
CREATING & MARKETING

A NEW NATIONAL DAY

FOR FUN OR PROFIT



(Includes listings of all National Days and available premium names for registration as of January 2018)

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CHAPTER 1



Why Create a New National Day

Everyone loves to celebrate a National Day. In fact, there are over 100 million web pages using the term “national day.” Today, anyone can register a new unofficial national day to celebrate their interests and passions.

There are four main reasons why people or companies create new National Days:

- for the fun of it
- to promote a cause or group
- to build a business or brand, or
- to give a gift or honor to someone special

Whether you have an altruistic intent, you have business goals, or you simply want to create a special day for the sheer fun of it, you’ll find tips and techniques in this book to help

you every step of the way. We'll guide you from brainstorming the name of your National Day to marketing it. After reading this book, we're sure you'll embrace our motto:

Seize the day by creating your own National Day™

For the Fun of It

Creating a National Day is fun and rewarding. Just go ahead and do it. Others will be glad you did!

First, creating a National Day provides a rewarding vehicle for sharing your enthusiasm on your favorite topic.

Second, it unites people who share common interests. A National Day creates connection such as developing new friendships or engaging potential customers, both in your community and around the globe. It also makes the world just a little bit smaller and friendlier.

Third, it gives you recognition as the brainchild of your special day. Also, founding a National Day allows you to define the surrounding celebration. If you register your new National Day at our *National Day Archives*, you will not only be listed as the registrant, but we may include your explanation for why the day was created and for how to celebrate it.

Finally, who doesn't like a celebration?

Promoting a Cause or Group

National Days rally people around a worthy cause. To date, several causes have used National Days to raise awareness and call people to join the cause, such as World Diabetes Day, World Elephant Day, World No-Tobacco Day, and National Cancer Survivors Day.

For example, if you own a group or club, a new National Day can help you amass new members. It gives your group or club instant credibility and recognition. Upon registration, you will be listed permanently on the *National Day Archives Master Calendar* and website, along with receiving an Official Certificate of Registration.

Until now, the process of creating and registering a new National Day included several obstacles. But the simple registration form we have provided for you at *National Day Archives* makes it easy.

In later chapters, we provide you with tips and techniques for promoting your cause or gaining new memberships into groups to get the impact and reach you need.

Promoting a Business or Brand

Creating a new National Day is a marketing strategy that can generate unique business opportunities. By selecting a new National Day in the category where you have a product or service to offer, you can get the attention and admiration of those with similar interests.

People love their favorite brands. We not only wear what we are passionate about, but gladly promote through social media businesses and brands we love.

National Days provide that tool for people to join others who love the same brand, product, service or celebrity. National Days are a natural fit for promoting of any type of product or service because it invites your audience to celebrate their existing interests. It can either bolster brand loyalty or draw in new customers. Additionally, a National Day offers the media a newsworthy event related to your product, service or brand.

Beware of Trademarks. Legally, only the company or celebrity can create a National Day related to their brand. That's because the names of the business, brand and even the names of your favorite football team, actor or singer are protected by trademarks. Therefore, fans can't create a National Day to honor their idol or favorite brand.

However, we've made it simple for companies and celebrities to give their permission for the creation of National Days in their name.

Giving a Gift

You can give a unique and special gift by creating a new National Day in someone's honor. For instance, you can name a new National Day after a person or their favorite activity or interest.

There is a wide variety of gift-giving methods, such as an employee award or just creating a day in their honor. You can also create a new National Day after a favorite animal, dinosaur, sport, or hobby. It's a perfect gift for someone special or the person who has everything. Once created, that person is listed as the registrar for the world to see. We also provide you with an Official Certificate of Registration to share with them or the world.

It's Now Easy to Register a National Day

Regardless of your reason for creating a new National Day, we make it simple to get started.

The official website of *National Day Archives* has a user-friendly online registration form. You just enter the name, day and description of the new National Day in the fields. Once you verify the information and pay the application fee, you're

done. Assuming your application complies with our terms and restrictions, after a review process the National Day will be listed in the *National Day Archives*, and you'll receive an Official Certificate of Registration.

If you register a National Day, it will be easy for the world to find. We conveniently list all of the National Days alphabetically by categories. That way everyone can easily find your new day and join in the fun. For instance, we have categories for people who love dogs, pirates, monsters, food, and more. We also include serious topics, such as politics and religion.

There are so many ways to express yourself through a National Day. The sky is the limit. Whether you want to have fun, build your brand or promote a good cause, all you have to do is:

Seize the Day!

CHAPTER 2



How to Pick the Right New National Day

Selecting a Name

The first step in the process of creating a National Day is to select the name.

Names matter. Make the name of the new National Day easy to remember or interesting to draw others in.

Remember, you want others to instantly understand the purpose and reason for the day so they can make a quick decision if it is something they may want to find out more about.

What kind of name do you have in mind—something funny, serious, simple, or sane?

Sometimes, weird works. Many folks want to be fans of funny holidays. Our brains often are drawn to things that are different. Funny National Days can even work well for a business if you market them correctly. It can personalize your brand

or organization, making you relatable to your typical customer. At least, it will create conversations.

If your new day has a clear focus, choosing a name is natural. If you want a National Day to celebrate your beloved golden retriever, for instance, you can call it National Golden Retriever Day. You don't need a cute name because the name says and sells it all. It's the same for products and services. Just pick a name that easily explains the day.

Browse Categories Before Selecting

Before picking the name, consider which category your National Day fits best. At *National Day Archives*, every National Day gets listed under a category so that the media and public can find days of interest. First, we group all the names into the 15 main categories. Then, we divide into dozens of subcategories to make it easy to find relevant days.

