Florist marketing calendar 2027

US dates

January

No major flower holiday

Open Valentine’s pre-orders by mid-month. Photograph the Valentine’s menu while it is quiet.

February

Sun 14 Valentine’s Day

It falls on a Sunday: plan Friday and Saturday deliveries. Close pre-orders before your wholesale deadline.

March

Mon 8 International Women’s Day

Wed 17 St. Patrick’s Day

Sun 28 Easter

Open Easter orders early in the month. Draft the prom menu and order form.

April

Wed 21 Administrative Professionals Day

Open Mother’s Day pre-orders mid-month. Remind local offices two weeks ahead. Prom season starts.

May

Mon 3 Teacher Appreciation Week

Thu 6 Nurses Week begins

Sun 9 Mother’s Day

Mon 31 Memorial Day

Post the Mother’s Day lineup two weeks ahead. Graduation bouquets through June.

June

Sun 20 Father’s Day

Wedding season: confirm final counts against your wholesale order days.

July

Sun 4 Independence Day

A quieter month for many shops: refresh website photos, plan workshops and subscriptions.

August

No major flower holiday

Photograph the fall menu before September. Book fall weddings and events.

September

Mon 6 Labor Day

Sun 12 Grandparents Day

Email past customers a week before Grandparents Day. Plan the holiday lineup.

October

Fri 15 Boss’s Day (observed)

Sat 16 Sweetest Day

Sun 31 Halloween

Open Thanksgiving and holiday pre-orders. Shoot the holiday lineup in one sitting.

November

Thu 11 Veterans Day

Thu 25 Thanksgiving

Centerpiece orders due a week ahead. Holiday parties, wreaths and corporate gifts.

December

Sat 25 Christmas

Fri 31 New Year’s Eve

Post your last delivery dates. Open Valentine’s 2028 pre-orders after Christmas.