












DECEMBER 2026 SALES OPPORTUNITY CALENDAR

Talk to your clients about upcoming holidays and events
to secure promo orders for planned campaigns and promotions.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
ALL MONTH  Universal Human Rights Month		1  Giving Tuesday	2	3  International Day of Persons With Disabilities	4  Hanukkah Begins	5  International Volunteer Day
6  National Day of Remembrance and Action on Violence Against Women	7	8	9	10  International Human Rights Day & International Animal Rights Day	11	12
13	14	15	16	17	18	19
20	21	22	23	24  Christmas Eve	25  Christmas Day	26  Kwanzaa Begins & Boxing Day
27	28	29	30	31  New Year's Eve		

HOW TO MAKE THE SALE

Reach out to your clients with smart product recommendations perfect for each holiday or event.



ALL MONTH UNIVERSAL HUMAN RIGHTS MONTH: Suggest nonprofits and advocacy groups invest in awareness pins, stickers and pens decorated with logos and charity information.



12/1 GIVING TUESDAY: Charities and corporate offices can thank donors and volunteers with custom T-shirts, tote bags and water bottles.



12/3 INTERNATIONAL DAY OF PERSONS WITH DISABILITIES: Talk to healthcare and education clients about sensory-friendly and accessible promos like fidget toys, stress balls or ergonomic writing tools.



12/4 HANUKKAH BEGINS: Corporate clients, hospitality groups and religious organizations can celebrate all eight days and nights of this holiday with branded candles, dreidels or chocolate coins with logos on the wrapper.



12/5 INTERNATIONAL VOLUNTEER DAY: Help clients put together volunteer appreciation kits filled with custom apparel, lanyards and keychains co-branded with the cause they're supporting.



12/6 NATIONAL DAY OF REMEMBRANCE AND ACTION ON VIOLENCE AGAINST WOMEN: Reach out to nonprofits and advocacy groups about their need for awareness ribbons, pins and educational materials to raise awareness and share resource information.



12/10 INTERNATIONAL HUMAN RIGHTS DAY & INTERNATIONAL ANIMAL RIGHTS DAY: Help clients promote diversity, inclusion and animal welfare with awareness wristbands and pins, or sustainable, eco-conscious pet products like collapsible bowls and pet bandanas.



12/24 CHRISTMAS EVE: Recommend clients invest in branded holiday cards and ornaments, as well as premium end-of-year employee or client appreciation gifts to reinforce strong relationships into the next year.



12/25 CHRISTMAS DAY: Provide clients with everything they need for company holiday parties, including branded invitations, drinkware, party favours and awards.



12/26 KWANZAA BEGINS: Help schools and community centres celebrate culture all seven days of this holiday with branded candles and kinas or educational colouring books for kids.



12/26 BOXING DAY: Help retail clients drive business by giving customers free gifts with purchase, such as branded shopping totes or winter accessories.



12/31 NEW YEAR'S EVE: Hospitality clients and restaurants need promotional materials for special holiday offerings, while any client can invest in branded calendars that will be used daily in the new year.