

Directors Mortgage Drip Marketing Campaign

Marketing Vision:

We will use drip marketing as a very influential component of our marketing campaign. We will use drip marketing to immediately grab the attention of realtors and past clients and make them feel that Directors Mortgage will serve their best interests and offer them the best deals in the industry. Through further campaign development, we hope to eventually start targeting first time homebuyers and transitional buyers. We hope to gain the trust of past clients and realtors and also build long lasting relationships with them as well. Overall, we will use drip marketing to meet our objectives and create awareness towards Directors Mortgage.

Objectives:

Primary Business Objectives:

- Increase the number of loans each month
- Increase the volume of dollars produced

Secondary Objectives:

- Improve customer satisfaction
- Improve support to the loan officers for increased production
- Recruit the best loan officers in each market

Tertiary objectives:

- Support the community
- Have a recognizable brand

Profiles-Target Audience:

Existing Customer Profile:

Past clients of Directors Mortgage are loyal and have high expectations for their next service. They recommend Directors Mortgage to family and friends whenever they get the chance. They value long lasting relationships with the people they do business with and they feel they are receiving the best deals from those who are servicing them. They have established reputations in their area of work and are financially sound. They are knowledgeable in the services they may receive from Directors Mortgage but are

consistent with the services they pay for. They feel that Directors Mortgage is on their side and reliable so they continue to invest in the services that Directors Mortgage offers. Existing customers are always looking for the next best deal but they trust that Director's Mortgage will adapt with the necessary changes in order to compete with other companies in order to provide the best deals in the industry.

Realtor Profile:

Most realtors are between the ages of 30 and 50. They're often married and they may have children but this isn't true for all realtors in the real estate industry. They often live in urban areas and have a good amount of knowledge of the area around them. A realtor's main objective is finding the best deals for his clients so that transactions will go as quick and efficient as possible. The ability for a realtor's transactions to undergo smooth and efficient processes, the more income the realtor will be able to make in the long run. A realtor wants to see his clients happy so they will continue to do business with them in the future. They care about their clients and will do anything to find their clients the best deal. They would like to become loyal to one company for their service and build relationships with them but they will choose someone else if they feel they're getting the short end of the stick. They value good relationships and superior communication with their clients. They are constantly trying to bring in new clients but are more concerned with retaining their past clients. They are business savvy and have become exceptional in business networking. They feel that their clients deserve the best deals and can be aggressive at certain times when negotiable. Realtors are often professional and personable at the same time. They rather work independently but love working and talking with others. Realtors are very forward thinkers and usually rely on themselves to get the job done as they are very driven to get what they want.

Future targets based on campaign development and lead capture:

Customers (NEW)

The new customers we will target in to the future will fall in two areas: First time homebuyers and transitional buyers (those that have purchased a home in the past).

Transitional Buyer Profile

-They believe they deserve the best service and are entitled to outstanding customer service and the greatest deals. They demand respect and will only agree to what they feel they deserve. Past clients are looking for a fast, easy, efficient, and simple process. They expect all transactions to go as smooth as possible so they don't have to worry about anything going wrong or having to go out of their way for anything. Their ages are anywhere from 35-55 and may have a family with two or more children. They have

become respected in their field of work and are financially savvy, making 100k or more in income. Most likely they have a college degree or more. They expect good communication, a trusting relationship, and no mistakes throughout the process.

First Time Home Buyer Profile

-They are young and innovative. They are tech savvy and open to different ideas. They're usually in a stage of life where they're setting down with a family or wife and currently have a positive mindset and attitude. They may just be starting to make a name for themselves in their desired careers and have a stable job. They may have some college or recently graduated with a degree. They're excited for what lies ahead of them in the future. They're around 25-35 years old. They make around 35K to 75K per year in income and they have 1-2 children. First time homebuyers may have also just recently moved from one area to another.

Strategy:

We will use strategic tactics in our drip campaign by issuing out materials to our targets that are based on demographics, personal characteristics, and the time of year to give them something that will grab their attention right away and give them something they can relate to. The personal characteristics we will focus on are our target's attitudes, behaviors, and their lifestyles. The demographics we will focus on are our target's age, marital status, family, income, location (area, city, region, urban/rural etc.), and education level. The times of the year we will focus on are months July through December (6 month span). The material we send out throughout this span of time will be based on holidays, events occurring nearby during those months, change in peoples attitudes, and also the promotional calendar in order to create differentiation in the material we send out and to make sure were continuing to grab people's attentions when they read our material.

