

Ideas to Use for Events, Challenges,
Training and Themes throughout the year
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January:

New Year, New You!

Happy New

Jumpstart to a New Year!

New Year, New You Makeovers

New Looks for New Faces (portfolio contest)

Discover Your Hidden Treasure!

New Year Goal Setting Night!

Better than Botox Night

Beauty Bar Night

National Slavery and Human Trafficking Prevention Month (donate toward)

National Blood Donor Month

National Hot Tea Month (*serve hot tea and use for training about tea becoming better when it gets into hot water, egg becomes hard, carrot soft.*

Google the story and use as a lesson in perseverance)

11th National Human Trafficking Awareness Day (Donate from parties or event)

15th National Hat Day (Tea Party and wear hats)

19th National Popcorn Day (We're Popping out New Directors!)

24th National Compliment Day (Compliment time at Makeovers)

26th National Spouse Day (Bring to guest event)

27th National Chocolate Cake Day

28th National Have Fun at Work Day

31st National Backward Day (want to spice things up at your meeting, run your meeting backwards...it's hilarious!)

National Martin Luther King Jr. Day (3rd Monday in January)

February:

Heart of Mary Kay!

Discover What You Love

Cuties and Cupcakes

Sweethearts Night

Lips and Chips

Little Black Dress and Red Lips Night

Luscious Lips Night

K.I.S.S. (training on Keep it Simple Sweetie)

Coffee and Couples

Sweetheart Night

During Super Bowl Week: Super Makeovers! Superbowl drawing after Half time for all orders that weekend!

National American Heart Month

National Black History Month

National Wear Red Day is first Friday in February to raise awareness about heart disease

2nd National Ground Hog Day (great for teaching about doing New Things for New Results!)

9th National Pizza Day (Pizza, Pampering and Possibilities)

11th National Make a Friend Day

14th Around Valentines Day have Couples Makeovers, or All the Single Ladies!

Mardi Gras! (Mardi Gras falls in February or March...check the year)

Carnival Night Mask-arade Night

24th National Tortilla Chip Day (serve at your event)

March:

March Madness Month (The Final Four)

March into Miracles

Final Four! (Wear a team jersey and motivate to finish the final four months of the Seminar year)

Miracle March!

Marching into Greatness!

Marching to the Finish Line!

National Women's History Month (Share history of Mary Kay Ask)

National Nutrition Month (you can serve nutritional snacks and talk about importance of women taking care of themselves)

3rd National Cold Cuts Day (serve at your meeting)

6th National Dress Day (fashion shows with dresses, Everyone wear a dress Night!)

Employee Appreciation Day (Invite guests to pamper their employees)

8th International Womens' Day

7th Alexander Graham Bell Day (Dial Out Challenge)

13th National Jewel Day (Sparkle and Shine Event)

Denim and Diamonds Night

17th St. Patrick's Day (Money Tree Night, Lucky Me Night, Find the Treasure Night, Eyes of March) Money Management Classes!

Show Me the Money! (Guest event and Money Management training)

22nd Spring Begins (Spring Forward, Spring Fling, Spring Into Action)

When Easter falls in March... Egg-streme Makeovers Night, Egg-Stra-Special Night, Mary Kay Egg Hunt (adults with product and prizes in eggs)

Basket Receptions around Easter work GREAT!!! Listen to marketing and come to a one hour reception to win a basket of Mary Kay Products!

Prom Makeovers (It's Prom Time!!!) Partner with a local Dress Shop to have a fashion show with Prom attire and Mary Kay makeovers

April:

Spring Into Action

Spring Makeovers

Spring Fashion Show

National Month of Hope

Cupcakes and Color

Spring Fling Night Spring Training (refer to baseball and train on: Swing the Bat!!!! John Maxwell)

1st April Fools' Day (can have fun Marketing guests: They can guess what's real).

2nd Peanut Butter and Jelly Day (reason for easy refreshment for your meeting) You can also use to go along with Training. Peanut Butter and Jelly goes together like ___ and ____..... i.e. Coaching and Making Money!

7th National No Housework Day (invite Housewives to your meeting and give away a free house cleaning from a maid/house cleaning service for a lucky winner)

10th Sibling Day (Bring your Sister with you)

11th National Pet Day (match owner of the guests to the photo of their pet...gives them a reason to come. Can also collect donations for the Animal Shelter that night)

13th National Make Lunch Count Day (hold luncheon and marketing)

16th National Pajama's Day (Bedtime Makeovers, PJ and Mask Party) 18th

National Animal Crackers Day (serve at your meeting for easy snack)

20th National Pineapple Upside Down Cake (serve at your meeting and train on: Success without turning your world upside down!

