



August 2026 Holiday Marketing Guide

*Practical Holiday Marketing Ideas for Small
Businesses, Entrepreneurs & Nonprofits*

Published by

McCord & Cargile Marketing Resources

Helping small businesses, entrepreneurs, and nonprofits market with
clarity, confidence, and purpose.

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Cracking the August "Summer Slump"	5
Daily Holiday Blueprints	6
National Simplify Your Life Day	6
National Girlfriends Day	9
National Friendship Day	11
National Coloring Book Day	13
National Watermelon Day	15
National Chocolate Chip Cookie Day	17
Work Like a Dog Day	20
National Purple Heart Day	22
International Beer Day	24
International Cat Day	26
National Book Lovers Day	28
National Lazy Day	30
International Youth Day	32
World Elephant Day	35
International Lefthanders Day	37
National Financial Awareness Day	39
National Relaxation Day	42
National Tell a Joke Day	44
National Thrift Shop Day	46
National Nonprofit Day	48
National Never Give Up Day	51
World Photography Day	54
World Humanitarian Day	57
National Radio Day	60
Senior Citizens Day	63
Be an Angel Day	66
International Day for the Remembrance of the Slave Trade and Its Abolition	68
National Waffle Day	71
Women's Equality Day	73
National Dog Day	76
Just Because Day	77
Ready for More Marketing Support?	80
Explore More Free Resources	80
Work with MCMR	80
One Final Thought	81

Cracking the August "Summer Slump"

If you're a small business owner, entrepreneur, or nonprofit marketer, you've probably heard August described as the "summer slump." Vacations are winding down, routines are still a little unpredictable, and it can feel like everyone's attention is somewhere else.

But here's the good news: August isn't a month to slow down, it's a month to get ahead.

At McCord & Cargile Marketing Resources, we see August as a strategic transition month. People are shifting their focus from summer activities to back-to-school schedules, fall planning, and fresh routines. That makes it the perfect time to reconnect with your audience, reinforce your message, and build momentum before one of the busiest seasons of the year.

The key isn't trying to celebrate every holiday or create a major campaign every week. It's choosing the opportunities that make the most sense for your organization and using them consistently. That's exactly why we've organized this guide using the MCMR Tiered Priority System, helping you focus your time where it will have the greatest impact.

- Featured (Tier 1): High-impact holidays with broad appeal and strong opportunities for engagement. These are worth your biggest marketing efforts.
- Supporting (Tier 2): Great opportunities for educational content, storytelling, community building, and strengthening relationships with your audience.
- Light-Touch (Tiers 3 & 4): Simple, low-effort content ideas that keep your social channels active without adding unnecessary work to your schedule.
- Use With Awareness: Meaningful observances that should be approached thoughtfully, respectfully, and without a promotional focus.

Throughout this guide, we've balanced opportunities across four key themes:

- 40% Community & Impact
- 30% Small Business & Entrepreneur Support

- 20% Family & Relationships
- 10% Fun & Engagement

This approach helps you create a marketing plan that feels intentional, sustainable, and authentic, without overwhelming your team.

Let's make August the month you build consistency, strengthen relationships, and head into fall with confidence.

Daily Holiday Blueprints

National Simplify Your Life Day

Date: August 1, 2026

Priority: Supporting

Best For: Service Providers, Productivity Coaches, Consultants, Financial Professionals, Technology Companies

Why It Matters

Many business owners wear multiple hats, and by August, it's common to feel stretched thin. National Simplify Your Life Day is a natural opportunity to help your audience reduce stress, eliminate unnecessary complexity, and create better systems.

Whether you help clients save time, improve processes, organize information, or simply make life easier, this holiday allows you to demonstrate your value through practical advice rather than promotion.

MCMR Tip

People don't always buy the fastest solution, they buy the clearest one. Use this holiday to simplify your message as much as your marketing.

Recommended Content

Offer one practical tip your audience can implement today.

Simple, useful content often performs better than lengthy educational posts because people can immediately put it into practice.

Content Ideas

- Share three ways your audience can simplify one part of their workday.
- Create a before-and-after example showing how your product or service saves time.
- Post a photo of your organized workspace and explain one system that keeps you productive.
- Share one business task you've stopped doing because it wasn't producing results.

Keep It Simple

Choose one process your organization has improved over the past year and tell that story. Authentic experiences often resonate more than polished tutorials.

Caption Starter

Business doesn't have to be complicated to be successful.

Today, we're celebrating National Simplify Your Life Day by looking at one small change that has made a big difference for our team.

Sometimes the best solution isn't doing more. It's doing less, with greater intention.

What's one task or habit you've simplified this year?

Visual Direction

A clean checklist graphic or before-and-after workflow carousel using plenty of white space and simple icons.

Call to Action

- Save this post for your next planning session.
- Share one way you've simplified your work.
- Download our productivity checklist.

Hashtags

#SimplifyYourLife #SmallBusinessTips #WorkSmarter #BusinessGrowth #Productivity

Think Beyond Social

Turn this topic into:

- A productivity checklist
- A blog about reducing marketing overwhelm
- A newsletter featuring your favorite productivity tools

National Girlfriends Day

Date: August 1, 2026

Priority: Light-Touch

Best For: Retailers, Salons, Restaurants, Boutiques, Lifestyle Brands

Why It Matters

This holiday is all about celebrating relationships. It works especially well for businesses built around community, hospitality, wellness, or customer experience.

Rather than focusing solely on promotions, consider using this day to celebrate the friendships that support your customers and your business.

MCMR Tip

Not every engagement post needs to sell something. Sometimes building community is the most valuable marketing you can do.

Recommended Content

Invite your audience to celebrate someone who encourages, supports, or inspires them.

Simple conversations often create meaningful engagement.

Content Ideas

- Encourage followers to tag a friend who always supports them.
- Highlight a friendship that helped shape your business.
- Share a customer story centered on friendship.
- Offer a small "bring a friend" promotion if it fits your business.

