

# Editorial Calendar

Below are themes, observances, and topics for partners interested in sharing our campaign messages on their own social platforms. Also check out [ProtectEveryDrop.com](http://ProtectEveryDrop.com) for additional ideas!

## JANUARY

**Key Observances:**

Walk Your Dog Month

**Suggested Topical Themes:**

Pet waste  
Vehicle maintenance

## FEBRUARY

**Key Observances:**

Valentine's Day  
National Love Your Pet Day  
Responsible Pet Owners Month

**Suggested Topical Themes:**

Love your environment - Valentine's Day  
Keeping vehicles debris free  
Properly dispose of trash and recycling

## MARCH

**Key Observances:**

World Wildlife Day  
Spring Equinox  
International Day of Forests  
First Day of Spring

**Suggested Topical Themes:**

Keeping vehicle debris free  
Properly dispose of trash and recycling  
Spring messaging tie-in

## APRIL

**Key Observances:**

National Pet Day  
Earth Day  
Arbor Day

**Suggested Topical Themes:**

Pesticides  
Spring cleaning

## MAY

**Key Observances:**

Memorial Day  
World No Tobacco Day

**Suggested Topical Themes:**

Pesticides  
Spring cleaning  
Tarp & secure vehicle loads (tie-in to Memorial Day travel)

## JUNE

**Key Observances:**

World Bicycle Day  
World Environment Day  
World Oceans Day  
National Hydration Day  
First Day of Summer

**Suggested Topical Themes:**

Summer travel  
Properly dispose of trash and recycling  
Clean drinking water

## JULY

**Key Observances:**

Independence Day  
National Clean Beaches Week

**Suggested Topical Themes:**

Summer travel  
Clean beaches

## AUGUST

**Key Observances:**

National Beach Day  
Water Quality Month

**Suggested Topical Themes:**

Back to School  
Properly dispose of trash and recycling  
Illegal dumping

## SEPTEMBER

**Key Observances:**

Labor Day  
First Day of Fall  
National Wildlife Day

**Suggested Topical Themes:**

Tarp and secure vehicle loads - leaves and yard debris  
Back to school

## OCTOBER

**Key Observances:**

World Animal Day  
National Do Something Nice Day

**Suggested Topical Themes:**

Tarp and secure your load  
Illegal dumping  
Pet waste reminder

## NOVEMBER

**Key Observances:**

World Kindness Day  
America Recycles Day  
Thanksgiving  
Giving Tuesday

**Suggested Topical Themes:**

Care for the earth - World Kindness Day  
Recycling reminder - lifecycle of litter  
Illegal dumping  
Properly dispose of fats, oils & grease (FOG)

## DECEMBER

**Key Observances:**

Christmas  
First Day of Winter

**Suggested Topical Themes:**

Holiday travel - tarp & secure vehicle loads  
Vehicle maintenance