Activation Ideas:

-Use colors that reflect the time of year you are sending out the drip campaign

-Feature people with the same characteristics as the target market were trying to reach out to (age, income level, family, ethnic background, etc.) so give them something they can relate to. The picture will have to show them in a happy state of mind to make people feel that they could feel the same state of mind of those past customers featured in the drip campaign.

-Create themes for each month that maybe relate to holidays or big events that are happening in certain area during a certain month. For example, for July you could maybe show fireworks to display a fourth of July theme. For December, you could maybe do a Christmas theme with Christmas features and colors. In terms of big events, for a drip campaign in Portland during July you could have the background be a picture of people

biking in the Race Across Oregon from the year before or just biking in general. The Oregon Brewers festival also takes place in Portland during the month of July so you could have the background be a picture of people drinking beer in a urban setting or just a picture of the festival a year prior.

-Use catchy language that will grab the attention of the desired target right away. Instead of overwhelming the target right away with an abundance of information, use language that will persuade the customer to want to find out more information and look into what Directors Mortgage will do for them more. Provide a way they can find out more information either with a phone number, email address, website URL, or a social media tab. Also, it's very important that the company logo is displayed in way that speaks to the customer and is seen by the customer. This will create brand loyalty and awareness.

-Use fonts that will excite those who read them and appeal to the desired targets. Make the fonts big enough that people can see the message right away.

-Organize everything in a way so that the first thing that people see when they receive the drip campaign is the first thing that we want people to see. (Make it stand out).

-For younger customer, use more exiting, extravagant, and bright colors to attract them and spark their attention. For older customer, use more warm, professional, and conservative colors to spark their attentions.

-Send out monthly reminders, organizational tools, checklists, questionnaires, and different deals to make people feel that Directors Mortgage is on their side and Directors Mortgage is here to help and to prove its longevity.

-For different areas or regions, we could use a famous landmark or a place that is greatly visited. For example, you could have a picture of Pioneer Square, the Pearl District, Multnomah Falls or the waterfront. For Seattle, you could show a picture of space needle or Century Link Field.

-Show statistics of people who were better of after using Directors Mortgage or a mortgage company in general when it comes to receiving loans or realtors being able to provide better deals for their clients and being able to close their deals more efficiently. This will grab the attention of potential customers right away and give them faith in Directors Mortgage.

-Show any awards or good reviews that the company has received.

-Show a recommendation from a well-reputed company that Directors Mortgage has done business with.

-Maybe display fundraising efforts and impact on community by picking a well-known foundation in the area to donate to and saying something like "20 percent of our business goes towards the so and so foundation, please help make a positive impact on the

community by investing in our greatly valued cause”.

-Maybe feature success stories of people who used Directors Mortgage and provide a picture of them. This will make people believers of Directors Mortgage and in way feel closer and more comfortable with the company.

-Send out drip campaigns that appeal to certain people that have potential to have great success with Directors Mortgage. Send out a drip campaign that appeals to only Veterans to advertise their loan opportunities with Directors Mortgage. You could also focus on any other forms of work. You could appeal to any careers in the younger working class with drip campaigns that advertise the loans they can get afford their first homes.

-Thank you cards could be sent out to those who do business with Directors Mortgage. This is what will keep people coming back to Directors Mortgage.

-Send out small gifts with the drip campaign that feature the company name, phone number, and maybe even a link to the website.

