Campaign	**JAN**	**FEB**	**MAR**	**APR**	**MAY**	**JUN**	**JUL**	**AUG**	**SEP**	**OCT**	**NOV**	**DEC**
Holiday cards/events	New Year	Valentine's Day	St. Patrick's Day	Easter/ Spring	Mother’s day	Father’s day	July 4th	Back To School	Labor Day	Columbus Day	Thanks-giving	Christmas/ Hanukkah