Keep It Simple

A single photo and a thoughtful question are all you need.

Caption Starter

Behind every successful business owner is someone who encouraged them, supported them, or simply reminded them to keep going.

Today we're celebrating those friendships.

Tag someone who's been part of your journey and let them know how much you appreciate them.

Visual Direction

Bright lifestyle photography or a clean quote graphic celebrating friendship and community.

Call to Action

- Tag someone you're grateful for.
- Share this post with a friend.
- Tell us who inspires you.

Hashtags

#NationalGirlfriendsDay #CommunityMatters #WomenSupportingWomen
#SmallBusinessCommunity #Gratitude

National Friendship Day

Date: August 2, 2026

Priority: Light-Touch

Best For: Service Providers, Retailers, Membership Organizations, Community Businesses

Why It Matters

Strong businesses are built on strong relationships.

Friendship Day is a natural opportunity to celebrate customers, collaborators, referral partners, volunteers, and community members who help your organization grow.

MCMR Tip

Relationship marketing isn't about collecting contacts. It's about building trust over time.

Recommended Content

Highlight a customer, partner, volunteer, or fellow business owner who has made a positive impact.

Content Ideas

- Celebrate a referral partner.
- Feature a longtime customer.
- Share a story about collaboration.
- Invite followers to recognize someone who supports them.

Keep It Simple

One genuine thank-you post can build more goodwill than several promotional posts.

Caption Starter

Every successful business has people behind the scenes who make the journey possible.

Today we're celebrating the customers, partners, friends, and supporters who continue to encourage us every step of the way.

Who would you like to thank today?

Visual Direction

Team photo, customer spotlight, or community collage.

Call to Action

- Thank someone in the comments.
- Tag a business friend.
- Share your favorite collaboration story.

Hashtags

#FriendshipDay #CommunityOverCompetition #RelationshipMarketing #SupportLocal
#SmallBusiness

Think Beyond Social

Feature one community partner in your monthly newsletter.

National Coloring Book Day

Date: August 2, 2026

Priority: Light-Touch

Best For: Family Organizations, Nonprofits, Creative Businesses, Educational Brands

Why It Matters

Interactive content encourages participation.

A downloadable coloring page or creative activity gives families something enjoyable to do while also introducing your organization in a memorable way.

MCMR Tip

Free resources don't have to be complicated to be valuable.

Recommended Content

Create one printable activity your audience can download and share.

Content Ideas

- Design a branded coloring page.
- Encourage families to share finished artwork.
- Hold a simple coloring contest.
- Highlight children's creativity in your community.

Keep It Simple

One printable PDF can become social content, email content, and a website download.

Caption Starter

Creativity has a way of bringing people together.

To celebrate National Coloring Book Day, we've created a free coloring page for our community to enjoy.

Download it, color it, and share your masterpiece with us.

We can't wait to see your creativity.

Visual Direction

Mockup of the printable alongside markers or colored pencils.

Call to Action

- Download your free coloring page.
- Share your artwork.
- Tag us in your finished creation.

Hashtags

#ColoringBookDay #CreativeCommunity #FamilyFun #CommunityEngagement #SmallBusiness

National Watermelon Day

Date: August 3, 2026

Priority: Light-Touch

Best For: Food Businesses, Lifestyle Brands, Retailers, Community Organizations

Why It Matters

Not every holiday needs a deep business message.

Sometimes your audience simply wants to interact with a fun, seasonal post.

These lighter moments help keep your brand approachable.

MCMR Tip

Fun posts build familiarity, and familiarity builds trust.

Recommended Content

Create a simple conversation around favorite summer traditions.

Content Ideas

- Ask followers about their favorite summer fruit.
- Share a summer recipe.
- Highlight your team's favorite seasonal treats.
- Showcase a colorful summer product display.

Keep It Simple

One engaging question is enough.

Caption Starter

Summer isn't over just yet.

What's your favorite way to enjoy watermelon?

Fresh slices, fruit salad, smoothies, or something completely different?

Tell us in the comments.

Visual Direction

Bright seasonal photography with minimal text.

Call to Action

- Vote in today's poll.
- Share your favorite recipe.
- Tag someone who loves summer.

Hashtags

#WatermelonDay #SummerFun #CommunityConversation #SeasonalMarketing #SmallBusiness

National Chocolate Chip Cookie Day

Date: August 4, 2026

Priority: Light-Touch

Best For: Bakeries, Cafés, Retailers, Restaurants, Service Businesses

Why It Matters

Food-related holidays are an easy way to add personality to your marketing. They create opportunities for lighthearted engagement and help humanize your brand without requiring a major campaign.

Even if your business has nothing to do with cookies, you can use this holiday to show the people behind your organization and invite your audience into the conversation.

MCMR Tip

Your audience enjoys getting to know the people behind your business. Small moments often build stronger connections than polished advertisements.

Recommended Content

Celebrate your team, support another local business, or simply ask a fun question that encourages conversation.

Content Ideas

- Share a photo of your team enjoying cookies during a break.
- Highlight a favorite local bakery or coffee shop.
- Ask followers whether they prefer soft cookies or crispy cookies.

- Share a favorite family cookie recipe.

Keep It Simple

Don't overthink this one. A genuine photo and one engaging question are all you need.

Caption Starter

Today we're taking a quick break to celebrate one of life's simplest pleasures, a warm chocolate chip cookie.

Our team has one important question:

Do you prefer your cookies soft and chewy or crisp and crunchy?

Tell us your favorite in the comments.

Visual Direction

Simple overhead photo of cookies, a team break room moment, or a clean text graphic featuring the poll question.

Call to Action

- Vote in the comments.
- Tag your favorite local bakery.
- Share your favorite cookie recipe.