Monthly Concepts:

July

- **Corporate strategy:**
- **What to focus on?**
 - -Fourth of July coming up
 - -It's anti-boredom month
 - -The fact that it's the beginning of the summer (people may have more time on their hands)
 - -People often plan on buying and selling in the summer
 - -Better mindset towards the market
- **How to appeal to consumers (past clients)?**
 - -Lower interest rates on fixed rate mortgages
 - -Simplified loan process
 - -Stress free pathway to home improvement loans
 - -Guided expertise

- **How to appeal to realtors?**
 - -Accelerated closing dates
 - -Will make their clients happy
 - -Efficiency in deals
- **Possible ideas for past clients:**
 - -With the fourth of July right around the corner, it's time to declare independence from the high interest rates on your fixed rate mortgage by investing in our simplified refinancing loan process!
 - -Finally have some time to spare as we enter into this beautiful season we call summer? Is there a dream house you've always wanted but can't afford? Well with our simplified loan process, now you can! Our team will brighten up your home buying process in a way that is affordable and efficient at the same time.
 - -Are you looking to improve your home this summer? We can brighten up your home buying process in a way that is much more affordable and efficient. We have the expertise necessary to provide you with a stress free pathway to getting your next home improvement loan.
 - -It's anti-boredom month so you know what that means! It's time for home improvements! Choose Directors Mortgage for your next home improvement loan. We'll guarantee a stress free pathway that is efficient and also affordable.
- **Possible ideas for realtors:**
 - -As we enter into the peak of summer, are you worried about how you're going to execute a closing deal in a timely manner? Well there's no reason to worry. Directors Mortgage offers a loan process for your clients that will speed up the home buying process and help execute your closings by your desired deadlines.
 - -Summer is here and people are looking to move into new homes. Speed up the closing process by working with Directors Mortgage! Make your clients happy by executing on time closing with our simplified loan process. Our main focus is you and your client's needs.
- **Specific Areas to focus on:**

- -Portland
- -Hood River
- -The Coast
- -Seattle
- -Bend

- **Portland:**
- **What to focus on?**
 - -Race across Oregon (July 18-21)
 - -Oregon Brewer's Festival (July 23-27)
 - Possible idea for Portland realtors:
 - -Race across Oregon with your accelerated closing dates! We are focused on you and your client's needs by making sure you're executing on time closings by sending loan papers to escrow 6-8 days prior to the close date. (This can also be used for Hood River).
 - Possible idea for past clients:
 - -Brew up some ideas for home improvement this summer with our stress-free pathway to getting your next home improvement loan! Home improvement has never been so affordable.
- Hood River:
 - What to focus on?
 - -Lavender Daze
 - -Wine culture
 - -Horticulture
 - Possible ideas for hood river past clients:
 - Looking for a fresh start? There's never been a better time to move into the dream house you've been looking for. Directors Mortgage will insure a simplified loan process that is both affordable and efficient at the same time.

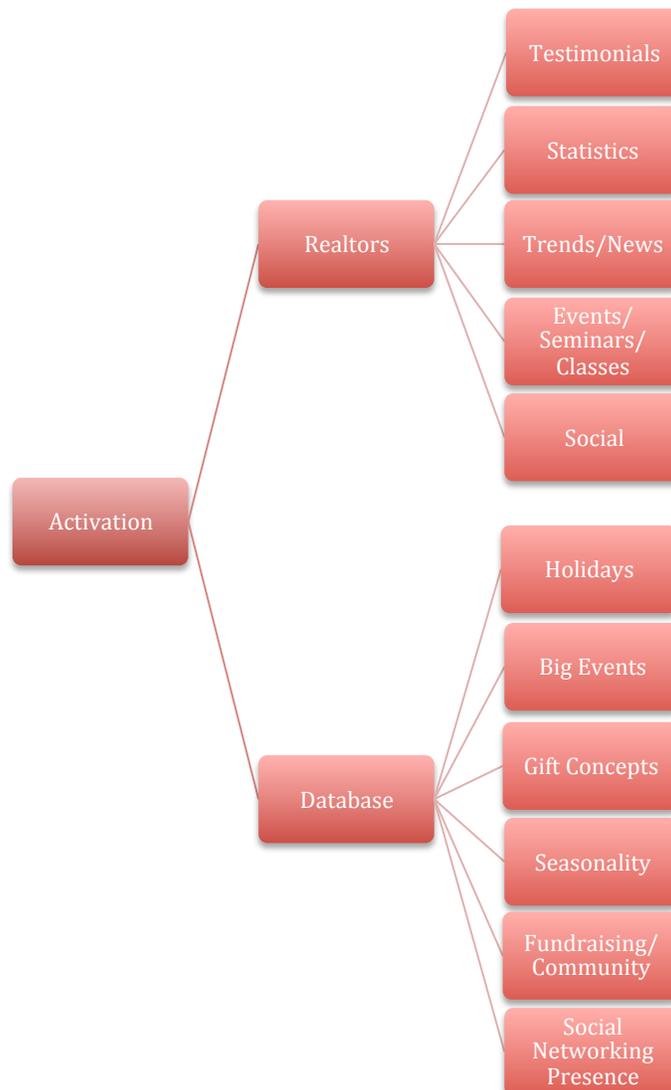
- Add some flavor to your homes this summer with our simplified home improvement loan process!
- Spice up your homes this summer with our simplified home improvement loan process!
- Possible ideas for hood river realtors:
- Growth is crucial in this rapidly changing market. That's why it's time to go to Directors Mortgage to serve the best interest of your clients' wants and needs. We have the most efficient and affordable loan process in the industry.
- Cultivate your loan process with Director's mortgage affordable and efficient loan process! We will insure that you and your clients are happy by executing on time closing dates.
- Directors Mortgage is focused on you and your clients' needs! Freshen up the loan process with our affordable and efficient loan process; smoothening the road bumps along the way.
- **The Coast:**
- **What to focus on?**
- -Beach culture
- -Art/music culture
- -Local food
- -Fishing/clamming culture
- **Possible ideas for past clients:**
- Life's a beach! Time to go to Directors Mortgage for your next home improvement loan! It's what you deserve.
- Let the good times roll with our stress-free pathway to getting your next home improvement loan!
- Add some color to your homes this summer with our simplified home improvement loan process!
- Surfs up! Time to break free from the high interest rates on your fixed rate mortgage by investing in our simplified refinancing loan process!