Here are the 15 main categories:

- Activities/Hobbies
- Animals
- Awareness of Causes
- Careers
- Celebrities
- Cities/States/Countries
- Companies/Brands
- Ethnic Groups/Heritage
- Family
- Food/Health
- Fun/Funny
- International/World (in the name)

Politics/Religion
Science/Technology
Sports

We've included a listing of all of the subcategories in the appendices to this book. Feel free to browse under those categories for ideas and then pick your own National Day. Because many of these categories are new, there are many fun and valuable new days that you can still claim.

Let your imagination run free and enjoy the process!

Selecting the Day of the Year

Once you've picked the name, it's time to settle on what day of the year you want it celebrated. Here are three tips:

1. Why choose a day over a week/month

We highly recommend that you pick a "day" instead of a week or month. That's why we focus on registering new National Days. Although it might seem that you can get more bang for the buck with a national week or month, this approach can backfire.

First, the media only pays attention to "National Days." While there are a handful of months that the media does promote, such as Cancer Awareness Month, the media only promotes a few niche National Weeks and National Months. If you create a new National Week or National Month, the media will likely ignore your event.

Instead, both traditional media and social media outlets prefer to announce the current day's celebration. We encourage

registrants to laser-focus your efforts on one day, and then promote it well in advance.

Second, telling the public that there is a national week or month does not arouse immediate action. People can put it off.

Instead of the clear call to action created by a National Day, a National Week or Month becomes background noise. So, the media doesn't cover these events because they are too difficult and vague to promote.

Third, spreading your cause out over a month also means that you have to promote it for a whole month and hope to keep the interest of your fans or consumers that long.

2. Why pick a date versus a rotating day

Another common mistake is to pick a changing day, such as the third Monday in June. That's just too confusing for most folks. Also, it's difficult to schedule on an automatic calendar. With time, the public gets confused, lowering both their enthusiasm and interest.

Instead, pick a date and keep it the same forever. As the day of the week changes each year, adjust your marketing strategy to encourage engagement.

3. Why choose a day with layers of meaning

Finally, when picking a day, think about whether there is any meaning to that day or the time of the year. For example, the chain 7-Eleven had the right idea when they made their National 7-Eleven Day on July 11. To promote the day, they give away free Slurpees every year on their day, 7-11. Also, they brilliantly selected a warm time of year for their frozen beverage.

If your company is promoting your brand and there is a day that has special meaning, such as an award or creation of a product, consider that day. But specific days are not magical. Remember, once you pick the day, you likely can't change it. So think about the date before simply pulling one out of the air.

You can choose any day you want. We recommend avoiding the same day as a federal holiday, such as Christmas. Your National Day will get lost in the hustle and bustle of that famous holiday.

Once you have a name and date, it's time to think about how to describe the day and how you want the public to celebrate it.

How to Describe Your New National Day

When you register your day at *National Day Archives*, you'll be prompted to provide the information to promote your celebration to the media and public.

To make the most of this golden opportunity, spend time thinking about and planning how to best describe the reason for the day and ways to celebrate it. If your information is both clear and marketable, we might use your language word for word. So spend a few minutes drafting the proposed content. Then check the grammar and spelling before you submit it. We prefer to use your content, provided that it is clear and marketable. However, *National Day Archives* reserves the sole right to describe your National Day.

Below are the fields for registration on our website once you've picked the name and date. Please review these before starting the registration form.

Registered by. The National Day was registered by:
[You'll fill in your name or business name, address.]

If you'd like, you can add a link to a website you've created to celebrate the day and provide more information.]

What is the National Day? [Here, you'll briefly describe your National Day. The media might quote your description, so make it interesting!]

Reason created or purpose. [Suggest the reason for the day in a few short paragraphs, keeping in mind the content restrictions. Also, you must write an original description. Do not copy text written by others.]

How to celebrate. [Come up with ways to celebrate your day, using one or more short paragraphs. You can even include links to outside websites or any other ways you wish to promote the day.]

Upload a suggested graphic or picture. [It must be high quality and cannot be a protected copyrighted photo or graphic. You can use a picture from royalty-free sites. Additionally, the Library of Congress hosts millions of pictures, many of which are not trademarked at <http://www.loc.gov/pictures>.]

Overall, you should aim to describe the day in a way that the media and public will find interesting. Often the overview sentences are all the media will list. So be sure to devote the time to make the overview sentences particularly meaningful and easy to understand.

The other sections provide great opportunities to focus the day to make it memorable and meaningful for the public. When you write an interesting description, then others will be more likely to join your celebration.

CHAPTER 3



How to Register a New National Day

It's time to register your day. At this time, you have the name and day picked out. You have described your day and generated great ideas for how people can celebrate it. The next step is to register your day with *National Day Archives*.

Choose from 3 Listings

It's quick and easy to register a National Day, using our online registration form. Once you verify the information and pay the application fee, you're done. The registrar of *National Day Archives* will check to ensure your name and descriptions do not contain restricted content and then begin building the web page. That process typically takes less than 2 weeks, but you can request a rush if time is a factor.

Your National Day will be listed in the appropriate place on our *National Day Archives*, and you'll receive an Official Certificate of Registry.

Here is a quick overview of the three types of listings. Later chapters describe each type of listing in more detail.

1. Standard Day

The Standard Day provides you with everything you need to invite the world to celebrate your special day. You can choose to create a new day from dozens of subcategories.

For a one-time fee, your new National Day will be permanently listed on the *National Day Archives Master Calendar*. Your name or business name will be permanently listed online as the registrant of the day.

When we send your Official Certificate of Registry, you can share the news with others on social media. And if you need help with promotion, we offer valuable additional services, such as advertising packages.

Creating a National Day is the ultimate way of showing your passion, community spirit, and interest for a special event, activity, cause, or business. It's also a very creative marketing tool.