Hashtags

#ChocolateChipCookieDay #SupportLocal #CommunityConversation #SmallBusinessLife
#FoodieFun

Think Beyond Social

Feature another local business in your post. Community partnerships strengthen relationships while expanding your reach.

Work Like a Dog Day

Date: August 5, 2026

Priority: Light-Touch

Best For: Agencies, Professional Services, Entrepreneurs, Small Businesses

Why It Matters

This holiday offers a chance to celebrate dedication while also recognizing the importance of balance.

Rather than glorifying long hours, use this day to acknowledge your team's hard work, celebrate progress, and highlight the people who make your organization successful.

MCMR Tip

Hard work deserves recognition, but sustainable success comes from healthy habits, realistic expectations, and supportive teams.

Recommended Content

Pull back the curtain and show your audience what goes into serving your customers or advancing your mission.

Content Ideas

- Share a behind-the-scenes project update.
- Introduce team members working on an exciting initiative.
- Celebrate a recent milestone.
- Ask followers what they're working toward this month.

Keep It Simple

One candid team photo tells a stronger story than a perfectly staged marketing image.

Caption Starter

Every accomplishment starts with people who care about doing great work.

Today we're celebrating our team and everyone who's working hard toward something meaningful.

What project are you most excited to finish this month?

Visual Direction

Authentic team photography, workspace images, or candid project photos.

Call to Action

- Tell us what you're working on.
- Celebrate a recent win.
- Follow along as we share our progress.

Hashtags

#WorkLikeADogDay #BehindTheScenes #SmallBusinessLife #Teamwork #BusinessGrowth

Think Beyond Social

Turn your behind-the-scenes content into an employee spotlight or newsletter feature.

National Purple Heart Day

Date: August 7, 2026

Priority: Light-Touch | Use With Awareness

Best For: Community Organizations, Veteran Organizations, Local Businesses

Why It Matters

National Purple Heart Day honors members of the United States Armed Forces who were wounded or killed while serving our country.

For most organizations, this is not a marketing opportunity. It is an opportunity to pause, reflect, and express gratitude with sincerity and respect.

MCMR Tip

Some holidays are about serving your audience through recognition rather than promotion.

Recommended Content

If you choose to participate, keep your message focused entirely on gratitude and remembrance.

Content Ideas

- Share a respectful tribute.
- Highlight a local veterans organization.
- Provide educational information about the Purple Heart.
- Encourage support for veteran services.

Keep It Simple

A thoughtful message is often more meaningful than elaborate graphics.

Caption Starter

Today we pause to honor the courage, sacrifice, and service of the men and women who have received the Purple Heart.

We extend our sincere gratitude to veterans, military families, and all who have served our nation.

Thank you for your service.

Visual Direction

Simple typography, patriotic imagery, or respectful photography.

Call to Action

- Learn more about local veteran organizations.
- Consider supporting military families in your community.

Hashtags

#PurpleHeartDay #HonorOurVeterans #CommunityGratitude #Respect #Service

Awareness Reminder

Avoid promotional messaging, discounts, or sales content. Let the focus remain on those being honored.

International Beer Day

Date: August 7

Priority: Light-Touch

Best For: Restaurants, Breweries, Hospitality Businesses, Community Organizations

Why It Matters

International Beer Day provides a relaxed opportunity to celebrate local businesses, community gathering spaces, and the people who make weekends enjoyable.

If alcohol isn't appropriate for your audience, skip this holiday. There are plenty of other opportunities throughout the month.

MCMR Tip

Not every holiday fits every organization. It's okay to pass on the ones that don't align with your audience or values.

Recommended Content

Support another local business, highlight your community, or simply wish everyone a great weekend.

Content Ideas

- Feature a local brewery.
- Recommend your favorite gathering place.
- Introduce a team tradition.
- Share weekend plans.

Keep It Simple

Community support is the story, not the beverage.

Caption Starter

Happy Friday.

Whether you're gathering with friends, visiting a favorite local restaurant, or simply relaxing after a busy week, we hope you have a wonderful weekend.

If you're supporting a local business, we'd love to hear about it.

Visual Direction

Outdoor dining, local businesses, or relaxed community photography.

Call to Action

- Recommend a local business.
- Support a neighborhood restaurant.
- Share your weekend plans.

Hashtags

#InternationalBeerDay #SupportLocal #CommunityConnections #WeekendVibes #SmallBusiness

International Cat Day

Date: August 8

Priority: Light-Touch

Best For: Nearly Any Organization

Why It Matters

Pet content consistently performs well because it feels personal, authentic, and relatable.

This holiday is a great opportunity to show the human side of your organization.

MCMR Tip

People connect with people first, businesses second.

Recommended Content

Invite your audience to introduce their pets or share photos of your team's furry companions.

Content Ideas

- Introduce office pets.
- Share remote work companions.
- Support a local animal shelter.
- Ask followers to share cat photos.

Keep It Simple

Sometimes the best engagement strategy is simply asking your audience to participate.

Caption Starter

Today our social media feed belongs to the real supervisors.

Happy International Cat Day.

If you have a feline coworker keeping you company while you work, we'd love to meet them.

Share a photo in the comments.

Visual Direction

Pet photos, simple carousel, or team pets collage.

Call to Action

- Share a cat photo.
- Support your local shelter.
- Tag another cat lover.

Hashtags

#InternationalCatDay #PetFriendly #CommunityEngagement #SmallBusinessCulture #CatLovers

National Book Lovers Day

Date: August 9

Priority: Light-Touch

Best For: Consultants, Nonprofits, Coaches, Educators, Professional Services

Why It Matters

Books shape ideas, inspire leadership, and encourage lifelong learning.

This holiday gives your organization an opportunity to share resources that have influenced your work and invite your audience to do the same.

MCMR Tip

Sharing valuable resources builds credibility without feeling promotional.

Recommended Content

Recommend books that have influenced your organization or helped solve problems for your clients.