- Fishing for that next great deal? Invest your time in Directors Mortgage for an affordable and efficient loan process when purchasing your new home!
- Getting bad vibes from the high interest rates on your fixed rate mortgage? It's time to invest in Directors Mortgage with our simplified loan process!
- **Possible ideas for realtors:**
- Troubled with your inconsistent sales record? Create a steady rhythm in the real estate market with our low interest loan process. We'll make sure you're keeping your clients happy by executing on time closings that are stress free for you and your clients.
- **Seattle:**
- **What to focus on?**
- -Arts/crafts/music/dance culture
- -Local food
- -Very urbanized
- -Many festivals featuring live music, local food, and arts/crafts
- -International/foreign influence
- -Very diverse
- -Biking/stay fit culture (many biking and obstacle course events)
- -Beer gardens/wine tasting
- **Possible ideas for past clients:**
- Keep your home mortgage interest rates in shape this summer with our simplified refinancing loan process!
- Diversify your home improvement loan process by investing in Directors Mortgage! Our interest rates can't be beat.
- Spice up your home improvement loan process by investing in Directors Mortgage. Our interest rates can't be beat.
- Add some flavor to your homes this summer with our highly efficient home improvement loan process!

- It's time for a fresh start. Go to Directors Mortgage when looking for your new dream home. Our highly efficient loan process can't be beat.
- **Possible ideas for realtors:**
- Get into the groove this summer by closing deals quicker than you've ever done so before! Our focus is on you and your clients' needs.
- Establish your reputation in the real estate market this summer by closing deals quicker than you've ever done so before! Our focus is on you and your clients' needs.
- Keep better relationships with your clients by offering faster closing dates! Just go to Directors Mortgage. Our simplified loan process can't be beat.
- **Bend:**
- **What to focus on?**
- -Outdoor activities (river rafting/kayaking, fishing, hiking, biking, hunting)
- -Strong community
- -Tourist spot
- -Great environment for children of all ages
- -Many rural areas (many ranchers)
- -Strong wildlife presence
- -Cowboy culture
- -Beautiful scenery
- -Nature influence on culture
- **Possible ideas for past clients:**
- -Make sure to keep your ideas flowing this summer when looking into home improvements! With our stress-free pathway to your next home improvement loan, you can now do so much more!
- Capture the freshness in the air this summer when looking for your new dream home. Invest in Directors Mortgage for an affordable and efficient loan process when looking for your next home!
- **Possible ideas for realtors:**

- Reel in more clients this summer with our simplified refinancing loan process!
Are focus is on you and your client's needs!
- Put a charm in your client's eyes this summer when they see the deals Directors Mortgage offers on their new home loan!
- Take a stand to the high interest rates you're paying on your home mortgage this summer by investing with Director Mortgage's simplified refinancing loan process!

