2027 SENIOR SERVICES MARKETING CALENDAR

One campaign. Four coordinated touchpoints. One memorable promotional product.

JANUARY - JUNE

MONTH	CAMPAIGN THEME	FEATURED PRODUCT	EMAIL CAMPAIGN	SOCIAL MEDIA	EVENT / OUTREACH	GIFT / GIVEAWAY
JAN	**New year, new connections**	**Large-print planner magnet**	Share a simple family support and service planning checklist.	Highlight program hours, ways to contact you and local resources.	New-year senior services open house	Offer easy-read magnets with your contact details.
FEB	**Friendship & belonging**	**Branded greeting card set**	Invite older adults and families to a social or activity day.	Spotlight connection programs; obtain photo permission.	Friendship tea / community gathering	Share note cards that help people stay in touch.
MAR	**Care navigation & resources**	**Emergency contact wallet card**	Explain available support options and questions to ask.	Post a guide to community resource and support contacts.	Caregiver Q&A / senior resource fair	Hand out wallet cards at information tables.
APR	**Spring activities & outreach**	**Reusable tote bag**	Share spring programs, registration and access details.	Post the activity calendar and transportation information.	Spring senior wellness fair / partner expo	Offer totes for event information and resource packets.
MAY	**Older Americans Month**	**Appreciation bookmark**	Celebrate older adults and invite community participation.	Share participant stories only with clear permission.	Recognition luncheon / community expo	Give bookmarks at appreciation and outreach events.
JUN	**Summer heat preparedness**	**Branded handheld fan**	Share hot-weather resources and local cooling options.	Post heat safety tips and neighbor check-in reminders.	Senior summer safety workshop	Provide fans at approved community activities.

A SIMPLE MONTHLY ROLLOUT

Week 1: helpful email | Week 2: social post | Week 3: local event | Week 4: useful gift

WE PUT YOUR BRAND TO WORK

Review privacy, consent, gift policies and program requirements.

Do not tie gifts to referrals or service choices; confirm any healthcare rules.

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JULY - DECEMBER

MONTH	CAMPAIGN THEME	FEATURED PRODUCT	EMAIL CAMPAIGN	SOCIAL MEDIA	EVENT / OUTREACH	GIFT / GIVEAWAY
JUL	**Engagement & enrichment**	**Large-print activity calendar**	Promote classes, clubs and summer drop-in activities.	Show welcoming events and easy ways to register.	Senior center open house / games day	Give activity calendars to participants and families.
AUG	**Family connections**	**Magnetic photo frame**	Suggest ways families can make visits meaningful.	Invite family activities; use photos only with consent.	Intergenerational picnic / family day	Offer photo magnets at family gatherings.
SEP	**Safer homes & mobility**	**LED keychain flashlight**	Share a home safety checklist and trusted resources.	Post clear-walkway and lighting tips from reliable sources.	Fall-prevention workshop with local partners	Offer flashlights at education and resource events.
OCT	**Fraud & digital confidence**	**Large-print fraud tip card**	Share common scam warning signs and reporting resources.	Post practical scam-spotting tips and helpful links.	Fraud awareness talk with bank or library	Distribute tip cards in community information packets.
NOV	**Family caregiver appreciation**	**Caregiver planning notebook**	Thank caregivers and share local support resources.	Highlight caregiver tips and resources with permission.	Caregiver support and recognition gathering	Offer notebooks as unconditional appreciation gifts.
DEC	**Year-end gratitude & planning**	**2028 large-print wall calendar**	Send thanks, holiday hours and next-year program information.	Share community highlights with appropriate consent.	Holiday social / volunteer appreciation	Offer calendars at approved community gatherings.

MAKE IT AFFORDABLE AND REPEATABLE

Choose 1-2 promotional products per quarter, not 12. Adapt campaigns to your markets and budget.

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