Content Ideas

- Share your team's favorite books.
- Recommend one book every entrepreneur should read.
- Highlight a local bookstore or library.
- Ask followers for recommendations.

Keep It Simple

A photo of one favorite book with one meaningful lesson is enough.

Caption Starter

One great book can change the way we think, lead, or grow our organizations.

Today we're sharing one book that's made a lasting impact on our team.

What's a book you've recommended more than once?

Visual Direction

Book stack, desk flat lay, or reading recommendation graphic.

Call to Action

- Share your favorite book.
- Save this reading list.
- Visit your local library or bookstore.

Hashtags

#BookLoversDay #LifelongLearning #Leadership #BusinessBooks #CommunityLearning

National Lazy Day

Date: August 10

Priority: Supporting

Best For: Service Providers, Consultants, Technology Companies, Coaches

Why It Matters

National Lazy Day reminds us that rest has value.

For organizations that help clients save time, reduce stress, or improve efficiency, this holiday naturally supports conversations about working smarter instead of working longer.

MCMR Tip

The goal isn't to stay busy. The goal is to spend your time on work that matters most.

Recommended Content

Share how your product, service, or process helps people reclaim time for the things they value most.

Content Ideas

- Demonstrate a time-saving tip.
- Showcase an automation tool.
- Encourage followers to unplug for an afternoon.
- Share one task you've stopped doing because it wasn't adding value.

Keep It Simple

Helping someone save fifteen minutes can be just as valuable as helping them make more money.

Caption Starter

Sometimes the most productive thing you can do is slow down.

Today we're celebrating National Lazy Day by reminding ourselves that rest, reflection, and smarter systems all contribute to long-term success.

How do you recharge after a busy week?

Visual Direction

Relaxed workspace, calming imagery, or simple text graphic.

Call to Action

- Share your favorite way to recharge.
- Save this reminder.
- Explore our productivity resources.

Hashtags

#NationalLazyDay #WorkSmarter #Productivity #SmallBusinessTips #HealthyLeadership

International Youth Day

Date: August 12

Priority: Supporting

Best For: Educational Organizations, Nonprofits, Mentorship Programs, Community Groups, Schools

Why It Matters

International Youth Day is an opportunity to celebrate young people while recognizing the importance of education, leadership, and community investment.

Whether your organization serves youth directly or simply believes in supporting the next generation, this observance allows you to highlight growth, opportunity, and the impact of mentorship.

MCMR Tip

People connect with stories more than statistics. If your organization has helped even one young person grow or succeed, tell that story.

Recommended Content

Highlight the people, programs, or partnerships that are helping young people learn, lead, and thrive.

Content Ideas

- Feature a student, intern, volunteer, or program participant.
- Share leadership lessons for young entrepreneurs.
- Highlight volunteer opportunities.
- Celebrate a community partner serving youth.

Keep It Simple

One photo and one success story can inspire your audience far more than a lengthy report.

Think Beyond Social

This story could also become:

- A newsletter feature
- An annual report highlight
- A donor impact story
- A website testimonial

Caption Starter

Every generation brings new ideas, new energy, and new possibilities.

Today we're celebrating the young people who are learning, leading, and making a difference in our communities.

We're grateful for the opportunity to support future leaders through [program or initiative].

Who inspired you when you were starting your journey?

Visual Direction

Authentic photos of youth participating in programs, learning environments, or community events.

Call to Action

- Learn more about our youth programs.
- Become a mentor.
- Support youth development in your community.

Hashtags

#InternationalYouthDay #FutureLeaders #CommunityImpact #MentorshipMatters
#YouthDevelopment

World Elephant Day

Date: August 12

Priority: Light-Touch

Best For: Environmental Organizations, Zoos, Wildlife Organizations, Eco-Friendly Businesses

Why It Matters

For organizations involved in conservation or sustainability, World Elephant Day provides an opportunity to educate audiences while encouraging responsible stewardship.

For organizations outside this space, it's perfectly acceptable to skip this observance if it doesn't align with your mission.

MCMR Tip

Not every trending holiday belongs on your content calendar. Choose the ones that genuinely reflect your organization's values.

Recommended Content

Educate your audience, highlight conservation efforts, or support organizations protecting wildlife.

Content Ideas

- Share conservation facts.
- Highlight a nonprofit partner.
- Explain sustainable business practices.
- Recommend ways people can help.

Keep It Simple

Education often creates more impact than promotion.

Caption Starter

Protecting our world starts with understanding it.

Today we're recognizing World Elephant Day by learning more about conservation efforts and the organizations working to protect wildlife around the globe.

Every small action contributes to a healthier planet.

Visual Direction

Nature photography with minimal text overlays.

Call to Action

- Learn more about conservation.
- Support wildlife organizations.
- Share this educational resource.

Hashtags

#WorldElephantDay #Conservation #ProtectWildlife #CommunityEducation #Sustainability

International Lefthanders Day

Date: August 13

Priority: Light-Touch

Best For: Retailers, Creative Businesses, Product Designers, General Businesses

Why It Matters

Sometimes marketing doesn't need to solve a problem. Sometimes it simply needs to make people smile.

International Lefthanders Day is a fun conversation starter that can create engagement without requiring a large investment of time.

MCMR Tip

Your audience appreciates seeing your personality. A little humor can make your brand more memorable.

Recommended Content

Invite conversation through lighthearted questions or share a behind-the-scenes moment.

Content Ideas

- Ask followers if they're left- or right-handed.
- Share funny office observations.
- Highlight accessible design features.
- Introduce left-handed team members.

Keep It Simple

One poll can outperform a complicated campaign.

Caption Starter

Left-handed or right-handed?

Today we're celebrating the roughly 10% of people who see the world a little differently.

Tell us, are you a lefty or a righty?

Visual Direction

Bold typography graphic with playful illustrations.

Call to Action

- Vote in the comments.
- Tag another left-handed friend.
- Share your funniest lefty challenge.