2. Premium Day

If you want to make an even a bigger splash, register a Premium Name.

We have reserved both Premium categories and the most popular naming rights from each of the Standard Day categories for those wanting a premium experience. For a one-time

upgrade fee, you can claim one of these Premium Names before someone else does.

3. Proclamation Day

In the past, you could not name a National Day to honor a person, recognize a deserving employee, pronounce your love for your sweetheart, or remember a dearly departed loved one.

Now, *National Day Archives* has created a brand-new listing known as a Proclamation Day.

Although a Proclamation Day is not listed on the *Master Calendar* for the media, you get the recognition you deserve. Each Proclamation Day comes with an Official National Day Proclamation certificate to share with the person being honored or on social media.

CHAPTER 4



Standard Day

The Standard Day allows you access to nearly 50 subcategories to create the perfect new National Day so the world can share in the celebration.

The benefits are considerable. You will gain the notoriety and prestige of being known as the registrant of an exciting new National Day. Your name or your business will be etched in history by being permanently listed on a dedicated web page linked to the listing on the *Master Calendar* on the *National Day Archives*.

A Standard Day is also a terrific marketing tool, since you can post our professionally-designed Official Certificate of Registration on your website or on social media.

You can also direct friends or potential customers to our web page, prominently listing you as the registrant of that special

National Day. With your website listed on the dedicated web page, visitors can contact you with one click.

Many of the categories on the *Master Calendar* are new. So for a limited time, you have a golden opportunity to claim a name before someone else. Snap it up now, before your idea is taken!

Standard Day Categories

What about making a National Day for your favorite hobby or creating one for something funny?

Now you can be known as the registrant of a National Day for something millions of people already love. You can also bestow the blessing on your child who will be permanently listed in the official *National Day Archives* as the registrant of National XYZ Day.

The Standard Day category also works great for businesses. There are so many different ways a National Day under any of these categories will bring you recognition and hopefully new customers.

Whether you are an enthusiast or have a marketing angle, there is something for everyone with these Standard categories, ranging from activities, hobbies, fashion, food, finances, shopping or traveling. What about the fun or funny holidays that everyone is talking about? It's time you get a new conversation going with your own wild or crazy new National Day.

Visit the *Master Calendar* to see which Standard Day names are already in use, then create your own niche by registering your new National Day. (For your convenience, we've included a listing of existing days as of January 2018 as appendices to this

book.) Below are the main categories available for a Standard Day Listing:

Activities/Hobbies
Animals
Awareness of Causes
Fun/Funny
Food/Health
Family
Politics/Religion
Science/Technology

50 Standard Day Subcategories

Here is a full listing of 50 subcategories that may qualify for a Standard Day. The sky is the limit for what names you can come up with for a new National Day!

Activities/Hobbies	Animals
Astrology/Astronomy	Amphibians/Frogs
Christmas	Birds
Dance/Dancing	Insects/Spiders
Games	Dinosaurs
Guns/Weapons	Fish
History	Mammals
Hobbies	Monsters/Ghosts
Reading/Writing	Reptiles/Snakes/Turtles
Science Fiction	Flowers/Trees/Plants
Travel/Leisure	Sharks/Rays/Whales
Vehicles	
	Awareness of Causes
	Awareness of Causes

Business

Business/Office
Finances/Money

Family

Education/School
Family
Friendship
Groups/Clubs
Kindness/Encouragement
Men/Women/Children
Issues
Social Media

Food/Health

Cooking
Drinks/Alcohol/Coffee
Fashion/Clothing
Food
Health/Fitness
Home/Homebuilding

Fun/Funny

Fun/Funny
Good Luck
Inventions/Nostalgia
Pirates
Wizards
Zombies

Politics/Religion

Military
Politics/Government
Religion

Science/Technology

Environment/Energy
Internet/Computers
Inventions
Rocks/Minerals/Gems
Science/Technology

How to Select a Standard Name

With so many choices, you will enjoy picking out a new day. There are a few things to remember.

- Pick a name that is not already a National Day.
- Verify that the day is not a Premium Name (or choose to upgrade).
- Name your day well. Avoid words in the name or description that are controversial and restricted, such as adult content.

Here are just a few examples of Standard Day names by category to help you get started.

- **Fun/Funny**

The public first began getting involved in creating National Days with some funny days, such as National Talk Like a Pirate Day or National Dress Up Your Pet Day. There are still a lot of humorous ideas available. Maybe you can start a new fad!

Creating new National Days has evolved into a social event for like-minded people around the world to link with others in celebrating what we already love or value. So you can make your mark by uniting people around things you are mutually passionate about.

- **Health/Fitness**

Health and fitness are always topics millions of people care about. It's time for you to rally the troops around a new day that you can encourage the world to celebrate. You can also suggest how we describe the new day and ways to celebrate it. It's not only loads of fun, but you can help a nation or world get fit and healthy.

- **Groups/Clubs**

If you are a part of a group, create a National Day for the group. It will bring greater awareness to your mutual interests and possibly help make it easier for others to find out about your group and join. You will also get the instant credibility for being listed on the official *National Day Archives* and calendar. Keep in mind that, due to trademark restrictions, you must be the owner of the club (or have written permission from the owner) to register a group or club.

- **Awareness of Causes**

Are you looking for national exposure for your cause? Creating a new National Day will boost your exposure. Some causes have already created a National Day to highlight their cause, such as National Cancer Survivors Day.

If you have a worthy cause, then share it with the world. You can promote it through a new National Day. Follow our marketing tips in Chapter 7 to get the most out of it.

- **Social Media**

Social media is extremely popular because it keeps people connected and engaged. Have fun creating a new day, even if it is something wacky like your favorite emoji day.

