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National Awareness & Celebration Calendar

Discover national awareness events and celebrations that help you build excitement, reinforce student learning, and connect your fundraiser to meaningful causes throughout the school year.



START PLANNING

Plan Your Fundraiser Around National Awareness & Celebration Events!



Looking for creative ways to energize your health. moves. minds.[®], powered by Booster fundraiser? Use national awareness and celebration events to connect your fundraiser to meaningful causes that inspire students, engage families, and reinforce healthy habits throughout the school year.

SEPTEMBER

Family Health and Fitness Day

Saturday, September 26, 2026

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

Bring It to Life:

Kick off the school year with a family movement night.

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.
- Celebrate every milestone – recognizing progress helps keep students motivated and engaged.

OCTOBER

Health Literacy Month

Thursday, October 1 - Saturday, October 31, 2026

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

National Bullying Prevention Month

Wednesday, October 1 - Friday, October 31, 2026

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

Bring It to Life:

Turn kindness into action with school-wide challenges, student recognition, or classroom activities that encourage empathy, belonging, and respect.

Family PE Week

Monday, October 5 - Friday, October 9, 2026

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

Bring It to Life:

Bring families together through a Family PE Night, Fun Run, Dance Party, or other active celebration that gets everyone moving.

World Mental Health Day

Saturday, October 10, 2026

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

NOVEMBER

World Kindness Day

Friday, November 13, 2026

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

Bring It to Life:

Help students discover that even small acts of kindness can make a big difference — by organizing school-wide challenges, writing thank you notes for staff, and recognizing classmates who make a difference every day.

JANUARY

National Compliment Day

Sunday, January 24, 2027

Encourage expressing appreciation, kindness and positive regard for others.

Bring It to Life:

Fill your school with positivity by organizing compliment stations, gratitude walls, or daily shout-outs that celebrate kindness and encouragement.

MARCH

National Day of Unplugging

Friday, March 5 - Saturday, March 6, 2027

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

Bring It to Life:

Challenge students to unplug from their devices and reconnect through movement, outdoor games, and shared activities that strengthen relationships and promote well-being.

DECEMBER

Giving Tuesday

Tuesday, December 1, 2026

A global generosity movement encouraging donations, time or skills.

Bring It to Life:

Connect your students' fundraising efforts to a global movement of generosity.

FEBRUARY

American Heart Month

Monday, February 1 - Sunday, February 28, 2027

Promotes heart health and awareness of cardiovascular disease.

Bring It to Life:

Celebrate with heart-healthy movement challenges, fitness stations, or school-wide activities that get everyone moving.

Random Acts of Kindness Week

Sunday, February 14 - Saturday, February 20, 2027

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

Random Acts of Kindness Day

Wednesday, February 17, 2027

Perform unanticipated acts of kindness to spread positivity.

International Day of Happiness

Saturday, March 20, 2027

Celebrate happiness, well-being and spreading joy.

APRIL

National Stress Awareness Month

Thursday, April 1 - Friday, April 30, 2027

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

Bring It to Life:

Help students recharge with movement breaks, mindfulness activities, and wellness challenges that build healthy stress-management habits.



MAY

National PE & Sport Week

Saturday, May 1 - Friday, May 7, 2027

Celebrate physical education, sports and student wellness.

Bring It to Life:

Celebrate with a Fun Run, Field Day, Dance Party, or other active event that brings your school community together.

National Children's Mental Health Awareness Week

Sunday, May 2 - Saturday, May 8, 2027

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

National Mental Health Month

Saturday, May 1 - Monday, May 31, 2027

Raise awareness, reduce stigma and support mental health initiatives.

Bring It to Life:

Encourage students to care for their minds and bodies through movement, healthy coping strategies, meaningful conversations, and supportive relationships.



Inspired? Let's Start Planning.

- [Schedule](#) your 1:1 planning call with a Booster coach today!
- Wondering what to expect? Our [Planning Call Guide](#) walks you through the process and helps you prepare for a productive conversation with your Booster coach.
- Need approval from your principal/supervisor to lead a health. moves. minds. fundraiser? Download the [Administrator Approval Toolkit](#) to help make your case!

health. moves. minds.[®], powered by Booster is more than just a fundraiser — it's a whole-school experience that inspires kindness, strengthens communities, and helps students build lifelong skills. Learn more at healthmovesminds.org.