Hashtags

#LefthandersDay #CommunityConversation #FunMarketing #SmallBusiness #Engagement

National Financial Awareness Day

Date: August 14

Priority: Supporting

Best For: Financial Professionals, Business Coaches, Consultants, Nonprofits, Entrepreneurs

Why It Matters

Financial confidence is built through consistent habits, not complicated spreadsheets.

This holiday provides an opportunity to help your audience make smarter decisions by sharing practical financial education.

MCMR Tip

Education builds trust. When you help people solve problems before they become clients, you position yourself as a valuable resource.

Recommended Content

Offer one actionable financial tip your audience can use today.

Content Ideas

- Share budgeting advice.
- Offer a financial checklist.
- Recommend helpful tools.
- Explain one common financial mistake.

Keep It Simple

Focus on one helpful takeaway instead of trying to teach everything at once.

Think Beyond Social

Create:

- A downloadable checklist
- A budgeting worksheet
- A webinar
- A lead magnet

One idea can become multiple resources.

Caption Starter

Financial planning doesn't have to be overwhelming.

Small habits, practiced consistently, often lead to the biggest results over time.

Today we're sharing one simple tip that's helped our clients make more confident financial decisions.

What's one financial habit that's made a difference for you?

Visual Direction

Checklist, infographic, or worksheet preview.

Call to Action

- Download our free checklist.

- Save this post.
- Share your favorite financial tip.

Hashtags

#FinancialAwareness #SmallBusinessFinance #BusinessEducation #Entrepreneurship
#FinancialConfidence

National Relaxation Day

Date: August 15

Priority: Supporting

Best For: Wellness Organizations, Coaches, Service Providers, Mental Health Organizations

Why It Matters

Healthy organizations understand that rest supports performance.

National Relaxation Day is a reminder that productivity and well-being work together, not against one another.

MCMR Tip

You don't need to earn rest. Taking care of yourself helps you serve others more effectively.

Recommended Content

Encourage your audience to pause, recharge, and establish healthy boundaries.

Content Ideas

- Share relaxation techniques.
- Recommend books or podcasts.
- Discuss work-life balance.
- Highlight wellness resources.

Keep It Simple

Sometimes your audience needs encouragement more than information.

Caption Starter

Success isn't measured only by how much we accomplish.

It's also measured by how well we care for ourselves, our families, and our communities.

Today we're taking a moment to slow down.

How do you recharge?

Visual Direction

Minimalist calming graphics or peaceful photography.

Call to Action

- Share your favorite way to relax.
- Save this reminder.
- Explore our wellness resources.

Hashtags

#NationalRelaxationDay #HealthyLeadership #WorkLifeBalance #WellBeing #SmallBusiness

National Tell a Joke Day

Date: August 16

Priority: Light-Touch

Best For: Nearly Any Organization

Why It Matters

Humor creates connection.

When it reflects your organization's personality, it reminds your audience there are real people behind your brand.

MCMR Tip

You don't have to be funny all the time. One genuine laugh can create a memorable connection.

Recommended Content

Share clean, industry-appropriate humor that reflects your organization's personality.

Content Ideas

- Office jokes.
- Industry puns.
- Team challenge.
- Funny behind-the-scenes moments.

Keep It Simple

Ask your audience to tell *their* favorite joke.

User-generated content creates engagement.

Caption Starter

Everyone could use a good laugh.

Today we're celebrating National Tell a Joke Day.

Tell us your favorite clean joke in the comments.

We'll try not to laugh first.

Visual Direction

Simple typography graphic with bold colors.

Call to Action

- Tell us your favorite joke.
- Tag someone who makes you laugh.
- Save this post for later.

Hashtags

#TellAJokeDay #CommunityEngagement #OfficeHumor #KeepItLight #SmallBusiness

National Thrift Shop Day

Date: August 17

Priority: Light-Touch

Best For: Nonprofits, Resale Shops, Sustainability Organizations, Community Groups

Why It Matters

National Thrift Shop Day celebrates sustainability, resourcefulness, and giving items a second life.

It's an excellent opportunity for nonprofits and resale organizations to educate audiences while highlighting community impact.

MCMR Tip

People love knowing the impact of their purchases and donations. Show them where their support goes.

Recommended Content

Share stories that connect donated items to real community outcomes.

Content Ideas

- Explain your donation process.
- Share volunteer stories.
- Highlight environmental benefits.
- Feature customer finds.

Keep It Simple

Real stories create stronger engagement than product photos.

Caption Starter

Every donation has a story.

Every purchase creates an impact.

Today we're celebrating the organizations and community members who make sustainability possible through generosity and thoughtful giving.

Visual Direction

Photos of volunteers, donation centers, or upcycled items.

Call to Action

- Donate today.
- Visit your local thrift shop.
- Share your favorite thrift find.

Hashtags

#NationalThriftShopDay #CommunityImpact #Sustainability #ShopLocal #GiveBack

National Nonprofit Day

Date: August 17

Priority: Featured

Best For: Nonprofits, Community Organizations, Civic Groups, Mission-Driven Businesses

Why It Matters

National Nonprofit Day is one of the most important observances in August for organizations that exist to serve others. It is also a meaningful opportunity for businesses to recognize nonprofit partners, celebrate community impact, and demonstrate their commitment to giving back.

MCMR Tip

People don't connect with organizations, they connect with people. Share the faces, stories, and moments that bring your mission to life.

Recommended Content

Use this day to celebrate impact, express gratitude, and strengthen relationships with supporters, volunteers, and community partners.

Content Ideas

- Highlight one person whose life has been positively impacted by your organization.
- Introduce a volunteer, board member, or staff member who helps make your mission possible.

- Share an "impact by the numbers" graphic showing what your organization accomplished over the past year.
- Partner with a local business to spotlight how collaboration benefits your community.

