

# 2027

## Employee appreciation days

Employee engagement calendar

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# Intentional recognition leads to lasting engagement

Consider this calendar as a habit builder to embed a culture of recognition. Recognizing any holiday can be an opportunity to celebrate your people—including their beliefs, interests and personal fulfillment areas. By celebrating your teams and their contributions, it reinforces a shared purpose, fosters a sense of belonging and leads to long-term loyalty.

## Prioritize initiatives that reflect your team culture

This calendar isn't exhaustive. There are many appreciation days and observances you can choose to honor. Use it as a starting point to elevate your employee recognition and well-being initiatives, and keep momentum year-round.



### SHOW GRATITUDE TO ALL YOUR AUDIENCES

We highlight several industry- and role-specific celebrations to expand the impact you can make. Take inspiration to thank specific teams, partners and clients.

# JAN

2027

## OBSERVANCES

- National Mentoring Month
- National Soup Month
- National Blood Donor Month

| SUN | MON | TUES | WED | THUR | FRI | SAT |
|---|---|---|---|---|---|---|
| 27 | 28 | 29 | 30 | 31 | 1<br>New Year's Day | 2<br>World Introvert Day |
| 3<br>International Mind-Body Wellness Day | 4<br>National Trivia Day | 5 | 6 | 7 | 8 | 9 |
| 10 | 11<br>International Thank You Day<br>National Clean Off Your Desk Day | 12 | 13 | 14 | 15 | 16 |
| 17<br>Customer Service Day | 18<br>Martin Luther King Jr. Day | 19 | 20 | 21 | 22 | 23<br>National Handwriting Day |
| 24 | 25<br>Better Business Communication Day | 26 | 27 | 28 | 29<br>National Fun at Work Day | 30 |
| 31 | 1 | 2 | 3 | 4 | 5 | 6 |

**Customer Service Day | January 17**

Customer Service Day is a chance to recognize the people who make every customer interaction count. Celebrate employees who go the extra mile, solve problems or make someone's day a little easier. Share a customer success story, spotlight a team member or simply thank your customer-facing teams for the care they bring to every conversation.

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# FEB

2027

## OBSERVANCES

- Black History Month
- National Cancer Prevention Month
- American Heart Month
- International Boost Self-Esteem Month

| SUN | MON | TUES | WED | THUR | FRI | SAT |
|---|---|---|---|---|---|---|
| 31 | 1<br>International Networking Week (1-7) | 2<br>Groundhog Job Shadow Day | 3 | 4 | 5 | 6<br>Lunar New Year |
| 7 | 8 | 9 | 10 | 11<br>International Day of Women & Girls in Science | 12 | 13<br>National Entrepreneurship Week (13-20) |
| 14<br>Big Game Sunday<br>Valentine's Day | 15 | 16 | 17 | 18 | 19 | 20<br>National Leadership Day |
| 21<br>National Engineers Week (21-27) | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 1 | 2 | 3 | 4 | 5 | 6 |

**National Leadership Day | February 20**

Put renewed focus on leadership development. Connect emerging leaders with experienced managers and supervisors for a day of job shadowing that reveals key leadership skills like emotional intelligence. This is also an opportunity to use a pulse survey to measure demand for ongoing mentoring or shadowing opportunities in other departments.

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# MAR

2027

## OBSERVANCES

- National Nutrition Month
- American Red Cross Month
- Women's History Month

| SUN | MON | TUES | WED | THUR | FRI | SAT |
|---|---|---|---|---|---|---|
| 28 | 1<br>National Employee Appreciation Week (1-5) | 2 | 3 | 4 | 5<br>National Employee Appreciation Day<br>National Day of Unplugging | 6 |
| 7 | 8<br>International Women's Day | 9 | 10<br>National Pack Your Lunch Day | 11 | 12<br>National Freelancers Day | 13 |
| 14<br>Daylight Saving Time (begins) | 15<br>Neurodiversity Celebration Week (15-19) | 16 | 17<br>St. Patrick's Day | 18 | 19<br>International Clients Day | 20<br>Spring (begins)<br>International Day of Happiness |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | 1 | 2 | 3 |

**National Employee Appreciation Day | March 5**

Employee Appreciation Day reminds us that appreciation means more when it feels personal. Go beyond a company-wide thank-you and recognize the contributions that often happen behind the scenes. Ask managers to share a specific employee win, create space for peer recognition or give employees a meaningful way to celebrate one another.