Activation Strategy:



Testimonials

Image to realtors:

Realtors will see professionalism and reliability. We want realtors to really believe that they have a higher potential of success with Directors Mortgage. We want realtors to think, “Wow, Directors Mortgage really does have my back and is here to help”. The drip campaign will feature a well-established and professional realtor’s who appears to be better off after working with Directors Mortgage.

Quote:

The quote will be a success story from a well-established and professional realtor who was better off after working with Directors Mortgage. The quote will convince realtors that if they invest their time with Directors Mortgage then they could achieve the same level of success. “Since I’ve started working with Directors Mortgage, I’ve been closing deals faster than ever and my clients have never been so happy!”

Call to Action:

We will send out these testimonials to all the realtors in the area. We will drive realtors to want to look into Directors Mortgage more and get more info. The drip campaign will feature a social networking tab, a phone number, systematic text messaging (text 1234 for more information), and a link to the website so realtors can efficiently reach out to Directors Mortgage for information.

Statistics

Image to Realtors:

The statistics will stand out right away and grab the attention of readers immediately. Realtors will see success trends with Directors Mortgage and believe that Directors Mortgage is the next “big thing”. These success rates that realtors will see will drive realtors to believe it’s a priority to invest their business with Directors Mortgage.

Quote:

The statistics will show percentage of success rates with Directors Mortgage. They will be straightforward and show Directors Mortgage’s reputable record of creating success for their clients. 90% of realtors claim they have vastly improved the efficiency of their sales processes by investing in Directors Mortgage and their clients have never been happier”.

Call to Action:

The statistics will be written in bold to really catch the eyes of realtors right away. The statistics will be the centerpiece of the drip campaign and serve as the main segment. It will be sent out to all the realtors in the area and the drip campaign will feature a picture of a successful realtor who is closing a deal with his happy client.

Trends/News

Image to Realtors:

The trends/news featured on the drip campaign will serve as helpful tools and reminders for realtors to help their everyday. This drip campaign will not only bring in realtor's attentions but also portray the image that Directors Mortgage is here to help is on your side.

Quote:

It will feature monthly checklists, reminders, organizational tools, and questionnaires to help out realtors in their everyday business.

Call to Action:

This drip campaign will be sent out monthly to all the realtors in a designated area. A good amount of research will have to be done to find things that will help realtors stay on top of their game.

Events/Seminars/Classes

Image to Realtors:

We will use the drip campaign to advertise upcoming real estate conventions, seminars, classes in which there will be a Directors Mortgage presence and sponsorship. Due to the fact that realtors will already want to look into when these events are for their best interests, we will strategically grab the attention of realtors towards Directors Mortgage while they are becoming informed about these upcoming events. The drip campaign will be used to promote the company and show Directors Mortgage involvement in

the community. It will show Directors Mortgage growing role in the real estate community.

Quote:

It will either feature a schedule of upcoming events or one invitation to a seminar/class that is put on by Directors Mortgage. It will be very written in a very persuasive way and appealing way so that realtors think “wow I really need to go to this”

Call to Action:

We'll need to research upcoming events/seminars/classes in designated areas to advertise with the schedule of upcoming events that we'll be sending out. We'll need to choose what events Directors Mortgage is going to sponsor and which events Directors Mortgage is going to have a presence at, whether that's signs/posters/billboards or in person. For event invitations, we would need to host seminars/classes where we invite key speakers to talk about real estate and schedule a date so we can inform realtors in the area when to come to these seminars/classes. An important part of this will be identifying whom we want to come talk to, reaching out to them, and getting them to come talk at these seminars/classes.

