift!
4. Easter is Coming...And so are Some Other Cool Things!
5. Wishing you a joyful Easter with two giveaways
6. Happy Easter, {name}. Coupon Inside!
7. Let's get creative! Coolest DIY gift ever
8. Do you Dress up for Easter?
9. ARE YOU EASTER-READY?
10. Here is a little Easter treat from us!
11. Who Wants an Easter Freebies?
12. EASTER SALE ENDING SOON
13. Last-minute special: 40% off for Easter weekend
14. An Easter Surprise For You
15. Happy Easter! And some exciting news...
16. Mindful Activities for Easter Holidays
17. Make a cool \_\_\_\_\_ Easter egg craft
18. Wishing you the happiest Easter of all
19. The Easter SALE Ends Tonight!
20. So, egg-citing: an Easter present is waiting for you!
21. No Easter egg dye at home? Try this instead
22. Hoppy Easter
23. What's in your Easter Basket?!

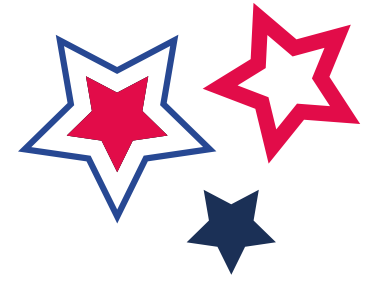
Easter is another big-spending holiday. Many have planned to celebrate Easter—making it a great opportunity for email marketers to ramp up their Easter newsletters! You don't need gimmicks or eggs-quisite wordplay to be successful. These lines focus on personalization and giveaways.



# May

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
<b>Cinco de Mayo</b>						
5	6	7	8	9	10	11
<b>Mother's Day</b>						
12	13	14	15	16	17	18
<b>Pentecost</b>						
19	20	21	22	23	24	25
<b>Memorial Day</b>						
26	27	28	29	30	31	

# Subject Lines for Memorial Day



Memorial Day is a holiday for remembering and honoring the people who died while serving in the United States Armed Forces.

From a marketing standpoint, it's an opportunity for your brand to acknowledge the fallen and celebrate patriotism.

1. Something to Think About on Memorial Day
2. Memorial Day Treats and Stuff
3. 15% Off Site-Wide Memorial Day Sale Starts Now For Instant Rewards Members!
4. A red, white and blue dessert to make your Memorial Day DELICIOUS!
5. Memorial Day - FLASH Sale!
6. Memorial Day Sale - Promo Code Inside
7. Thank you for your service ❤️ - Happy Memorial Day (Enjoy your Freebie on me!)
8. CAN YOU SAY EPIC?! Amazing Memorial Day Sales happening!
9. Do you need a FUN treat for Memorial Day that your kids will LOVE?
10. FINAL HOURS OF MEMORIAL DAY WEEKEND SPECIAL
11. Memorial Day: Remember & Honor
12. Why We Celebrate Memorial Day
13. \_\_\_\_\_ crafts for Memorial Day!
14. Happy Memorial Day, {\$name}!
15. Don't forget to place your \_\_\_\_\_ order! Memorial Day Special
16. Be safe this Memorial Day
17. Memorial Day Savings Exclusively for Military Members
18. How I spent my Memorial Vacation




# June

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
					Flag Day	
9	10	11	12	13	14	15
Father's Day						
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

# Subject Lines for Mother's Day or Father's Day

1. [Freebie Friday] What? It's almost Mother's Day
2. IMPORTANT: We've just extended the Mother's Day Sale by 24 hours!
3. Save up to \$50 this weekend!
4. How are you celebrating Mother's Day?
5. It's Mother's Day ... relax with a freebie
6. Gifts that will win your Ma's heart this Mother's Day!
7. Psst... It's Mother's Day in less than a month!
8. Are you ready for Mother's Day yet ?
9. 3 Last-Minute Mother's Day Ideas
10. Friday Freebie! Printable Mother's Day Cards
11. What does Mother's Day mean to you?
12. Shower Mummy with ❤️ this Mother's Day
13. Anyone thinking about Mother's Day yet, or is it just me?
14. 25 Mother's Day "Sweet Things" That Will Impress the Queen, Herself!  
Hail the Mom!
15. This Mother's Day will be different
16. You are a Mother Warrior
17. Mother's Day Special: Take 40% Off
18. Discover the best ways to enjoy motherhood
19. What Moms Really Want This Year For Mother's Day
20. We believe in you! Happy Mother's Day!



**Moms are the best!**  
**Mother's Day is a great email marketing event. Make your campaigns all about moms and the rest will take care of itself.**



# July

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				Independence Day		
	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
Parents' Day						
28	29	30	31			

# August


Sun	Mon	Tue	Wed	Thu	Fri	Sat
				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

# September

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	Labor Day					
1	2	3	4	5	6	7
Grandparents Day			Patriots Day and September 11th			
8	9	10	11	12	13	14
	Step-family Day	Citizenship Day				
15	16	17	18	19	20	21
					Native American Day	
22	23	24	25	26	27	28
29	30					



# October

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
	Columbus Day		Boss's day			
13	14	15	16	17	18	19
20	21	22	23	24 	25	26
27	28	29	30	31 Halloween		

# November

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
Daylight Savings						
3	4	5	6	7	8	9
	Veterans day					
10	11	12	13	14	15	16
17	18	19	20	21	22	23
				Thanksgiving	Black Friday	
24	25	26	27	28	29	30

# Subject Lines for Thanksgiving

Thank your customer with craft ideas, holiday treats and special savings that will keep them coming back for more.