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# APR

2027

## OBSERVANCES

- National Volunteer Month
- International Customer Loyalty Month

| SUN | MON | TUES | WED | THUR | FRI | SAT |
|---|---|---|---|---|---|---|
| 28 | 29 | 30 | 31 | 1<br>April Fools' Day | 2 | 3 |
| 4 | 5 | 6 | 7<br>National Walking Day<br>World Health Day | 8 | 9 | 10<br>Global Work from Home Day |
| 11<br>National Pet Day<br>National Marketing Operations Appreciation Day | 12 | 13 | 14 | 15<br>Tax Day | 16 | 17 |
| 18<br>Administrative Professionals Week (18-24)<br>National Volunteer Week (18-24) | 19 | 20 | 21<br>World Creativity and Innovation Day<br>Administrative Professionals Day | 22<br>Earth Day | 23 | 24 |
| 25 | 26 | 27 | 28<br>Global Pay It Forward Day | 29<br>National Supply Chain Day | 30 | 1 |

### National Pet Day | April 11

Have some fun and celebrate the furry, feathered and four-legged friends who bring a little more joy to employees' lives. For National Pet Day, invite team members to share pet photos, host a virtual pet meetup or create a pet-themed recognition activity. It's a simple way to spark connection and show interest in employees beyond their work.

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# MAY

2027

## OBSERVANCES

- Mental Health Awareness Month
- Small Business Month
- Global Employee Health and Fitness Month
- Better Sleep Month

| SUN | MON | TUES | WED | THUR | FRI | SAT |
|---|---|---|---|---|---|---|
| 25 | 26 | 27 | 28 | 29 | 30 | 1<br>International Workers' Day |
| 2<br>World Laughter Day<br>Public Service Recognition Week (2-8) | 3 | 4<br>National Teacher Appreciation Day | 5<br>Cinco de Mayo<br>National Skilled Trades Day | 6<br>World Password Day | 7 | 8 |
| 9<br>Mother's Day | 10<br>National Small Business Day | 11 | 12<br>National Night Shift Workers Day | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20<br>International HR Day | 21<br>National Bike to Work Day | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31<br>Memorial Day<br>Web Designer Day | 1 | 2 | 3 | 4 | 5 |

**International HR Day | May 20**

Celebrate your own hard work! HR teams champion the employee experience, including the days of appreciation and observances included in this calendar. Use your team channel or chat space to share your proudest achievement from the past year and give peers visibility into your work. Your work is vital to a strong culture!

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# JUN

2027

## OBSERVANCES

National Safety Month | Pride Month | Great Outdoors Month

| SUN | MON | TUES | WED | THUR | FRI | SAT |
|---|---|---|---|---|---|---|
| 30 | 31 | 1<br>Global Day of Parents<br>National CPR & AED Awareness Week (1-7) | 2 | 3<br>World Bicycle Day | 4<br>Doughnut Day | 5<br>World Environment Day |
| 6<br>National Cancer Survivors Day | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19<br>Juneteenth |
| 20<br>Father's Day | 21<br>International Yoga Day<br>Summer (begins) | 22 | 23<br>National Hydration Day | 24 | 25 | 26 |
| 27<br>National Bingo Day | 28 | 29 | 30<br>National Social Media Day | 1 | 2 | 3 |

**Juneteenth | June 19**

Use Juneteeth as a chance to engage all team members in a discussion about what inclusion looks and feels like at your organization, while centering Black perspectives. Consider hosting a team-member-led panel discussion followed by a resource that peers can post in their workspaces.

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# JUL

2027

## OBSERVANCES

- Social Wellness Month
- Disability Pride Month
- Parks & Recreation Month

| SUN | MON | TUES | WED | THUR | FRI | SAT |
|---|---|---|---|---|---|---|
| 27 | 28 | 29 | 30 | 1<br>National Postal Workers Day | 2 | 3 |
| 4<br>U.S. Independence Day | 5 | 6 | 7<br>World Chocolate Day | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16<br>Park and Recreation Professionals Day | 17 |
| 18<br>World Listening Day<br>National Ice Cream Day | 19 | 20 | 21 | 22<br>World Brain Day | 23 | 24<br>International Self-Care Day |
| 25 | 26 | 27 | 28 | 29<br>National Intern Day | 30 | 31 |

**World Listening Day | July 18**

World Listening Day reminds us that listening is one of the simplest ways to help people feel valued and heard. Use the day to create space for employees to share ideas, concerns or feedback. Try an open conversation, listening session or simple pulse survey, then show employees how you're acting on what you hear.

