

# Plan Your Fundraiser Around National Awareness & Celebration Events!

SHAPE America



Looking for ways to energize your health. moves. minds.®, powered by Booster fundraiser? Consider tying your event to these national awareness and celebration days, weeks, and months. Aligning your fundraiser with a larger cause can inspire students, families, and communities while reinforcing the values of health, kindness, and well-being.

## SEPTEMBER

### Family Health and Fitness Day

Saturday, September 27, 2025

A day that promotes physical activity and health with your loved ones.

#### Why it matters for your fundraiser:

Kick off the school year with a family-focused event! Invite families to join in activities that get everyone moving and excited about health and physical activity.

## OCTOBER

### Health Literacy Month

Wednesday, October 1 - Friday, October 31, 2025

Raise awareness about the importance of understanding health information to make informed decisions.

### National Bullying Prevention Month

Wednesday, October 1 - Friday, October 31, 2025

Promote kindness, acceptance and inclusion. Key event: **Unity Day**, when participants wear or share orange to show a united message against bullying.

### Family PE Week

Monday, October 6 - Friday, October 10, 2025

Help families, schools and communities understand the importance of physical education.

### World Mental Health Day

Friday, October 10, 2025

A global campaign to promote mental health and well-being.

### National Health Education Week

Monday, October 20 - Friday, October 24, 2025

Raise awareness of major health issues and the role of health education specialists.

#### Why it matters for your fundraiser:

October is packed with opportunities! Promote kindness, mental health and family wellness all in one month, creating multiple touchpoints to engage your community.

## Tips for Using This Guide:

- Pick one or two events that resonate most with your school community.
- Incorporate themes into your promotional materials, challenges, or activities.
- Encourage families to participate – fundraising and awareness go hand-in-hand.
- Have fun and celebrate small wins along the way!

# NOVEMBER

## World Kindness Day

Thursday, November 13, 2025

Celebrate kindness, empathy and compassion with random acts of kindness.

### Why it matters for your fundraiser:

Use this day to highlight giving, empathy and teamwork in your school community – perfect for student-led initiatives and kindness challenges.

# JANUARY

## National Compliment Day

Saturday, January 24, 2026

Encourage expressing appreciation, kindness and positive regard for others.

### Why it matters for your fundraiser:

Boost morale and school spirit by incorporating compliments, shout-outs or recognition into your fundraiser.

# MARCH

## National Day of Unplugging

Friday, March 6 - Saturday, March 7, 2026

A 24-hour break from technology to promote mindfulness and face-to-face connection.

## International Day of Happiness

Friday, March 20, 2026

Celebrate happiness, well-being and spreading joy.

### Why it matters for your fundraiser:

Emphasize connection, joy and mindful movement. Host screen-free activities and group challenges that make your event fun and engaging.

# DECEMBER

## Giving Tuesday

Tuesday, December 2, 2025

A global generosity movement encouraging donations, time or skills.

### Why it matters for your fundraiser:

Launch or wrap up your fundraiser around this day to connect student efforts to a worldwide giving movement

# FEBRUARY

## American Heart Month

Sunday, February 1 - Saturday, February 28, 2026

Promotes heart health and awareness of cardiovascular disease.

## Random Acts of Kindness Week

Saturday, February 14 - Friday, February 20, 2026

Celebrate compassion through thoughtful actions; includes Valentine's Day.

## Random Acts of Kindness Day

Tuesday, February 17, 2026

Perform unanticipated acts of kindness to spread positivity.

### Why it matters for your fundraiser:

February is all about heart health and kindness. Combine movement, empathy and healthy habits to make your fundraiser meaningful and memorable.

# APRIL

## National Stress Awareness Month

Wednesday, April 1 - Thursday, April 30, 2026

Raise awareness about the importance of stress management and coping strategies.

### Why it matters for your fundraiser:

Encourage stress-busting activities like movement breaks, meditation or wellness challenges during your fundraiser to support student well-being.



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# MAY

## National PE & Sport Week

Friday, May 1 - Thursday, May 7, 2026

Celebrate physical education, sports and student wellness.

## Children's Mental Health Awareness Week

Sunday, May 3 - Saturday, May 9, 2026

Promote positive mental well-being and access to resources for children.

## National Mental Health Month

Friday, May 1 - Sunday, May 31, 2026

Raise awareness, reduce stigma and support mental health initiatives.

### Why it matters for your fundraiser:

May is perfect for a double focus on movement and mental health. Combine active events with fundraising goals to leave a lasting impact.



## Ready to Start Planning Your Fundraiser?

- [Schedule](#) your 1:1 planning call with a dedicated Booster Fundraising Expert today!
- Get a head start with our [Quick Start Guide](#) — it outlines key next steps and how to prepare for your planning call.
- Need approval from your principal/supervisor to lead a health. moves. minds. fundraiser? Download the [Justification Toolkit](#) to help make your case!

health. moves. minds.<sup>®</sup>, powered by Booster is more than just a fundraiser — it's a whole-school experience designed to inspire kindness, build stronger communities, and support student wellness. Learn more at [healthmovesminds.org](https://healthmovesminds.org).

