

Recovery Planning for 2021



Great plans evolve businesses.

What are your 2021 business priorities?

You Know The Message/Tone Your Business Wants to Convey

As we build out the calendar for the year, you are to only include activities that help you achieve these three priorities or help your customers understand the message/tone of your brand. Don't add things out of obligation or societal pressure. If it doesn't speak to you or underscore the purpose of your brand, don't include it on your editorial calendar.

- _____
- _____
- _____

What did you fail to acknowledge this year?

What days are vital for you?

If you run birthday sales or you want to acknowledge staff birthdays through the year, make sure you note them here. Go back through your past posts and make note of any posts you want to repeat in the coming year.

What did you add in 2020 to needs to continue in 2021?

Learn from 2020

In order to adjust to the many disruptions of 2020, you may have added some products/services to your business that you didn't have before. Were any of these positive measures that should be continued.

Recovery Planning for 2021



Great plans evolve businesses.

References

For Graphic Development

- Google Drawings
- PicsArt
- Canva
- PicMonkey

For AutoScheduling

- HootSuite
- Buffer
- Planoly
- Later
- Tailwind

For (Inter)National/Special Observances

- Google
- Library of Congress
- Wikipedia
- daysoftheyear.com

Shop Upstate

Planning Journals

Art Inspiration

www.upstatemississippi.com/shop



<https://www.upstatemississippi.com/holidaycampaign>

Upstate Mississippi is a planning and productivity business that strives to introduce clients to tools and techniques that allow them to be their whole selves at all times. Upstate is a business built on the principle that no one should be forced to fit into one box. Planning, productivity, digital design and art come together to offer clients unique solutions and coaching for all aspects of their life and business. April is always looking for new projects and reminds you that you need a maker on your squad!



2021 Calendar Days

Calendar for Year 2021 (United States)



January

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

March

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

April

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

May

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

June

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

July

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

August

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

September

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

October

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

November

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

December

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

- | | | |
|---|--|--|
| <p>Jan 1 • New Year's Day</p> <p>Jan 4 • World Braille Day</p> <p>Jan 7 • International Programmers' Day</p> <p>Jan 13 • Stephen Foster Memorial Day</p> <p>Jan 17 • World Religion Day</p> <p>Jan 18 • Martin Luther King Jr. Day</p> <p>Jan 24 • World Leprosy Day</p> <p>Jan 26 • International Customs Day</p> <p>Jan 27 • World Holocaust Victims Remembrance Day</p> <p>Jan 29 • Kansas Day</p> <p>Feb 1 • First Day of Black History Month</p> <p>Feb 1 • National Freedom Day</p> <p>Feb 2 • Groundhog Day</p> <p>Feb 2 • World Wetlands Day</p> <p>Feb 4 • World Cancer Day</p> <p>Feb 5 • National Wear Red Day</p> <p>Feb 6 • International Day of Zero Tolerance for Female Genital Mutilation</p> | <p>Feb 11 • International Day of Women and Girls in Science</p> <p>Feb 11 • World Day of the Sick</p> <p>Feb 12 • Chinese New Year</p> <p>Feb 13 • World Radio Day</p> <p>Feb 14 • Valentine's Day</p> <p>Feb 15 • Presidents' Day (Most regions)</p> <p>Feb 16 • Shrove Tuesday/Mardi Gras</p> <p>Feb 20 • World Day of Social Justice</p> <p>Feb 21 • International Mother Language Day</p> <p>Mar 1 • First Day of Women's History Month</p> <p>Mar 1 • St. David's Day</p> <p>Mar 1 • Self-Injury Awareness Day</p> <p>Mar 1 • Zero Discrimination Day</p> <p>Mar 2 • Read Across America Day</p> <p>Mar 3 • World Wildlife Day</p> <p>Mar 5 • Employee Appreciation Day</p> <p>Mar 8 • International Women's Day</p> <p>Mar 11 • World Kidney Day</p> | <p>Mar 17 • St. Patrick's Day</p> <p>Mar 20 • International Day of Happiness</p> <p>Mar 20 • March Equinox</p> <p>Mar 21 • International Day of Forests</p> <p>Mar 21 • International Day of Nowruz</p> <p>Mar 21 • World Day to Eliminate Racial Discrimination</p> <p>Mar 21 • World Down Syndrome Day</p> <p>Mar 21 • World Poetry Day</p> <p>Mar 22 • World Water Day</p> <p>Mar 23 • World Meteorological Day</p> <p>Mar 24 • World Day for Truth concerning Human Rights Violations</p> <p>Mar 24 • World Tuberculosis Day</p> <p>Mar 25 • Day to Remember Slavery Victims and Transatlantic Slave Trade</p> <p>Mar 25 • World Solidarity Day for Detained and Missing Workers</p> <p>Mar 27 • Earth Hour</p> |
|---|--|--|