When creating a new National Day, be mindful that you cannot use in the name of the day the name of any company or apps, such as Facebook, Google, Instagram, LinkedIn, Pinterest, Reddit, Snapchat, Tumblr, Twitter, or YouTube. Those are all protected trademarks.

If you try to name a new National Day with one of those words in the title, we will have to reject or remove your day without a refund. It also means you cannot upload a logo or even a photo containing the logo of a social media company or app.

When describing the National Day, it's also imperative to avoid copyright violations by writing your own material and not copying someone else's content.

Other than that, you're free to create your own National Day relating to social media!

- **Other Topics**

The appendix lists more subcategories to choose from, and the next chapter shows you how to upgrade to a premium category or Premium Name.

What You Get for a Standard Day

There are 50 Standard Day subcategories. With approval, your application fee purchases:

1. Name and category of your National Day
2. Day of the year for your National Day
3. Official Certification of Registration via email, proclaiming you as the registrant of the National Day
4. A permanent listing of the National Day on the *Master Calendar of the National Day Archives*
5. A permanent listing of the National Day in an appropriate category on the *National Day Archives*
6. A listing as the registrant in the permanent dedicated web page linked to the listing on the *National Day Archives*
7. Ability to suggest content for the dedicated web page and suggest a picture/graphic art to be placed on the dedicated page
8. Ability to purchase additional services, such as a plaque, or other promotional items

Of course, the name and suggested content must comply with all of our terms and restrictions. We strive to complete the review within two weeks, but based upon volume it may take longer to finish the review and prepare the web page. If you need it sooner, we can provide a rush option.

Conclusion

The Standard Day provides not only a rewarding experience, but also offers tremendous business and marketing opportunities, because there are potentially millions of people ready to celebrate the activities and interests you share.

It's time for you to gain your own notoriety by claiming a valuable new day and registering it now. If the name you select is designated a Premium Name, you can just pay the upgrade price. You will still receive all the perks and benefits of a Standard Day but gain a Premium Name. Otherwise, to keep it a Standard listing, you may need to change the name or find something that still suits your needs in another subcategory.

Have fun and enjoy the process, then reap the benefits as you remain listed as the official registrant of the permanent National Day for years to come.

CHAPTER 5



Premium Day

For those wanting to make an even bigger splash, we reserved the most popular naming rights as Premium Names. For a one-time upgrade fee, you can claim one of these valuable Premium Names and heighten your marketing opportunity. (See our website for pricing.) A few categories are reserved as Premium, and the most popular and marketable names within the Standard Day lists are also reserved as Premium.

When you consider that there are literally millions of people with an interest in these Premium topics, Premium Names are a wise and affordable marketing investment. Many of these names have just been released and will disappear quickly.

A name is considered **premium** if it contains the name of any of the following:

- Any city, state, or country

- Any use of the words “international” or “world”
- Any ethnic group or religion
- Any career or sport
- Any breed of dog, cat, and other popular animals
- Any name of a musical instrument or human anatomy
- Any celebrity or public figure (and you must be the celebrity)
- Any brand name of a company, product or service (and you must own the trademark)

Premium Opportunities

In Chapter 7 we suggest ways to market your National Day, but the following sections highlight ways in which Premium Names really do have premium potential.

Careers

With hundreds of careers and occupations, each one is special and deserving of a National Day. Only one company can claim naming rights to a National Day for a particular career, such as National Plumber Day, National Accountant Day, or National Nurse Day.

Consider the business value of registering a day related to a career field. For example, if you own a plumbing business and you register National Plumber Day, you get two different types of marketing advantages. First, your name and website are listed as the registrant on the *National Day Archives* web page. Second, you can promote on your own website and marketing tools that you are the creator of the day. Purchasing a Premium Day brings you instant credibility and celebrity status for new customers. Chapter 7 provides you with a wealth of marketing tips to get the attention your new day deserves.

We've listed in the appendices all of the available names of careers to choose from as of January 2018. Please check our website to make sure the day you want is not already registered.

To ensure a Premium Name, register it promptly. If your day is already registered, you may be able to create a similar National Day. Your day must contain enough difference so that it is not competing or confusing. For instance, if National Dentist Day is taken, you may be able to register National Schedule a Dental Checkup Day.

Cities, States, Countries

Each city, state, or country has something unique or special to offer for visitors.

If you believe your city, state, or country is worthy of a National Day, then create one! Highlight what your city, state, or country has to offer, especially if it matches your passions.

Here are a few ideas for a National Day for your city, state, or country:

- National XYZ Day
- National Visit XYZ Day
- National Shop XYZ Day
- National Surf in XYZ Day
- National Fall in Love in XYZ Day
- National Spend the Night in Downtown XYZ Day
- National Spend the Week in XYZ Day
- National Buy a Slice of Pizza in XYZ Day
- National Fly the XYZ Flag Day

The sky is the limit to the day you can choose and how to market it!

Ethnic Groups/Heritage

There are many reasons to celebrate your heritage or ethnicity with a National Day. Registering your own National Day creates awareness, unity and a way of joining together in celebration. They are perfect for National Days because there already are such strong ties, and the National Day just invites them to unite.

Here are a few ideas for a National Day for your Ethnic Group/Heritage:

National XYZ Appreciation Day

National XYZ Culture Day

National Fly the XYZ Flag Day

National Eat XYZ Food Day

National Plan a Trip to XYZ Homeland Day

The appendices and the official website contain a listing of the ethnic groups that are Premium Names. If you choose a name that contains any of these names in the title, then it is a Premium Name.

Religion

Religion is one of the most popular topics of conversation in the world. Most people are devoted to some aspect of religion and have special ways of celebrating.