Keep It Simple

One authentic success story often creates more engagement than a lengthy fundraising appeal.

Think Beyond Social

This content can also become:

- A donor newsletter
- A volunteer recruitment piece
- An annual report story
- A website success story

Planning Ahead

Save this story. It can be reused during Giving Tuesday, year-end fundraising, or volunteer appreciation campaigns.

Caption Starter

Behind every nonprofit is a community of people who believe that positive change is possible.

Today we're celebrating the volunteers, donors, staff, and community partners who help move our mission forward every day.

Thank you for believing in the work we do and for helping us make a difference together.

Visual Direction

Feature real people whenever possible. Use candid photos from events, volunteer activities, or community programs rather than stock photography.

Call to Action

- Learn more about our mission.
- Volunteer with us.
- Support a local nonprofit this month.

Hashtags

#NationalNonprofitDay #CommunityImpact #GiveBack #MissionDriven #SupportLocal

National Never Give Up Day

Date: August 18

Priority: Featured

Best For: Entrepreneurs, Small Businesses, Nonprofits, Coaches, Community Leaders

Why It Matters

Every organization has experienced challenges.

National Never Give Up Day provides an opportunity to share honest stories about perseverance, resilience, and growth. These stories remind your audience that success is rarely a straight line and that progress often comes through persistence.

Authenticity is what makes this holiday meaningful.

MCMR Tip

Don't be afraid to share the challenges behind your successes. Honest stories build trust because they're relatable.

Recommended Content

Tell a story that reflects perseverance, growth, or an important lesson your organization has learned.

Content Ideas

- Share a milestone that took years to accomplish.
- Tell the story behind your organization's founding.
- Celebrate a customer's or client's success.

- Reflect on a lesson learned from overcoming an obstacle.

Keep It Simple

You don't need a dramatic story. Even small moments of persistence can encourage someone else.

Think Beyond Social

This story can become:

- Your About Us page
- A keynote presentation
- A founder blog
- A newsletter feature

Caption Starter

Every success has a story that most people never see.

There were setbacks, unexpected challenges, and moments when giving up would have been easier.

Today we're celebrating persistence and reminding ourselves that meaningful work is built one step at a time.

If you're working toward something important, keep going.

Visual Direction

Then-and-now photos, milestone graphics, or authentic behind-the-scenes images.

Call to Action

- Share a challenge you've overcome.
- Encourage someone who's working toward a goal.
- Save this post for future encouragement.

Hashtags

#NeverGiveUpDay #SmallBusinessJourney #Resilience #Entrepreneurship
#KeepGoing

World Photography Day

Date: August 19

Priority: Light-Touch

Best For: Retailers, Restaurants, Tourism Organizations, Service Providers, Creators

Why It Matters

Photography helps tell the story of your organization.

World Photography Day is an opportunity to celebrate your customers, showcase your work, or invite your audience to share their own experiences through photos.

User-generated content can strengthen community while providing authentic marketing assets.

MCMR Tip

Some of your best marketing photos will come from your customers, not your camera.

Recommended Content

Invite your audience to share photos that feature your products, services, events, or community.

Content Ideas

- Feature customer photos.
- Highlight your organization's visual journey.
- Showcase behind-the-scenes moments.
- Spotlight a local photographer.

Keep It Simple

One customer photo with permission can become your most engaging post of the week.

Think Beyond Social

Customer photos can also be used in:

- Website testimonials
- Brochures
- Email newsletters
- Future social campaigns

Caption Starter

Every picture tells a story.

Today we're celebrating the people, places, and moments that make our community special.

We'd love to see your favorite photo from this summer.

Share it with us and tell us why it matters.

Visual Direction

Customer-submitted photos, community events, or clean image galleries.

Call to Action

- Share your favorite photo.
- Tag us in your pictures.

- Celebrate a local photographer.

Hashtags

#WorldPhotographyDay #CommunityStories #CustomerSpotlight #CaptureTheMoment
#SmallBusiness

World Humanitarian Day

Date: August 19

Priority: Featured | Use With Awareness

Best For: Nonprofits, Community Organizations, Social Enterprises, Mission-Driven Businesses

Why It Matters

World Humanitarian Day honors the people who dedicate their lives to serving others, often under incredibly difficult circumstances.

For most organizations, this day is an opportunity to pause, listen, and amplify the work of those making a difference rather than promoting your own accomplishments.

MCMR Tip

Sometimes the most meaningful thing your organization can do is use its platform to elevate someone else's work.

Recommended Content

Recognize humanitarian efforts, highlight community needs, and share educational resources that encourage understanding and compassion.

Content Ideas

- Recognize humanitarian workers.
- Highlight local organizations serving vulnerable populations.
- Share educational resources.
- Encourage volunteerism.

Keep It Simple

A thoughtful message shared with sincerity can have far greater impact than an elaborate campaign.

Planning Ahead

Stories shared today can later support volunteer recruitment, annual giving campaigns, or community partnership initiatives.

Caption Starter

Today we honor the individuals who dedicate their lives to serving others.

Their compassion, courage, and commitment remind us that meaningful change begins with people who are willing to help.

We're grateful for those who continue to strengthen communities around the world through service.

Visual Direction

Clean typography, documentary-style photography, or images highlighting community service.

Call to Action

- Learn about organizations making a difference.
- Support humanitarian efforts.
- Share this message to help raise awareness.

Hashtags

#WorldHumanitarianDay #CommunityImpact #ServeOthers #GlobalCommunity
#Humanitarian

Awareness Reminder

Keep the focus on education, service, and gratitude. Avoid promotional messaging or language that shifts attention away from the people and organizations being recognized.

National Radio Day

Date: August 20

Priority: Light-Touch

Best For: Marketing Agencies, Podcasters, Media Organizations, Community Groups, Small Businesses

Why It Matters

Long before social media, radio connected communities through storytelling, education, and local news.