22nd National Jelly Bean Day (give Jelly Beans to get = NO's!!!)

22nd Earth Day Celebration! Pink Doing Green! (Natural, Earthy Looks) (Dash Out the Door Look Makeovers)

25th National Telephone Day (Dial Out or Booking Challenge)

May:

National Recommitment Month

Stretch Goals!

Miracle May

First Thursday in May is National Day of Prayer

5th, Cinco de Mayo (Cinco de Mayo! Fiesta Night, T.A.C.O. night: Totally

Awesome Career Opportunity)

Fun in the Sun!

Kentucky Derby (Derby Hats and Glam Makeovers)

Small Business Week (first Week in May)

National Nurses Week (May 6th – 12th)

Teacher Appreciation Week (First Monday –Friday in May)

National Etiquette Week (begins the Monday of the second full week...this is a great time to teach meeting etiquette, phone etiquette, etc.)

Police Week : Week of May 15th

National Emergency Medical Services week: third full week of May

Congratulation Graduates!

11th Military Spouse Appreciation Day (Invite Military Spouses!!!)

Mother's Day (Mother Daughter Makeovers, Mom's Night Out)

12th Mary Kay Ash's Birthday

Third Friday in May: National Pizza Party Day

20th National Millionaire Day

21 National Strawberries and Cream Day (serve at your meeting)

23 National Lucky Penny Day (Penny of Business cards and have contest to pass them out)

Last Monday in May: Memorial Day (Remember those who died Serving our Country at your meeting that week...take time to pay tribute to those who paid the ultimate cost. Ok to recognize those who are presently serving or have served, but make sure it is crystal clear that you know what Memorial Day is really about, some people get highly offended when people don't knowespecially if they have a family member that paid the ultimate price)

31st National Smile Day (Smile back goody bags to warm chat)

June:

Wrapping up the Year!

National Candy Month: (Candy Marketing) Sweet Success Night

1st National “Say Something Nice Day” (training based on book: Silver Boxes)

7th National Chocolate Ice Cream Day

8th Best Friends Day (Beauty of Friendship, Trading Faces, Bring a Friend etc.)

10th National Iced Tea Day (serve at meeting)

12th Red Rose Day (give Guests a Rose at your meeting)

15th Smile Power Day (Smile back goody bags to warm chat. Invite guest that smiled at you!)

21st National Selfie Day (Believe in your Selfie Contest, Makeovers and Selfie Contest)

23rd National Pink Day (Book ALL DAY MAKEOVERS)

Summer Begins!!! (Sizzling Summer Makeovers)

30th Social Media Day (Challenge for your Consultants)

Spa Night

Beauty and Bingo

Beauty and the Beach

Final Run to the Finish Line!!!

Mary Kay Academy Pro, Pacesetter, Summer School, Color Classes, etc are good to have over the summer, to keep people engaged and attending! etc

July:

Happy New MK Year!

National Ice Cream Month (Eyes Cream Social)

National Grilling Month (have a cookout with your unit)

July 4th Independence Day (Please don't meet on the 4th, but afterwards, you can have a cookout with your unit or Call it: Independent Business Women Celebrating our Independence!

Salute to the Armed Forces!

7th World Chocolate Day (Chocolate Affair, Chocolate Makeovers, etc)

11th July National Blueberry Muffin Day Muffins and Makeovers

National Ice Cream Day (third Sunday in July)

20th National Lollipop Day

28th National Milk Chocolate Day (Chocolate Makeovers)

24th National Cousins day

29th National Lipstick Day(Lips -n - Chips, Luscious Lips Contest, Little Black Dress and Red Lips Night, Lipstick Personality Night)

29th National Lasagna Day (Dinner and Makeover)

30th National Cheesecake Day

Christmas in July

Advanced Glamour Night

Contouring and Highlighting Night

Lash Bash!

Wow Your Brows Clinic

Brush Clinic

August:

Back to School

Back to Basics

Mom's Night Out

Mother/Daughter Back to School Makeovers

National Romance Awareness Month (Couples Makeovers)

National Back to School Month

National Wellness Month (Womens' Wellness Night)

1st National Girlfriends Day (Trading Faces, Bring a Friend etc.)