That's why the name of any religion is a Premium Name. It already has a devoted following. Many of the ways of celebrating a religious belief might be deserving of its own National Day. You'll find a listing of religions in the appendices and on the official website.

Special Note: Be sure to use positive messages only. No anti-religious messages are allowed. See Appendix B for what is considered restricted content.

International or World (in the name)

The world is getting smaller and international topics are becoming very popular. You can create a new International Day celebrating things of international appeal under this Premium category. It's your opportunity to unite the world around a popular topic.

If you want to market worldwide, then pick a new National Day with the word International or World in it. For instance, International XYZ Day, International Day of XYZ, or World Day of XYZ.

Sports

Every sport deserves its own National Day, as do the many various ways of celebrating your beloved sport. If you want to target people that love or are loyal to a particular sport, there is no better way than registering a National Day for that sport.

There are so many ways to appreciate a sport. Keep in mind, it is possible to create more than one National Day per sport, provided there is a sufficient variation to avoid confusion. For instance, it would be permissible to list the following for a single sport:

National XYZ Day

National XYZ Biggest Fan Day

National Share Why You Love XYZ Day

National Play XYZ Day

National Watch XYZ Day
National Support XYZ Day

Since professional, college, and even high school sport teams contain trademarked names and logos, you cannot mention a specific team by name in the title or the content to the National Day. For instance, you cannot create National Washington Redskins Day, unless you own the team. But you can create National Football Day (which already exists), since no one owns the name of a sport.

A listing of sport names that are Premium Names is contained in the appendices and on the official website. Have fun claiming your favorite sport!

Dog and Cat Breeds

You won't find a more loyal following than dog or cat owners. Many are fiercely loyal to their particular breed. This creates an obvious market for a creative person or company. Register your National Day now to ensure another loyal pet owner or pet company can't claim the name of your favorite breed.

Musical Instruments or Human Anatomy

Musical instruments and human anatomy are reserved as Premium Names because they are so unique with special marketing opportunities. Browse the appendices at the end of the book for a listing of available Premium Names.

Celebrities

Celebrities, rich, or famous people can create a National Day in their honor. It includes a web page with pictures and

descriptions of their accomplishments. However, we only list National Days for celebrities if the celebrity has authorized it. Therefore, you cannot create a National Fan of Actor John Doe Day, without the permission from them. But if you are the celebrity, or can obtain written permission of a celebrity, then you can create a National Day.

Companies, Brands, Products, Services

People often become devoted to certain companies and products. This makes for a perfect National Day, such as National NASCAR Day. The media and fans love it.

The only reason there currently are not very many National Days celebrating a company or brand is because only the company can create a National Day. The name is protected by trademark.

If you own a business and want to expand your base or increase sales, National Days presents two different approaches. Try one or both.

1. Building brand loyalty through direct branding

One key feature of National Days is that it highlights and calls like-minded people to rally around a single topic—a topic that happens to be your brand!

You have the ability to unite and build buzz about your brand simply by registering a new National Day. This works exceptionally well for products or brands that already have a significant following.

For example, Jeep® created a National Day after its own brand, which it named, Jeep 4×4 Day, celebrated each April 4. Here is what Jeep says about its day:

It's a day we look forward to every year—the fourth day of the fourth month is 4×4 Day. The perfect occasion to celebrate everything that makes Jeep® Brand vehicles some of the most loved vehicles around. It's a day for you to get out, kick up some dust, make some friends and express yourself. Watch the video to see what celebrating 4×4 day is all about.¹

Creating a National Day for a brand works for companies like Jeep and 7-Eleven, and it can work for you too!

If you are a business owner, this is a golden opportunity. The media is a willing participant in promoting fun new National Days, and your adoring fans will gladly share information about the day.

2. Break into new marketing areas through indirect branding

There is also an opportunity to break into new markets through indirect branding. You don't need to name a new day after your brand to benefit from new marketing opportunities. For instance, you can use an indirect or a soft-sell approach of creating a new National Day in an area that is somewhat aligned with your business.

National Pancake Day was actually started by IHOP (International House of Pancakes). On that day, masses turn out for a taste of pancakes. IHOP promotes that National Day so heavily that the public has come to think of it as National IHOP Day.

¹ See <https://www.jeep.com/jeep-life.html>.

Naturally, IHOP has created a special website dedicated to the National Day at <http://www.ihoppancakeday.com/>.

IHOP knows that this one special day translates into new and increased business year-round. It offers one free stack of pancakes in return for a donation to Children's Miracle Network Hospitals. In 2016 alone, IHOP ended up receiving nearly \$4 million for the charity. The point is that National Days are win-wins for everyone.

Similarly, Dunkin' Donuts created National Coffee Day. On that day, Dunkin' Donuts offers a free cup of joe that packs the stores with customers. The increased traffic helps generate repeat customers throughout the year too. The media loves to promote days of national interest, so give the public and the media things they already love and then market it.

Be creative. For example, if you are a dog groomer, you could register National Poodle Day or National Groom Your Dog Day. When poodle lovers visit your web page describing the National Day, they will prominently see that you are the registrant of the new day, complete with a link to your website. You can even suggest that *National Day Archives* state in the official web page that poodle fans should schedule a grooming visit with their local pet groomer on that day. They just might reward you with a click on your link.

The sky is the limit. You simply need to select a new National Day that potential customers would love to celebrate. This may help you break into new markets and give you new customers who had never known about your business.

Other Premium Names

In addition to the reserved categories, we have also reserved specific Premium Names under most of the Standard Day

subcategories. A full listing of currently available Premium Names for the subcategories at the time of publishing this book is located in appendices, but be sure to check the official website at the time you plan to register.

Conclusion

Have fun picking a Premium Name, then market it according to the tips and techniques outlined in Chapter 7.