2021 Calendar Days

Calendar for Year 2021 (United States)



- | | | |
|---|---|--|
| <p>Mar 29 • National Vietnam War Veterans Day</p> <p>Apr 1 • April Fool's Day</p> <p>Apr 2 • World Autism Awareness Day</p> <p>Apr 4 • Easter Sunday</p> <p>Apr 4 • Mine Awareness Day</p> <p>Apr 5 • Easter Monday</p> <p>Apr 6 • National Library Workers' Day</p> <p>Apr 6 • National Tartan Day</p> <p>Apr 6 • International Sport Day</p> <p>Apr 7 • Day to Remember Rwanda Genocide Victims</p> <p>Apr 7 • United Nations' World Health Day</p> <p>Apr 12 • International Day of Human Space Flight</p> <p>Apr 13 • Thomas Jefferson's Birthday</p> <p>Apr 15 • Tax Day</p> <p>Apr 18 • International Day for Monuments and Sites</p> <p>Apr 20 • Chinese Language Day</p> <p>Apr 21 • Administrative Professionals Day</p> <p>Apr 22 • Take our Daughters and Sons to Work Day</p> <p>Apr 22 • Earth Day</p> <p>Apr 23 • English Language Day</p> <p>Apr 23 • World Book and Copyright Day</p> <p>Apr 25 • World Malaria Day</p> <p>Apr 26 • International Chernobyl Disaster Remembrance Day</p> <p>Apr 26 • World Intellectual Property Day</p> <p>Apr 28 • World Day for Safety and Health at Work</p> <p>Apr 29 • Day to Remember Chemical Warfare Victims</p> <p>Apr 30 • International Jazz Day</p> <p>May 1 • Law Day</p> <p>May 1 • Loyalty Day</p> <p>May 1 • National Explosive Ordnance Disposal (EOD) Day</p> <p>May 2 • World Tuna Day</p> <p>May 3 • World Press Freedom Day</p> <p>May 5 • Cinco de Mayo</p> <p>May 6 • National Day of Prayer</p> <p>May 6 • National Nurses Day</p> <p>May 7 • Military Spouse Appreciation Day</p> <p>May 8 • Victory in Europe Day</p> <p>May 8 • Time to Remember Lost Lives From World War II</p> <p>May 8 • World Migratory Bird Day</p> <p>May 8 • World Ovarian Cancer Day</p> <p>May 9 • Mother's Day</p> <p>May 12 • International Nurses Day</p> <p>May 15 • Armed Forces Day</p> <p>May 15 • Peace Officers Memorial Day</p> <p>May 15 • International Day of Families</p> <p>May 17 • World Information Society Day</p> <p>May 19 • Emergency Medical Services for Children Day</p> <p>May 20 • World Autoimmune / Autoinflammatory Arthritis Day</p> <p>May 21 • National Defense Transportation Day</p> <p>May 21 • World Day for Cultural Diversity</p> <p>May 22 • National Maritime Day</p> <p>May 22 • World Biological Diversity Day</p> <p>May 23 • International Day to End Obstetric Fistula</p> <p>May 25 • National Missing Children's Day</p> <p>May 25 • African Liberation Day</p> <p>May 26 • Vesak Day</p> <p>May 29 • International Day of United Nations Peacekeepers</p> <p>May 31 • Memorial Day</p> | <p>May 31 • World No Tobacco Day</p> <p>Jun 1 • Global Day of Parents</p> <p>Jun 4 • World Day for Child Victims of Aggression</p> <p>Jun 5 • World Environment Day</p> <p>Jun 6 • D-Day</p> <p>Jun 8 • World Oceans Day</p> <p>Jun 12 • World Day Against Child Labour</p> <p>Jun 13 • International Albinism Awareness Day</p> <p>Jun 14 • Army Birthday</p> <p>Jun 14 • Flag Day</p> <p>Jun 14 • World Blood Donor Day</p> <p>Jun 15 • World Elder Abuse Awareness Day</p> <p>Jun 16 • International Day of Family Remittances</p> <p>Jun 17 • World Day to Combat Desertification</p> <p>Jun 19 • Juneteenth</p> <p>Jun 19 • International Day for the Elimination of Sexual Violence in Conflict</p> <p>Jun 20 • American Eagle Day</p> <p>Jun 20 • Father's Day</p> <p>Jun 20 • World Refugee Day</p> <p>Jun 20 • June Solstice</p> <p>Jun 21 • International Day of Yoga</p> <p>Jun 23 • International Widows' Day</p> <p>Jun 23 • Public Service Day</p> <p>Jun 25 • Day of the Seafarer</p> <p>Jun 26 • World Day against Drug Abuse and Trafficking</p> <p>Jun 26 • World Day to Support Torture Victims</p> <p>Jun 30 • International Asteroid Day</p> <p>Jul 3 • International Day of Cooperatives</p> <p>Jul 4 • Independence