National Radio Day is a great reminder that good marketing has always been about meaningful communication, regardless of the platform.

MCMR Tip

Technology changes. Great storytelling doesn't.

Recommended Content

Celebrate local voices, share communication lessons, or highlight media partners who help strengthen your community.

Content Ideas

- Recommend your favorite podcast.
- Highlight a local radio station.
- Share communication tips.
- Feature an interview or speaking engagement.

Keep It Simple

A recommendation is valuable content. You don't always need to create something new.

Think Beyond Social

Turn this topic into:

- A blog on effective communication.
- A podcast recommendation list.
- A newsletter featuring local media.
- A public speaking resource.

Caption Starter

Great communication has always brought communities together.

Today we're celebrating the voices that educate, inform, and inspire us every day.

Whether it's your favorite local radio station or a podcast you never miss, we'd love to hear what's on your listening list.

Visual Direction

Microphone photography, podcast graphics, or vintage radio imagery with modern branding.

Call to Action

- Recommend your favorite podcast.
- Tag a local media partner.

- Share a communication resource.

Hashtags

#NationalRadioDay #Storytelling #Communication #MarketingTips

#CommunityConnections

Senior Citizens Day

Date: August 21

Priority: Light-Touch

Best For: Healthcare Organizations, Financial Services, Nonprofits, Community Organizations, Family-Focused Businesses

Why It Matters

Senior Citizens Day is an opportunity to recognize the experience, leadership, and contributions of older adults in our communities.

For organizations that serve families, healthcare, education, or community development, this is an opportunity to celebrate wisdom, lifelong learning, and meaningful relationships.

MCMR Tip

Recognition is one of the easiest ways to build community. Celebrate the people who have helped shape your organization and your community.

Recommended Content

Highlight an individual, volunteer, customer, or community leader whose experience has made a difference.

Content Ideas

- Feature a longtime customer or volunteer.
- Share advice from a respected community member.
- Highlight programs serving older adults.

- Celebrate intergenerational partnerships.

Keep It Simple

One meaningful story often creates stronger engagement than a highly designed campaign.

Caption Starter

Today we're celebrating the wisdom, generosity, and leadership of the people who have helped build stronger communities.

Thank you to the mentors, volunteers, customers, and community members who continue to inspire us every day.

Visual Direction

Portrait photography, community events, or quote graphics.

Call to Action

- Thank a mentor.
- Share someone who has inspired you.
- Learn more about local senior programs.

Hashtags

#SeniorCitizensDay #HonorOurElders #CommunityLegacy #WisdomAndLeadership
#GenerationalImpact

Awareness Reminder

Avoid stereotypes or language that portrays older adults as passive recipients of care.

Focus instead on experience, leadership, contribution, and community.

Be an Angel Day

Date: August 22

Priority: Featured

Best For: Small Businesses, Nonprofits, Community Organizations

Why It Matters

Kindness creates memorable experiences.

Be an Angel Day encourages organizations to serve others in simple, meaningful ways that strengthen relationships and build goodwill throughout the community.

MCMR Tip

The smallest gestures often leave the biggest impression.

Recommended Content

Choose one act of kindness your organization can complete and invite your audience to participate.

Content Ideas

- Surprise a customer with a handwritten thank-you note.
- Highlight someone making a difference in your community.
- Organize a small volunteer activity.
- Create a simple kindness challenge.

Keep It Simple

Kindness doesn't require a campaign. One thoughtful action is enough.

Caption Starter

Today is a reminder that small acts of kindness can create lasting impact.

Whether it's helping a neighbor, thanking a volunteer, or encouraging someone who's having a difficult day, every act of kindness matters.

How will you brighten someone's day today?

Visual Direction

Authentic community photography, volunteer moments, or a simple kindness checklist.

Call to Action

- Share an act of kindness.
- Nominate a community hero.
- Join our kindness challenge.

Hashtags

#BeAnAngelDay #RandomActsOfKindness #CommunityFirst #SpreadJoy

Think Beyond Social

This story could become a volunteer spotlight, newsletter feature, or annual community impact report.

International Day for the Remembrance of the Slave Trade and Its Abolition

Date: August 23

Priority: Light-Touch | Use With Awareness

Best For: Educational Organizations, Museums, Libraries, Cultural Institutions, Community Organizations

Why It Matters

This observance provides an opportunity to reflect on history, honor those who suffered under slavery, and encourage continued learning about justice, equality, and human dignity.

Organizations choosing to recognize this day should focus on education and historical understanding.

MCMR Tip

When addressing historical observances, your role is to inform, honor, and encourage thoughtful reflection.

Recommended Content

Share educational resources, highlight local museums or historical organizations, or recommend books and exhibits that encourage continued learning.

Content Ideas

- Recommend educational resources.
- Highlight a museum or historical society.

- Share a historical timeline.
- Promote community learning opportunities.

Keep It Simple

One thoughtful educational resource can provide lasting value.

Caption Starter

Today we pause to remember an important chapter in our shared history.

Learning from the past helps us build stronger, more inclusive communities for the future.

We encourage everyone to take time to learn, reflect, and continue the conversation.

Visual Direction

Simple typography, museum photography, or educational graphics.

Call to Action

- Visit a museum.
- Explore recommended resources.
- Continue learning.

Hashtags

#RemembranceDay #HistoryMatters #CommunityEducation #LearningTogether
#HumanDignity

Awareness Reminder

Avoid promotional messaging. Keep the focus on education, remembrance, and respectful reflection.

National Waffle Day

Date: August 24

Priority: Light-Touch

Best For: Restaurants, Cafés, Hospitality Businesses, Small Businesses

Why It Matters

Sometimes audiences simply enjoy seeing the personality behind an organization.

National Waffle Day offers an easy opportunity to showcase your team, workplace culture, or favorite local businesses.

MCMR Tip

Showing your personality helps people feel like they know your organization.

Recommended Content

Celebrate your team or support another local business.