CHAPTER 6



Proclamation Day

Have you ever wished you could create a National Day just to tell someone thank you or that you love them? Well, now you can.

At *National Day Archives*, we celebrate the love or appreciation of someone special. Upon registering, you get an official National Day Proclamation certificate that you can share with the one honored and on social media. Because these days don't go onto our official *Master Calendar* that gets distributed to the media, we are able to keep the registration costs affordable for everyone.

Available Proclamation Listings

Here are the types of Proclamation Listings to choose from:

- Love/Romance/Valentines (proclaim your love for someone)
- Name of Individual (name yourself, friend or family to honor)
- Appreciation (name of friend, family of co-worker to honor)
- Employee Awards (name of employee of month or year)
- In Remembrance (name of loved one to keep the memory alive)
- Wedding/Engagements/Anniversaries (proclaim your love for your sweetheart)

Here are examples for how to name a proclamation:

January 15	National Daddy Loves His Princess Day
February 14	National John Doe Loves Mary Doe Day
February 14	National Jenny Be My Valentine Day
March 1	National Jane Smith Day
April 5	National Joe Jackson Appreciation Day
May 10	National Mary Doe Acme, Inc., Worker of the Month Day
July 19	National In Remembrance of Mark Jones Day
August 20	National John and Jenny's Wedding Day

Registration Package

The Proclamation Day registration package is an economical way to declare your love for someone, proclaim an employee award, or honor the memory of a loved one.

Choose from six categories, then you can name the National Day whatever you want within reason and restrictions. This National Day will not go on the *Master Calendar*, but we will

email you a professionally-designed Official National Day Proclamation certificate with the name of your National Day and listing you as the registrant. You choose who you want to share the certification with and invite them to join in the honor.

- Want a cool Valentine’s present or wedding gift? How about sending your sweetheart a certification of registering, such as National John Doe Loves Mary Doe Day. Not sure what to get for a wedding gift? Why not a National Day for the newlyweds, such as National John and Jenny’s Wedding Day.
- A parent can even create a National Day stating their love for a child. You don’t have to use their last name and can use your own words to speak to the heart of your son or daughter. For instance, you can create *National Daddy Loves His Princess Day*, or add their first or full name. The choice is yours. We’ll send you an Official National Day Proclamation certificate with the exact love sentiment you choose for anything or anyone you are crazy about. You then share the certificate with the ones you love!
- What about a special employee? Do they really need another coffee cup? Show them you really appreciate them by naming a National Day in appreciation, such as National John Doe Appreciation Day or National John Doe Acme, Inc., Worker of the Month Day.
- You can even create an *in remembrance* National Day, to keep the memory alive. Name it what you want to and share it with those that deeply care as a way of staying connected.

The Proclamation Listing is the perfect choice if you plan to notify those in your circle of influence about the special day honoring that special someone. You choose with whom to share the professionally designed Official National Day Proclamation certificate, and can even post it to social media. We also allow you to choose additional services, such as a plaque. It's your day, so choose how you want to celebrate it.

Premium Listing Alternative

If you want a permanent National Day listing on the National Day Archives, complete with a web page highlighting the accomplishments of a special person, then consider the Premium Listing Category. See Chapter 5 for more details.

What You Get for a Proclamation Listing

What you get for a one-time non-refundable application fee for a Proclamation Day Listing:

1. Name and category for your National Day
2. Day of the year for your National Day
3. Official National Day Proclamation certificate via email proclaiming you as the registrant of the National Day that you can share on social media
4. Ability to purchase during checkout other services, such as a plaque

Conclusion

Finally, you can create a National Day for the one you respect. What a great way to surprise them! Think of the fun you'll have planning and celebrating the new day every year

with the one you love or want to honor. If you want a web page and permanent listing on the National Day Archives, consider the celebrity category under Premium Listings. See Chapter 5 for more details.

CHAPTER 7



Marketing a New National Day

There are many easy and effective ways to market a new National Day to attract new customers. This chapter shares proven creative tips and ideas for promoting your National Day. It just may generate new followers or customers. The chapter also identifies business opportunities that will benefit your company or cause.

Creating a new National Day can separate you from the crowd and give you instant credibility, even national prominence, as you build a growing, loyal customer base. You'll soon realize just how valuable creating a new National Day can be.

28 Marketing Techniques for Promoting a New National Day

If you make marketing a regular practice, you'll maximize the business impact of your National Day. Here are 28 tips and techniques to get you started on marketing.

1. Create a Press Release

A press release is the fastest and most cost-effective marketing tool. If done properly, it will bring you free publicity on traditional media channels. It can also result in articles being circulated online about your National Day, your company and your products.

You don't have to pay anyone to publish it, but the tips below will improve your chances of getting the media, bloggers, or others to pick them up. Here are some tips:

First, be interesting. Give your audience something they want to share with others. It is not enough to say, "There is a new National Day!" You must describe the day to convince the media that their audience would want to know about it. Drafting a good purpose statement explaining why the day was created and how to celebrate it can help. You can use language from that to draft your pithy press release.

Second, mention that the day is officially recognized by *National Day Archives*. This adds credibility to your day. Add a copy of the Official Certificate of Registration for the media to attach to the article.

Third, make your release newsworthy. Write the release in the tone a reporter would use for an article.

Fourth, come up with a few statements that you put in quotes from your CEO or spokesperson. Try to say something memorable. Keep it personal if you can.

2. Contact the Local Media

Whenever possible, contact media and bloggers personally. Send them the press release and any other material to bolster a newsworthy story. The more it seems directed specifically to them, the more likely they are to find it appealing.

Local newspapers, radio and TV programs focus on local events. If your National Day is tied to your community, they may find it newsworthy.

Think through your pitch. Give the media something to talk about. Media outlets love both serious and wacky news, so give them something fresh or fun to tell their viewers.