Day</p> <p>Jul 5 • 'Independence Day' observed</p> <p>Jul 11 • World Population Day</p> <p>Jul 14 • Bastille Day</p> <p>Jul 15 • World Youth Skills Day</p> <p>Jul 16 • Rural Transit Day</p> <p>Jul 18 • Nelson Mandela Day</p> <p>Jul 25 • Parents' Day</p> <p>Jul 27 • National Korean War Veterans Armistice Day</p> <p>Jul 28 • World Hepatitis Day</p> <p>Jul 30 • World Day against Trafficking in Persons</p> <p>Jul 30 • World Friendship Day</p> <p>Aug 4 • Coast Guard Birthday</p> <p>Aug 7 • Purple Heart Day</p> <p>Aug 9 • World Indigenous Peoples' Day</p> <p>Aug 12 • International Youth Day</p> <p>Aug 13 • Friday the 13th</p> <p>Aug 19 • National Aviation Day</p> <p>Aug 19 • World Humanitarian Day</p> <p>Aug 21 • Senior Citizens Day</p> <p>Aug 23 • World Day for Slave Trade Abolition</p> <p>Aug 26 • Women's Equality Day</p> <p>Aug 29 • International Day against Nuclear Tests</p> <p>Aug 30 • World Day of Victims of Enforced Disappearance</p> <p>Aug 31 • International Overdose Awareness Day</p> <p>Sep 4 • World Sexual Health Day</p> <p>Sep 5 • International Day of Charity</p> <p>Sep 6 • Labor Day</p> <p>Sep 8 • International Literacy Day</p> <p>Sep 10 • World Suicide Prevention Day</p> | <p>Sep 11 • Carl Garner Federal Lands Cleanup Day</p> <p>Sep 11 • Patriot Day</p> <p>Sep 12 • National Grandparents Day</p> <p>Sep 12 • International South-South Cooperation Day</p> <p>Sep 13 • International Programmers' Day</p> <p>Sep 15 • International Day of Democracy</p> <p>Sep 16 • World Ozone Layer Day</p> <p>Sep 17 • Constitution Day and Citizenship Day</p> <p>Sep 17 • National POW/MIA Recognition Day</p> <p>Sep 17 • Still's Disease Awareness Day</p> <p>Sep 18 • Air Force Birthday</p> <p>Sep 18 • National CleanUp Day</p> <p>Sep 21 • International Day of Peace</p> <p>Sep 22 • September Equinox</p> <p>Sep 23 • International Celebrate Bisexuality Day</p> <p>Sep 23 • World Maritime Day</p> <p>Sep 26 • Gold Star Mother's Day</p> <p>Sep 26 • World Day to Eliminate Nuclear Weapons</p> <p>Sep 27 • World Tourism Day</p> <p>Sep 28 • World Rabies Day</p> <p>Sep 29 • World Heart Day</p> <p>Oct 1 • International Day of Older Persons</p> <p>Oct 1 • World Vegetarian Day</p> <p>Oct 2 • International Day of Non-Violence</p> <p>Oct 4 • Child Health Day</p> <p>Oct 4 • World Habitat Day</p> <p>Oct 5 • World Teachers' Day</p> <p>Oct 6 • World Cerebral Palsy Day</p> <p>Oct 9 • Leif Erikson Day</p> <p>Oct 9 • World Post Day</p> <p>Oct 10 • World Mental Health Day</p> <p>Oct 11 • Columbus Day</p> <p>Oct 11 • International Day of the Girl Child</p> <p>Oct 13 • Navy Birthday</p> <p>Oct 13 • World Day for Natural Disaster Reduction</p> <p>Oct 14 • World Sight Day</p> <p>Oct 15 • Boss's Day</p> <p>Oct 15 • White Cane Safety Day</p> <p>Oct 15 • International Day of Rural Women</p> <p>Oct 16 • Sweetest Day (Many regions)</p> <p>Oct 16 • World Food Day</p> <p>Oct 17 • World Day for Poverty Eradication</p> <p>Oct 24 • United Nations Day</p> <p>Oct 24 • World Development Information Day</p> <p>Oct 27 • World Day for Audiovisual Heritage</p> <p>Oct 29 • World Stroke Day</p> <p>Oct 31 • Halloween</p> <p>Oct 31 • World Cities Day</p> <p>Nov 1 • World Vegan Day</p> <p>Nov 2 • Election Day</p> <p>Nov 2 • International Day to End Impunity</p> <p>Nov 4 • Diwali/Deepavali</p> <p>Nov 6 • World Day to Protect the Environment in War</p> <p>Nov 10 • Marine Corps Birthday</p> <p>Nov 10 • World Science Day</p> <p>Nov 11 • Veterans Day</p> <p>Nov 12 • World Pneumonia Day</p> <p>Nov 14 • World Diabetes Day</p> <p>Nov 16 • International Day for Tolerance</p> <p>Nov 17 • World Prematurity Day</p> <p>Nov 18 • World Philosophy Day</p> <p>Nov 19 • International Men's Day</p> <p>Nov 19 • World Toilet Day</p> <p>Nov 20 • Africa Industrialization Day</p> |
|---|---|--|