Social Networking Presence

Image to past clients:

A social networking presence in the drip campaign will show that Directors Mortgage is a growing, tech savvy, cutting edge, and innovative company. It will look simple but state-of-the-art at the same time. There will be a tab that includes various social networking links in the corner of the drip campaign. This will allow realtors to stay in touch with Directors Mortgage,

become informed of what's happening with the company and the market at the time, and to receive special offers or just interesting things that would be appealing to any homeowner. This will show Directors Mortgage desire to keep a connection with those they do business with and their ability to adapt to advancement in the market. This will make realtors feel that Directors Mortgage will really achieve their client's expectations.

Quote:

The social networking tab will feature the logos of all the main social networking sites (Twitter, Facebook, Instagram, LinkedIn, Pinterest, Google+, Tumblr, etc.). It will be bright and really stand out to realtors when they receive the drip campaign.

Call to Action:

We'll need to create accounts with various popular social networking sites and assign someone to consistently update them with various kinds of postings: ones that would appeal and grab the attention realtors. It would be a good idea to advertise any special deals, packages, or offers happening at any given time through the various social networks.

Holiday Specialization

Image to past clients:

We will send out a drip campaign the month of every major holiday. The theme of these drip campaigns will be based off the holiday of that month. For example, for July we could have the background be a picture of fireworks

going off to embrace the Fourth of July theme. This drip campaigns will remind clients that Directors Mortgages is still here and still here by their side. We could even use the promotional calendar as a fun, creative way to mix it up a bit and get peoples attentions. The humor factor could be a very beneficial way of grabbing the attention of past clients. The fun themes will also stabilize the positive mindset in past clients minds about Directors Mortgage and attract their attention to what is being said in the drip campaign.

Quote:

The written statement will compose of fun slogans that will grab the attention of the reader right away. It will be written in a way that relates to the given holiday depending on the month. It will almost serve as cliffhanger for people to feel they need look more into Directors Mortgage to find out more information.

Call to Action:

We well need to research all the different holidays to decide which months were going to send out drip campaigns. We will need to use our creative minds to develop slogans that are engaging, fun, and somehow to relate to the given holiday. We will also have to create backgrounds that relate to the holidays we decide to use whether it's with colors, themes, or pictures.

Local Event Specialization

Image to past clients:

Sending out drip campaigns with themes of upcoming local events will show our involvement in the community and grab the eyes of the people to

make them want to read more. The background will show a picture of something that relates to an event coming up. It will almost serve as an advertisement for the event but when they read it, they will end up learning more about the services that Directors Mortgage offers. It will be a fun way of getting people excited about Directors Mortgage.

Quote:

The message will lie out sort of like a slogan and will have fun, enthusiastic, and creative punch lines. They will be written in a way that relates to the upcoming event as well. For example, for the Race Across Oregon event in July, you could say “Race Across Oregon with your accelerated closing dates!”

Call to Action:

We’ll have to research upcoming events in Portland, Hood River, Seattle, Bend, and near the coast and decide how we were going to create different drip campaigns in a way that articulates the theme of each individual holiday. We’ll also have to use our creative minds to create messages that reflect the themes of the upcoming events and to decide what images were going to use as backgrounds.

Gift Concepts

Image to past clients:

The small gift we send out with the drip campaigns will be used to market Directors Mortgage and to show customer appreciation. It will be used to keep Directors Mortgage in their heads and to show that Directors

Mortgage really does care for its past clients. It may also be used as an incentive for people to do business with Directors Mortgage.

Quote:

The gifts that are sent out with the drip campaign will have Direct Mortgage written on them along with the company logo, phone number, and maybe even a link to the company website. Everything will be written in bold so that the title Directors Mortgage gets people's attention right away.

Call to Action:

We will need to decide which drip campaigns we want to send out gifts with. We will also need to decide what products we will want to send out as gifts (will have to be able to fit inside an envelope). Maybe pens? Next we will need to figure out how were going to place the title on the product in a way that makes it really stand out and appealing to people. We want Directors Mortgage to be the first thing they see when they look at the gift.

Seasonality

Image to past clients:

The differentiation in drip campaigns sent out would be used as a way of grabbing peoples attentions and reeling them into the message Directors Mortgage is trying to depict. It will also serve as reminder of what's happening in the housing market throughout the year and that were still on their side and that we have a long-term care for our clients. The overall image of the seasonal drip campaigns will be based off of the given season. For example, at the start of summer we could send out a drip campaign that has bright colors and a sunny summerlike background to it.

