



Asset-Building Days, Weeks, and Months to Celebrate

There are lots of reasons to celebrate asset building every day! But here are some specific days, weeks, and months (with some possible asset connections noted) that you can use as reasons to honor and acknowledge the importance of asset building for kids in your community.

JANUARY

- **National Mentoring Month**—January (asset 3: Other Adult Relationships; 14: Adult Role Models)
- **International Creativity Month**—January (asset 17: Creative Activities)
- **National Hugging Day**—January 21 (Support assets: 1–6)

FEBRUARY

- **International Boost Self-Esteem Month**—February (asset 38: Self-Esteem)
- **Black History Month**—February (asset 34: Cultural Competence)
- **Pay-a-Compliment Day**—February 6 (Support and Empowerment assets: 1–10; asset 26: Caring)
- **International Friendship Week**—Last full week in February (asset 33: Interpersonal Competence)

MARCH

- **Youth Art Month**—March (asset 17: Creative Activities)
- **I Want You to Be Happy Day**—March 3 (Support assets: 1–6; asset 26: Caring)
- **Good Samaritan Involvement Day**—March 13 (asset 9: Service to Others; Positive-Identity assets: 37–40; asset 26: Caring; 27: Equality and Social Justice; 38: Self-Esteem)

APRIL

- **Thank You School Librarian Day**—April 5 (asset 3: Other Adult Relationships; 14: Adult Role Models; 25: Reading for Pleasure)
- **Week of the Young Child**—Usually in April, but dates vary from year to year (children's assets 1–40)
- **National Youth Service Days**—The third weekend (Friday–Sunday) in April (asset 7: Community Values Youth; 8: Youth as Resources; 9: Service to Others; Positive-Values assets: 26–31)
- **National Volunteer Week**—Usually in April, but dates vary from year to year (9: Service to Others; Positive-Values assets: 26–31)
- **National Playground Safety Week**—Usually the fourth week in April (asset 10: Safety)
- **National Honesty Day**—April 30 (asset 29: Honesty)



MAY

- **National Physical Fitness and Sports Month**—May (asset 18: Youth Programs)
- **School Principal's Day**—May 1 (asset 3: Other Adult Relationships; 14: Adult Role Models; Commitment-to-Learning assets: 21–25)
- **Teacher Appreciation Week**—First full week in May (Support and Commitment-to-Learning assets: 1–6 and 21–25; asset 14: Adult Role Models)
- **National Family Week**—First full week in May (asset 1: Family Support)
- **Reading Is Fun Week**—Usually the third week in May (asset 22: School Engagement; 25: Reading for Pleasure)
- **Mother's Day**—Second Sunday in May (asset 1: Family Support; 14: Adult Role Models)

JUNE

- **Student Safety Month**—June (asset 10: Safety)
- **International Volunteers Week**—First seven days in June (9: Service to Others; Positive-Values assets: 26–31)
- **Race Unity Day**—Second Sunday in June (asset 34: Cultural Competence)
- **Father's Day**—Third Sunday in June (asset 1: Family Support; 14: Adult Role Models)

JULY

- **Family Reunion Month**—July (asset 1: Family Support; 2: Positive Family Communication)
- **National Purposeful Parenting Month**—July (assets 1–40)
- **National Recreation and Parks Month**—July (asset 17: Creative Activities; 18: Youth Programs)
- **Social Wellness Month**—July (Social-Competencies assets: 32–36)

AUGUST

- **Be Kind to Humankind Week**—Last week of August (asset 26: Caring; 27: Equality and Social Justice)
- **The Date to Create (promotes creativity and innovation)**—August 8 (asset 17: Creative Activities)

SEPTEMBER

- **Self-Improvement Month** (to celebrate the importance of lifelong learning and self-improvement)—September (Commitment-to-Learning, Positive-Values, Social-Competencies, and Positive-Identity assets: 21–40)
- **Baby Safety Month**—September (asset 7: Community Values Youth; 10: Safety)
- **National Grandparents Day**—First Sunday in September following Labor Day (asset 1: Family Support; 3: Other Adult Relationships; 14: Adult Role Models)
- **National Good Neighbor Day**—Fourth Sunday in September (asset 4: Caring Neighborhood; 13: Neighborhood Boundaries; 14: Adult Role Models)



OCTOBER

- **National Book Month**—October (asset 25: Reading for Pleasure)
- **Diversity Awareness Month**—October (asset 34: Cultural Competence)
- **National Communicate with Your Kid Month**—October (asset 1: Family Support; 2: Positive Family Communication)
- **World Smile Day**—First Friday in October (Support assets: 1–6)
- **YWCA Week Without Violence**—Third full week in October (asset 26: Caring; 35: Resistance Skills; 36: Peaceful Conflict Resolution)
- **Make a Difference Day** (a national day of community service)—Fourth Saturday in October (asset 8: Youth as Resources; 9: Service to Others; 26: Caring; 27: Equality and Social Justice)
- **Peace, Friendship, and Good Will Week**—Last seven days of October (asset 26: Caring; 27: Equality and Social Justice; 33: Interpersonal Competence; 34: Cultural Competence; 36: Peaceful Conflict Resolution)

NOVEMBER

- **National Children's Book Week**—Second or third week in November (asset 25: Reading for Pleasure)
- **American Education Week**—First full week preceding the fourth Thursday in November (Commitment-to-Learning assets: 21–25)
- **National Young Readers Day**—Varies from year to year (asset 25: Reading for Pleasure)
- **Universal Children's Day**—November 20 (assets 1–40)
- **National Family Volunteer Day**—Saturday before Thanksgiving (asset 8: Youth as Resources; 9: Service to Others; 26: Caring; 27: Equality and Social Justice)

DECEMBER

- **Universal Human Rights Month**—December (Positive-Values assets: 26–31; 34: Cultural Competence; Positive-Identity assets: 37–40)
- **World Peace Day**—Winter Solstice: December 21 or 22 (asset 26: Caring; 27: Equality and Social Justice; 34: Cultural Competence; 36: Peaceful Conflict Resolution)
- **Make Up Your Mind Day**—December 31 (asset 32: Planning and Decision Making)

Source: Chase's 2006 Calendar of Events (*published annually by McGraw-Hill*)