You can also send your press release out more broadly using a free press release service, such as Free-Press-Release, Newswire Today, Online PR Media, PRFire, or PRLog. You can also choose to use a paid press release distribution service, such as WebPR or PRNewswire. These press releases are reviewed by hundreds of websites looking for fresh content to pick up.

Another way of getting in front of the media is to sign up as a source for HARO, which stands for “Help A Reporter Out.” (www.helpareporter.com) After sending your press release to reporters, you may find they contact you to hear more about why you created your National Day.

Finally, be sure to post the press release to your website.

3. Contact Bloggers

Local and traditional media are not the only outlet for news. Today the top bloggers have millions of followers and need new material daily. Let bloggers and podcasters know about your new National Day and give them your press release. Ask if you can become a guest blogger or be interviewed on their podcast. Often, they need new stories and content.

If they blog about your National Day, thank them and post a link to the blog post on both social media and your website. It's great publicity.

A Google search will show you the most popular blogs and bloggers for topics related to your National Day. You'll find a good fit out there. These are your ideal contacts.

4. Write Letters to Editors

Consider writing a letter to the editor and an op-ed piece. If it is tied to the date of your National Day, you have a better chance of getting picked up. This is a great place to use the fun facts and pithy quotes you wrote for your press release!

5. Get on the Local Radio

Radio shows love guests that can talk in sound bites about relatable topics. A new National Day fits the bill. Call or email well ahead of time to book a spot to appear a day or two before your National Day, to alert your audience beforehand. Incentivize your appearance with giveaways and promotional items and mention it on the radio show. They love to give stuff away.

6. Give Podcast Interviews

Don't overlook podcasts, an extremely popular medium. Many people prefer them to talk radio. You can go on an existing podcast to be interviewed or start your own show. In fact, if you have a cell phone, you might be able to create one easily. There are many articles on the web that show you how to do podcasts on a budget.

7. Save Reprints

If you get an article or blog published, save copies of it. Save anything written by anyone about your day. You can use these copies in many ways.

First, you post them on your website. Second, you share them with other media outlets. If the media or others know another media outlet took you seriously, they will be more likely to cover your story. Coverage from various outlets will give you credibility with both the media and the public.

8. Create a Pinterest Board

A Pinterest Board can get a high ranking on Google. It's a quickly growing place for visual searches. People love looking at pictures, which is why Pinterest is so popular.

A new National Day is a perfect fit for Pinterest. Check out other Pinterest pages to brainstorm pictures and content to put on your web page. There are some great articles on how to create an engaging Pinterest Board, so get started now.

9. Create a Blog

Be sure to include a blog on your website.

First, blogs can build confidence in your business.

Second, blogs develop relationships with potential customers. People want to know about you and feel like you care about them. Most blogs allow readers to add “Likes” or comments. Start a conversation with people who love your National Day. In fact, according to a HubSpot survey, 60 percent of businesses who blog acquire more customers than those that don’t blog.²

Third, blogs can build an audience to generate leads and sales. Just as you are the source of a National Day, you can also be the source of goods or services related to that special day. It can be a way of saying “thanks” for creating a day that you love.

Fourth, blogs can improve your website’s search engine optimization (SEO) rankings or at least provide additional pages that meet the customer’s search terms.

Fifth, blogs will keep you on track for marketing. Each time you post a blog, you must think about new ways to reach your customers. It forces you to think about marketing.

Sixth, blogs are inexpensive. You can write your own content. Keep it real and personal. Just focus on the topic of your National Day and related things that your readers are interested in. Position yourself as an expert on the topic, giving people fresh new ways to celebrate the day all year long.

10. Accept Guest Bloggers

Invite others to be a guest blogger on your website. If they have a following, their appearance will invite their followers to

² See <https://blog.hubspot.com/marketing/business-blogging-in-2015>.

your website. A guest blogger also generates original content for your website. Then ask if you can be a guest blogger on their website too! Avoid posts from direct competitors' blog on your site, but otherwise, let them write for you.

11. Comment on Other Blogs

Search out and find blogs related to your topic and then comment on their blogs. You can start a conversation by letting them know there is a National Day that celebrates the same topic. In your comment, mention the *National Day Archives* web page as the place to read more. When they click through, they will see you listed as the registrant.

12. Create Appropriate Social Media Accounts

Social media is becoming a leading marketing tool today, so join in. For example, Facebook has two billion users around the world. As part of that social media giant, each platform's audience favors certain topics and stories. The key is to keep posting frequently on the appropriate platforms to build and keep your audience.

Create the appropriate accounts and post to them often.

13. Separate Multiple Profiles on Social Media Accounts

Create different profiles on social media. Don't combine your personal profile with your business profile on Facebook, Twitter, Instagram or Snapchat. Have two profiles for every social media, one for personal and one for the business.

14. Create Your Own Hashtag

If you want to get the community of like-minded people talking about your National Day, create a hashtag.

The hashtag has become the most popular way of trending content on social media. When creating your hashtag you want to keep it short and easy to remember, such as #NationalXYZDay. You can also create more than one, such as #HowToCelebrateNationalXYZDay. By asking questions or using action terms in your hashtag, it prompts responses and interest. You can use them to promote events or hold contests.

Although hashtags first started with Twitter, they are now available on Instagram and Facebook too. Be sure to use all three.

There are lots of great articles out there for how to create and best use hashtags, so do some research and then jump in.

15. Create a Separate Web Page on Your Website

To get the most out of your National Day, create a web page on your website specific to your day so that it will be found on search engines. On your navigation, have a direct link to a dedicated page that only contains the National Day. Be sure to label the web page accordingly, such as www.ABC1Pumbing.com/NationalPlumberDay.