Content Ideas

- Share a team breakfast.
- Feature a favorite café.
- Ask "Waffles or Pancakes?"
- Celebrate workplace traditions.

Keep It Simple

One fun photo can be enough.

Caption Starter

Happy National Waffle Day.

We're starting the day with good food, good conversation, and plenty of gratitude for our amazing team.

What's your favorite breakfast?

Visual Direction

Breakfast photos, café features, or simple polls.

Call to Action

- Share your favorite breakfast.
- Support a local restaurant.
- Join the conversation.

Hashtags

#NationalWaffleDay #CommunityConversation #SupportLocal #CompanyCulture
#SmallBusinessLife

Women's Equality Day

Date: August 26

Priority: Featured | Use With Awareness

Best For: Businesses, Nonprofits, Community Organizations, Women-Owned Businesses

Why It Matters

Women's Equality Day commemorates the certification of the 19th Amendment while also recognizing the ongoing work toward equity, leadership, and opportunity.

This observance is an opportunity to celebrate women who are making a difference in business, nonprofits, education, and communities.

MCMR Tip

Recognition is most meaningful when it highlights real people and real accomplishments.

Recommended Content

Celebrate women leaders, entrepreneurs, volunteers, mentors, and changemakers.

Content Ideas

- Feature a woman leader.
- Share a founder story.
- Highlight women-owned businesses.
- Recognize community leadership.

Keep It Simple

You don't need to speak for everyone.

Simply celebrate someone whose work has inspired you.

Caption Starter

Today we're celebrating the women who continue to lead, innovate, mentor, and strengthen our communities.

Thank you for the many ways you create opportunities for others and inspire future generations.

Who is a woman leader who has influenced your journey?

Visual Direction

Professional portraits, community photography, or inspirational quote graphics.

Call to Action

- Recognize a woman leader.
- Support a woman-owned business.
- Share your story.

Hashtags

#WomensEqualityDay #WomenInBusiness #CommunityLeadership #LeadershipMatters
#WomenWhoLead

Awareness Reminder

Focus on authentic stories and meaningful progress rather than promotional messaging.

National Dog Day

Date: August 26

Priority: Light-Touch

Best For: Nearly Every Organization

Why It Matters

Dogs have an incredible ability to bring people together.

This holiday provides another opportunity to show the people and personalities behind your organization while encouraging community participation.

MCMR Tip

Sometimes your audience just wants to smile.

Recommended Content

Invite your audience to introduce their dogs or showcase your team's favorite four-legged companions.

Content Ideas

- Meet the office dogs.
- Support an animal shelter.
- Hold a pet photo contest.
- Share adoption resources.

Keep It Simple

Ask one question and let your audience create the content.

Caption Starter

It's National Dog Day, and today our social media belongs to our favorite four-legged coworkers.

We'd love to meet your dogs, too.

Share a photo in the comments and brighten everyone's day.

Visual Direction

Pet photos, carousel, or community submissions.

Call to Action

- Share a dog photo.
- Support a shelter.
- Tag another dog lover.

Hashtags

#NationalDogDay #PetFriendly #CommunityEngagement #DogLovers
#SmallBusinessCulture

Just Because Day

Date: August 27

Priority: Light-Touch

Best For: Retailers, Service Providers, Nonprofits, Community Organizations

Why It Matters

Not every act of appreciation needs a reason.

Just Because Day encourages organizations to surprise customers, supporters, and volunteers with unexpected kindness.

MCMR Tip

Unexpected appreciation creates memorable customer experiences.

Recommended Content

Give something away simply to say thank you.

Content Ideas

- Surprise a loyal customer.
- Share a free resource.
- Send handwritten thank-you notes.
- Feature customer appreciation stories.

Keep It Simple

Generosity doesn't have to be expensive to be meaningful.

Caption Starter

Today we're celebrating our community...

Just because.

Thank you for your support, encouragement, and trust.

We appreciate every person who has been part of our journey.

Visual Direction

Clean appreciation graphics, customer photos, or team thank-you videos.

Call to Action

- Share this with someone you appreciate.
- Download our free resource.
- Tell someone thank you today.

Hashtags

#JustBecauseDay #CustomerAppreciation #CommunityFirst #ThankYou
#SmallBusiness

Keep the Momentum Going

Congratulations! You've just taken an important step toward more intentional, consistent marketing.

The best marketing isn't about chasing every trend or posting every day. It's about understanding your audience, showing up consistently, and creating content that reflects your mission and values.

As you work through this playbook, remember that you don't have to use every holiday or implement every idea. Choose the opportunities that make the most sense for your organization, your audience,

and your capacity. Even a few well-planned, meaningful posts can build stronger relationships and create lasting results.

At McCord & Cargile Marketing Resources, we believe marketing should be practical, approachable, and achievable. Whether you're running a small business, launching a new venture, or leading a nonprofit organization, our goal is to help you market with greater confidence and less overwhelm.

Thank you for allowing us to be part of your marketing journey. We hope this playbook gives you the ideas, structure, and encouragement you need to make August your strongest month yet.

Ready for More Marketing Support?

If you found this playbook helpful, we'd love to continue supporting your success.

Explore More Free Resources

Visit www.mccordandcargile.com for:

- Marketing articles and practical tips
- Free downloadable resources
- Monthly Marketing Playbooks
- Educational tools designed for small businesses and nonprofits

Work with MCMR

Looking for personalized guidance? Schedule a complimentary 30-minute consultation to discuss your marketing goals and discover practical solutions tailored to your organization.

Learn more at:

www.mccordandcargile.com

One Final Thought

Marketing doesn't have to be perfect to be effective.

Start with one idea.

Choose one action to do consistently.

Build one meaningful connection at a time.

Those small actions add up, and over time, they become a marketing strategy that helps your organization grow with purpose.

We'll see you in September, with the **September 2026 Marketing Playbook**.