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# AUG

2027

## OBSERVANCES

- National Immunization Awareness Month
- Black Business Month
- National Wellness Month
- National Back to School Month

| SUN | MON | TUES | WED | THUR | FRI | SAT |
|---|---|---|---|---|---|---|
| **1** National Friendship Day Start-Up Day Across America | **2** | **3** | **4** National Chocolate Chip Cookie Day | **5** | **6** | **7** |
| **8** | **9** International Coworking Day | **10** | **11** | **12** | **13** Left-Handers Day | **14** National Financial Awareness Day |
| **15** National Relaxation Day | **16** | **17** National Nonprofit Day | **18** | **19** | **20** | **21** |
| **22** | **23** | **24** | **25** | **26** Women's Equality Day | **27** | **28** |
| **29** | **30** | **31** | 1 | 2 | 3 | 4 |

**National Friendship Day | August 1**

Show appreciation for work friendships! Close peers not only offer an emotional outlet, but they also increase employee engagement and company loyalty. Challenge team members to nominate a coworker for demonstrating your core values. Randomly select winners and make a donation on their behalf to a local business (a bonus tie-in to Black Business Month).

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# SEP

2027

## OBSERVANCES

- Intergeneration Month
- Yoga Awareness Month
- Global Company Culture Month

| SUN | MON | TUES | WED | THUR | FRI | SAT |
|---|---|---|---|---|---|---|
| 29 | 30 | 31 | 1<br>Global Talent Acquisition Day | 2 | 3 | 4<br>Franchise Appreciation Day |
| 5 | 6<br>Labor Day | 7 | 8 | 9 | 10<br>Swap Ideas Day<br>National 401(k) Day | 11 |
| 12 | 13 | 14 | 15 | 16<br>Working Parents Day | 17<br>Citizenship Day | 18 |
| 19 | 20 | 21<br>National I.T. Professionals Day<br>World Gratitude Day | 22<br>Fall (begins)<br>American Business Women's Day | 23<br>National Field Marketers Day | 24 | 25 |
| 26 | 27 | 28 | 29<br>World Heart Day<br>National Coffee Day | 30 | 1 | 2 |

**Working Parents Day | September 16**

Foster dialogue on what it's like to integrate work and personal responsibilities. Create an online affinity group for parents to share their experiences and tips. The space can be used as frequently as parents desire. Digital affinity and interest groups are great for culture-building.

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# OCT

2027

## OBSERVANCES

- Breast Cancer Awareness Month
- Emotional Wellness Month
- National Disability Employment Awareness Month

| SUN | MON | TUES | WED | THUR | FRI | SAT |
|---|---|---|---|---|---|---|
| 26 | 27 | 28 | 29 | 30 | 1<br>International Coffee Day<br>International Music Day | 2 |
| 3 | 4<br>Customer Service Week (4-8) | 5<br>World Teachers' Day | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13<br>World Financial Planning Day | 14 | 15<br>National Boss Day | 16 |
| 17 | 18<br>National Parenting Week (18-24) | 19 | 20<br>Talent Transformation Day | 21 | 22 | 23 |
| 24 | 25 | 26 | 27<br>National Mentoring Day | 28<br>National First Responders Day<br>National Immigrants Day | 29 | 30 |
| 31<br>Halloween | 1 | 2 | 3 | 4 | 5 | 6 |

**Customer Service Week | October 4–8**

Make the full week a "people-first celebration." Recognize the role each team member plays in creating standout customer experiences, whether they're a frontline worker or not. It's a great time to send a pulse survey and measure employee satisfaction, host a remote-friendly meditation session or offer career development tools.