4th National Chocolate Chip Day (serve Chocolate Chip Cookies)

National Sister's day (First Sunday in August) (Sister Makeovers)

8th National Dollar Day (\$1 off your purchase) (\$1 off your Admission!)

17th National I LOVE My Feet Day!

25th National Kiss and Makeup Day (Pucker Up Night, Luscious Lips, etc)

7th Purple Heart Day Honor a Wife of a Vet

21st Senior Citizens day (special discount to Seniors)

September:

Fall into Fabulous

Happy Fall Ya'll

September to Remember

1st Monday Labor Day (later that week....Women's Networking Night, The Working Woman, Labor of Love, Etc)

5th National Cheese Pizza Day

6th National Coffee Ice Cream Day

Fall Fashion Shows!

Fall Tips and Trends! Rock the Runway!

3rd National Wife Appreciation day

12th National Chocolate Milkshake Day

12th National day of Encouragement

13th Happy Anniversary Mary Kay

16th National Grandparents Day
It's National Self Improvement Month

3rd Week of September is known as: Build a Better Image Week (Building a Better You, Believe in Your Selfie, Image workshops, etc)
29th National Coffee Day (Lashes Lips and Latte's, Thanks a Latte Customer Appreciation)

October:

Hunt For Red October
Breast Cancer Awareness Month!

Think Pink Night
Glaminar for a Cure
Party for a Purpose
Homecoming Night (potluck, homecoming queen, etc)
First Friday in October is National Body Language Day (Body Language workshops)
Red Jacket Takeover Night
4th National Taco Day (T.A.C.O. Night)
5th National Mother n Law Day (Pamper the In-Laws Night)
Boo-tiful Makeovers
Not So Scary Makeovers!
Carnival Night (fun stations)

12th National Savings Day (teach money management)
16th Boss's Day (If falls on a weekend, it's the closest workday)
20th Sweetest Day (Sweet Life of Mary Kay, Candy Bar Marketing etc)
Fall Festival Night
Mask-arade Night!
31st Halloween Events Near this Date: Tricks and Treats Makeovers, Boo-ti-ful Makeovers, How Scary is your Datebook? etc)

November:

Thankful for You Month

National Military Family Appreciation Month

National Gratitude Month Customer Appreciation Nights

Holiday Extravaganza (promote Cash for Christmas)

4th National Candy Day (Candy Bar Marketing at your meeting)

5th National Doughnut Day

8th National Cappuccino Day

6th National Nachos Day Nachos and Makeovers

11th Veterans Day: Honor a Vet night

18th National Princess Day Feel Like a Princess)

12th National Chicken Soup for the Soul Day

4th Thanksgiving (4th Thursday of November) (just before Thanksgiving, have a

Thankful for You Night, Customer Appreciation Night, Gratitude Night, etc)

Holiday Open House!

23rd Black Friday

26th Cyber Monday/Pink Monday

December:

December to Remember

National Rising Star Month

Jingle Mingle

Holiday Fun Night

Holiday Model Makeovers (Holiday Face Model Fashion Show)

Merry Kissmas (featuring lips, lip colors, luscious lips contest, etc)

'Tis the Season to Rock Your Ugly Holiday Sweater! Ugly Sweater Contest

Christmas Jammies Night!

4th National Cookie day

8th National Brownie Day
21st Winter Begins (Winner's Wonderland)
21st National Ugly Christmas Sweater Day
26th National Candy Cane Day
Are You Turkey'd Out? (Dinner and Makeovers, NO TURKEYS allowed!!!)
New Year Makeovers!
31st National Make Up Your Mind Day (Great day to join MK)

Anytime Events

Shop Til You Drop

Beauty and Bingo

Little Black Dress Night

Muffins and Makeovers

Cupcakes and Color

Dinner and Makeovers

Money Tree Night

Balloon Blast

Professional Women's Networking Night

Cupcakes, Cadillac and Cash

Dinner and Makeovers

Bruch and Makeovers

Beauty and Brunch

Couples Night Out

National Get to Know Your Customers Day – Third Thursday of Each Quarter (Customer Appreciation)

Birthday Night

Bingo Night

New Product Launches!

Product Reveal!

Product Test Panel

Afternoon Delight

Shop 'Til You Drop

Hot Heels and Hot Lips!

Love the Skin You're In!

Boots, Bling and Beauty!

Brush Up on Beauty!

Operation Skincare!

Fun-N-Facials!

Miracle Makeovers

Girls and Pearls Night

Live Fearlessly (Theme any night around a product)

\$500 Cash Giveaway!

Listen for a Louie!