People are gearing up for the holidays and are looking for ideas and products.

1. Thank you for your Business, Our Thanksgiving gift to you.
2. What are you wearing to Thanksgiving?
3. Happy Thanksgiving! Shop Black Friday online now!
4. \_\_\_\_\_ That go with Turkey
5. Pack these for you
6. Thanksgiving Thanksgiving Tips & Tricks
7. Final Hour! The clock is ticking on this Thanksgiving sale!
8. Sneak Peek Deals! Save room for thanksgiving
9. Thanksgiving got you stressed out? NOT ANYMORE
10. Best Thanksgiving EVER it all starts here



# Subject Lines for Black Friday

Black Friday is the biggest shopping day of the year. This is a must if you have a digital product, physical product or even a course you have to offer. Don't miss out on this opportunity.

1. Black Friday without the big crowd
2. Exclusive Black Friday sneak peek. Save up to\_\_\_\_\_
3. Don't wait till tomorrow! Take up to 50% off right now!
4. Your boss is shopping today too
5. Black Friday! 1000's of items at amazing prices
6. Black Friday! 40% off EVERYTHING
7. Mystery sale- How much will you save
8. It's Black FRI-YAY! 30% off everything from\_\_\_\_
9. BOGO! Buy one, get one FREE!
10. Last chance for massive \_\_\_savings
11. It's now or never! 1.

# December

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	Cyber Monday					Pearl Harbor Remembrance Day
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
			Christmas			
22	23	24	25	26	27	28
		New Year's Eve				
29	30	31				

# Subject Lines for Cyber Monday

Did you miss out on Black Friday?  
No worries, you still have  
cyber-Monday. More now  
than ever people are shopping  
online.

Take advantage of the online  
space and post your offer on  
Facebook, Instagram, your  
website, Etsy, or wherever you sell  
your products and services.

1. Cyber Monday madness 30% off entire stock
2. It's Cyber-Monday all week
3. Only a few hours left to enjoy 25% off \_\_\_\_\_ Shop Now!
4. Cyber -Monday! FREE shipping and 25% off
5. Cyber -Monday 25% today only!
6. Don't miss out, it's almost over!
7. SCORE! It's Cyber Monday: Mystery deal revealed!
8. Break the internet with Cyber Monday
9. Enjoy the most beautiful Cyber Monday gift of the year
10. It only happens once a year. Get it now while it lasts!



# Subject Lines for Christmas

Christmas is the busiest time of the year and people are looking for great gift ideas to send their loved ones. No matter what your business is you have something someone wants or needs.

1. Rock the Christmas clock with time-saving gift inspiration
2. Indulge in the joys of personalized holiday shopping
3. Wrap up super savings that keep your stocking stuffed
4. Our deep holiday discounts make it happen
5. Kick holiday stress to the curb with one-stop shopping for everyone on your list
6. Sleigh your Christmas list with these last-minute gifts
7. Even Santa shops our super-saver Christmas deals
8. Push procrastination out the window with super-fun holiday shopping – That’s how much you’ll love our selections
9. Baby, it’s cold outside, so warm up with our holiday gift ideas
10. Super Christmas shopping savings put extra jingle in your pocket
11. Give yourself something you really want this Christmas
12. Discounted elf exclusives add extra joy to your holidays
13. Let the holiday season begin by treating yourself to something special
14. Give great gifts that give back with our incredible Christmas discounts
15. Beat the holiday rush with tips for being a St. Nick in time
16. What are you really dreaming of this Christmas?
17. Zip through the holidays with our super-fast elf-checkout
18. Make room under the tree for cash-saving Christmas fun
19. Deep discounts on everything in stock
20. Take your Christmas shopping over the finish line with time to spare
21. We saved Santa’s best stocking stuffers just for you– He told us how good you’ve been
22. Be an angel this year by giving heavenly holiday gifts
23. Put the shine in your holidays with our sparkling ideas
24. Conquer Christmas shopping while you ring up super savings
25. These sizzling Christmas deals are hot enough to warm up Jack Frost
26. Do you need a time-out from the holidays this year?– Book your New Year’s \_\_\_\_\_ getaway today
27. Put joy in your world with post-holiday discounts
28. Inspire a kiss under the mistletoe with these \_\_\_\_\_ holiday destinations
29. Gift yourself with the Christmas vacation you really deserve
30. Where would you love to ring in the holidays this year?
31. Even Rudolph thinks our \_\_\_\_\_ services are the best
32. You can be naughty and still stay fit through the holidays \_\_\_\_ learn more about our \_\_\_\_\_ equipment
34. Get on Santa’s nice list by getting in shape this year
35. Deck the halls with unbelievable holiday savings– 20% off our entire \_\_\_\_\_
36. Turn your home into a holiday palace with dazzling home decor
37. These Christmas decorating tips make Martha Stewart jealous
38. Enjoy fantastic discounts on fabulous holiday \_\_\_\_\_
39. Beautiful \_\_\_\_\_ dress up the best holiday wardrobes
40. Ring in the holidays wearing elegant Christmas jewelry Glow like a Christmas angel with our premium cosmetics They look even better with your 20% discount
42. Be Santa Claus for your favorite paws with these pet treats
43. All good dogs and cats deserve stockings stuffed with goodies
44. Check out Santa’s recommendations for your favorite pet
45. Doll up your fur babies for the holidays with our pet grooming services
46. Our surprise offer is wrapping up..Get it now!
47. You can still get it in time for Christmas!
48. Last-minute gift “Santa Approved”

# Notes

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---