2021 Calendar Days

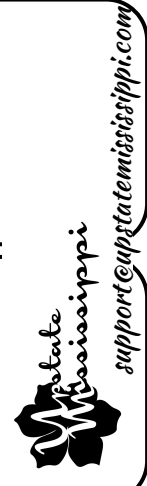
Calendar for Year 2021 (United States)



- | | | |
|--|--|--|
| Nov 20 ● Universal Children's Day | Dec 3 ● World Day for Persons with Disabilities | Dec 15 ● Bill of Rights Day |
| Nov 21 ● World Day for Road Traffic Victims | Dec 5 ● International Volunteer Day | Dec 17 ● Pan American Aviation Day |
| Nov 21 ● World Television Day | Dec 5 ● World Soil Day | Dec 17 ● Wright Brothers Day |
| Nov 25 ● Thanksgiving Day | Dec 6 ● St Nicholas Day | Dec 18 ● Arabic Language Day |
| Nov 25 ● World Day to Eliminate Violence on Women | Dec 7 ● Pearl Harbor Remembrance Day | Dec 18 ● International Migrants Day |
| Nov 26 ● Black Friday | Dec 7 ● International Civil Aviation Day | Dec 20 ● International Human Solidarity Day |
| Nov 26 ● Native American Heritage Day | Dec 9 ● International Anti-Corruption Day | Dec 21 ● December Solstice |
| Nov 29 ● Cyber Monday | Dec 9 ● World Genocide Commemoration Day | Dec 24 ● 'Christmas Day' day off |
| Nov 29 ● World Solidarity Day with Palestinian People | Dec 10 ● Human Rights Day | Dec 24 ● Christmas Eve |
| Dec 1 ● World AIDS Day | Dec 11 ● International Mountain Day | Dec 25 ● Christmas Day |
| Dec 2 ● World Day for Slavery Abolition | Dec 13 ● National Guard Birthday | Dec 26 ● Kwanzaa (first day) |
| | | Dec 31 ● 'New Year's Day' day off |
| | | Dec 31 ● New Year's Eve |

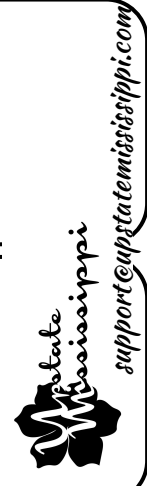
Month:

S						
F						
Th						
W						
T						
M						
S						



Month:

S	F	Th	W	T	M	S	



Month:

S

M

T

W

Th

F

S

Month:

S

M

T

W

Th

F

S

Month:

S				
F				
Th				
W				
T				
M				
S				

Month:

S

M

T

W

Th

F

S

Month:

S

M

T

W

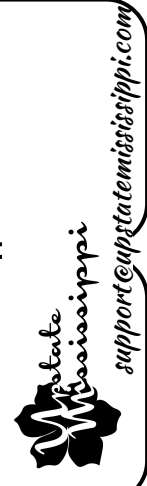
Th

F

S

Month:

S						
F						
Th						
W						
T						
M						
S						



Month:

S

M

T

W

Th

F

S

Month:

S

M

T

W

Th

F

S

Month:

S				
F				
Th				
W				
T				
M				
S				

Month:

S				
F				
Th				
W				
T				
M				
S				