Quote:

The message depicted in the seasonal drip campaigns will be influenced by the given season and based on what's happening in that season. The change in people's lifestyles and attitudes going into the new season will be reflected in the drip campaigns along with changes in the market. The message will be eye grabbing, fun, and creative.

Call to Action:

We will need to decide on what about a certain season distinguishes itself from all the other season. What kind of changes in attitudes and lifestyles take place during the different seasons? What changes in the housing market take place during each season? Is there a season that is better to buy during than another? These are all things to think about when trying to create differentiation in the drip campaigns sent out seasonally. For example, for summer we could focus on the idea that people are more willing to move houses, have a positive mindset towards the market, and people have more time on their hands. After we figure this out, we need to use our creative minds to create fun and exciting messages that relate to each season to send out in the drip campaigns.

Fundraising/Community

Image to past clients:

The fundraising drip campaign will show Directors Mortgage's care for the community. It will show Director's Mortgage desire to get involved and benefit the community. It will put the idea in customer's heads that "if Directors Mortgage cares so much for the community than I'm sure they'll

show the same level of care for my needs as well”. The background will be directly related to the foundations itself.

Quote:

An example would be “Help a child in need by using Directors Mortgage for your next home improvement loan! 30% of our proceeds will go towards Kids In Need Foundation. Were here to help.” The message will pop out to readers right away.

Call to Action:

We’ll have to find a well-known foundation that we feel will show the most involvement in each community. Then we’ll have to decide how much of the total profits earned we’ll want to donate to charity.

Social Networking Presence

Image to past clients:

A social networking presence in the drip campaign will show that Directors Mortgage is a growing, tech savvy, cutting edge, and innovative company. It will look simple but state-of-the-art at the same time. There will be a tab that includes various social networking links in the corner of the drip campaign. This will allow clients to stay in touch with Directors Mortgage, become informed of what’s happening with the company and the market at the time, and to receive special offers or just interesting things that would be appealing to any homeowner. This will show Directors Mortgage desire to keep a connection with its past clients and ability to adapt to advancement in the market.

Quote:

The social networking tab will feature the logos of all the main social networking sites (Twitter, Facebook, Instagram, LinkedIn, Pinterest, Google+, Tumblr, etc.). It will be bright and really stand out to people when they receive the drip campaign.

Call to Action:

We'll need to create accounts with various popular social networking sites and assign someone to consistently update them with various kinds of postings: ones that would appeal and grab the attention of past clients. It would be a good idea to advertise any special deals, packages, or offers happening at any given time through the various social networks.

Monthly concepts to focus on in the following months:

August:

- National Friendship Day (August 3rd)
- International Forgiveness Day (August 3rd)
- Lazy Day (August 10th)
- Relaxation Day (August 15th)
- Senior Citizens Day (August 1st)
- Be An Angel Day (August 22nd)
- Just Because Day (August 27th)
- It's admit you're happy month
- It's family fun month
- It's romance awareness month

- It's summer!

September:

- Labor Day (September 1st)
- Patriot Day (September 11th)
- International Day of Peace (September 21st)
- Fall begins (September 23rd)
- Classes begin for most schools
- It's National Courtesy Month
- It's Self-Improvement Month
- Fight Procrastination Day (September 6th)
- Swap Ideas Day (September 10th)
- Positive Thinking Day (September 13th)
- Oktoberfest begins (September 20th)
- National Good Neighbor Day (September 28th)

October

- World Vegetation Day (October 1st)
- Columbus Day (October 13th)
- United Nations Day (October 24th)
- Halloween (October 31st)
- It's Awareness Month
- It's Sarcastic Month
- Week 1 is Get Organized Week
- Week 1 is also Customer Service Month
- World Smile Day (October 3rd)

- Do Something Nice Day (October 5th)
- Oktoberfest ends (October 5th)
- Come and Take it Day (October 6th)
- Curious Events Day (October 9th)
- It's My Party Day (October 11th)
- Moment of Frustration Day (October 12th)
- International Skeptics Day (October 13th)
- Sweetest Day (October 18th)
- Evaluate Your Life Day (October 19th)
- Make a Difference Day (October 25th)
- Navy Day (October 27th)