With a web page dedicated to the National Day, you will achieve better SEO for Google and other search engines. Read articles on how to best optimize that page with content, pictures, links, etc.

Most importantly, tell your story. Make that page interesting and professional so that others find value in your company

and want to share your web page with others. Make it easy for them to like the page and share with others.

16. Place Articles on Your Website

Articles are similar to blogs, but longer. Create both. Use the same or similar content, just tailor it for the context. Consider adding longer articles on your website relating to your National Day. Keep finding ways all year long to bring attention to your National Day by continually posting new articles. Even though it is celebrated one day a year, people may be interested in the topic all year long.

17. Create Quizzes

People love answering quizzes. Come up with fascinating tidbits about your National Day that you can turn into a quiz. You can put the quiz on your website or even submit it to a national magazine.

Facebook is a great place to offer quizzes too. Just Google the topic and find articles on how to go about it.

18. Create Fun or Fascinating Quotes

We live in a sound-bite world, so it's important to come up with funny or pithy quotes. Sprinkle these into your website, articles, or blogs. People simply love trivia, so keep feeding them new quotes all year long. People are more likely to share your quotes if there is something fun or fascinating to pass along.

19. Give Away Promotional Items

Give stuff away free! Your giveaway can be as simple as a free digital wallpaper for a computer or phone. Fun freebies for the social media world are GIFs, stickers, and emojis. People love to share these online.

20. Send E-Cards

You can create a digital greeting card to send or make it available for others to send. Include a cool graphic about your National Day, then send it to everyone you know. If it is really fun or funny or interesting, they will pass it along. Also, make it available on your website for free.

21. Invite Followers

You've heard others say, "Like us on Facebook" or "Follow us on Twitter." You need to say the same things too, then make it easy for people to do that. Using a widget encourages people to like or follow you on all the main social media platforms. Read articles on how add widgets or contact a web developer to add "like" and "follow" buttons to your web page.

22. Reciprocal Linking

Google values websites that have links from trusted websites. If other, legitimate websites link to your web page, it increases your website's trust.

Ask others to link to your National Day web page on your website. Sometimes you must agree to link to others to have them link to you. That's called reciprocal linking.

Just be careful that you don't simply go to a website promising to link hundreds of unrelated web pages to you. Google can recognize scams and will penalize you for questionable links.

23. Create a YouTube Video

Create a short video about your National Day to generate traffic to your website. The quality of many cell phone cameras actually allows you to do video on a budget. Just make sure the sound is good when you record it.

24. Sponsor a Contest

Make the award date for your contest the same as your National Day. Use social media to promote the contest and give away a valuable prize to entice people to participate. Be sure to sponsor the contest early enough so you can announce prizes or winners on the National Day. Promote your contest through all channels, including social media. Review each platform's contest restrictions prior to posting.

When creating a contest, give it a catchy name. Think through the rules to the contest, such as "Open to U.S. residents, 21 and older." Research if there are any other rules that must be used, such as "No purchase necessary. Void where prohibited by law."

Finally, a contest only works if you promote it. Simply creating a contest doesn't create media coverage. Use all of the techniques in this chapter to promote your contest. Even if it does not have the biggest impact in the first year, learn from it. Next year it is the second annual contest, and post pictures of last year's winner, etc.

25. Hold an Event

In addition to sponsoring a contest, you can hold an event on the National Day. You can promote events on free websites, such as Craigslist, Eventful, or Eventbrite. Again, promoting the event will be key. Follow the same principles as sponsoring a contest and publicity from this chapter.

26. Hire a Celebrity

If you can secure a celebrity to promote your day, that's a great head start. Some celebrities are less expensive than you might think. Use the following website to do some research into which celebrities are willing to take part in marketing activities: www.celebrityintelligence.com.

27. Hire a PR Agency

If you have the budget, hire a public relations (PR) company. Bill Gates once said, "If I were down to my last dollar, I'd spend it on public relations." PR companies know how to market and will come up with new ideas. Spend time researching an agency, then confirm that the one you pick understands your objectives. It's important that you both have the same mission and goals.

28. Purchase Additional Marketing Services From *National Day Archives*

National Day Archives offers some marketing help as an add-on option when you register a new National Day. If you have

the budget, it's a good idea to take a look at these options listed on our website when registering a new day.

Conclusion

Marketing your National Day is not as hard as you think. However, you do need to plan. It takes time and effort, but you will see results.

If you believe in the National Day you registered, then promote it with enthusiasm. Keep brainstorming and trying new things. Be sure to let us know of any new tips or share success stories with us. We want to celebrate with you.

CHAPTER 8



Conclusion

It's simple to create a new National Day. Just visit www.NationalDayArchives.com and follow the user-friendly online registration form. Once you verify the information and pay the application fee, you're done. Assuming your application complies with our terms and restrictions, after a review process, the National Day will be listed in the *National Day Archives*, and you'll receive an Official Certificate of Registration.

Of course, only the government can create federal holidays; but for the rest of us, the *National Day Archives* is your place for registering, tracking, and discovering all of the special, unique, and fun days that are affectionately referred to as National Days.

We made exploring the *National Day Archives* easy and user-friendly by listing days under popular categories and in alphabetical order, so that you can have fun exploring existing days and thinking about creating your own National Day.

Now you understand better why this is our motto:

Seize the day by creating your own National Day™

Right now, browse the appendices to this book to find out what National Days existed as of January 2018 (and available Premium Names) or get the latest data from the official *National Day Archives* website. Then, register your new day so you can invite people from around the globe to join in your celebration. You'll be proud to share your Official Certificate of Registration on social media and begin marketing, whether it's done for fun or profit.

Be sure to bookmark our website, and check out our Blog and Social Media links.

Enjoy your National Day!