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# NOV

2027

## OBSERVANCES

- Adoption Awareness Month
- National Philanthropy Month
- National Family Literacy Month

| SUN | MON | TUES | WED | THUR | FRI | SAT |
|---|---|---|---|---|---|---|
| 31 | 1 | 2 | 3<br>National Stress Awareness Day | 4<br>Project Management Day | 5 | 6 |
| 7<br>National Diabetes Education Week (7-13)<br>Daylight Saving (ends) | 8 | 9 | 10<br>International Accounting Day | 11<br>Veterans Day | 12<br>National Happy Hour Day | 13<br>World Kindness Day |
| 14 | 15 | 16 | 17<br>National Hiking Day | 18 | 19 | 20 |
| 21 | 22<br>National Brand Day | 23 | 24 | 25<br>Thanksgiving | 26 | 27<br>Small Business Saturday |
| 28 | 29<br>Cyber Monday | 30<br>Giving Tuesday | 1 | 2 | 3 | 4 |

**World Kindness Day | November 13**

"Be kind" is a core value to live by, whether it's your brand value or not. You can't create a sense of belonging without it. Use peer recognition to honor the day or invite teams to complete a small act of kindness together. The goal isn't a grand gesture. It's making kindness part of how people work together. Set expectations through leaders' examples, encouraging managers to recognize team members or send a kind note.

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# DEC

2027

## OBSERVANCES

- Write a Friend Month
- National Giving Month
- Universal Human Rights Month

| SUN | MON | TUES | WED | THUR | FRI | SAT |
|---|---|---|---|---|---|---|
| 28 | 29 | 30 | 1<br>World AIDS Day | 2 | 3 | 4<br>Extraordinary Work Team Recognition Day |
| 5<br>International Volunteer Day | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21<br>Winter (begins) | 22 | 23 | 24<br>Christmas Eve<br>Hanukkah (begins) | 25<br>Christmas Day |
| 26<br>National Thank You Note Day<br>Kwanzaa (starts) | 27 | 28<br>National Call a Friend Day | 29 | 30 | 31<br>New Year's Eve | 1<br>New Year's Day<br>Hanukkah (ends) |

**International Volunteer Day | December 5**

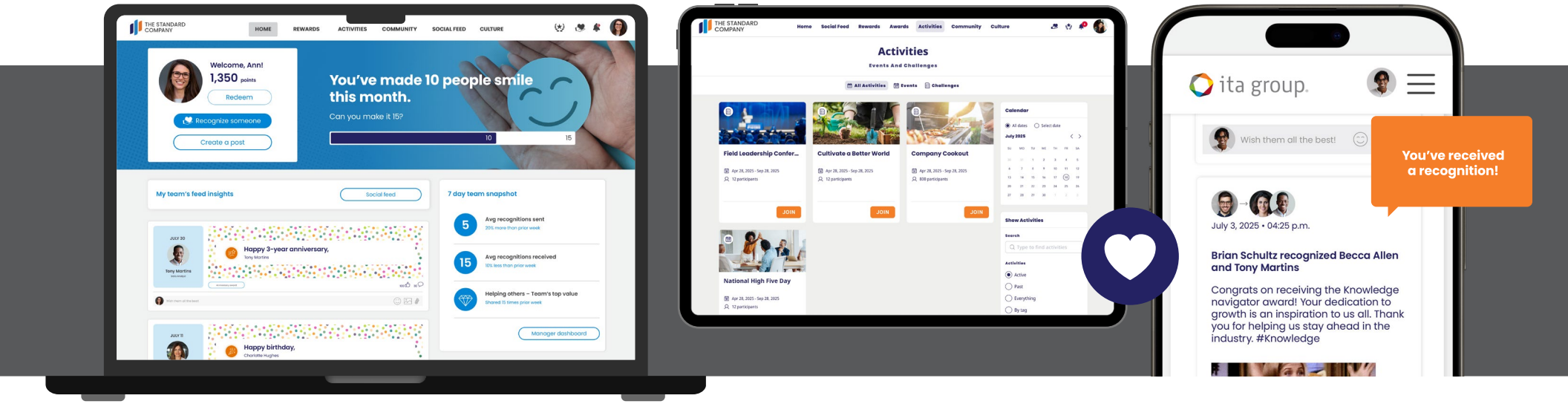
Coordinate meaningful give-back opportunities. You can work with established nonprofit partners or let team members coordinate small groups at local nonprofits. Just remember to measure your impact and communicate it back to team members. Set a goal number of total volunteer hours to motivate team members to participate.

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# Turn work culture into measurable successes

Employee recognition and well-being initiatives aren't just for boosting team morale. They're also trackable indicators of the health of your organization's culture.




## Demo our employee recognition and rewards software

ITA Group's recognition platform (and mobile app) creates genuine moments of appreciation, whether your workforce is hybrid, global or always on the move. The software ensures recognition happens in the moment to support increased engagement and sense of purpose. The demo explains the benefits of built-in tools like recognition, incentives, social community building, activities and employee listening/pulse surveys.

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