

2025 Marketing Kits and LifeSpeak-Hosted Campaigns Calendar

Marketing kits are self-service toolkits promoting a wellness initiative each month. Each kit includes turnkey resources to aid in internal communication with your members.

◆ LifeSpeak-Hosted Quarterly Campaigns (client opt-in)

Once per quarter, clients can opt-in for LifeSpeak *Holistic Wellness* to promote the monthly marketing kit theme on their behalf. The campaign includes two co-branded direct-to-member emails from LifeSpeak *Holistic Wellness* and a prize raffle across all participating clients' members.

For questions about marketing kits and campaigns in 2025, please visit lifespeak.com

JANUARY

Starting Fresh



Motivate members to start the new year with healthy routine. Set a new year resolution focused on wellness.

FEBRUARY

Heart Health



Spread awareness on the importance of cardiovascular health. This toolkit provides resources for a strong and healthy heart.

MARCH

◆ Q1

Nutrition



Educate members on how to make informed food choices. This toolkit provides resources to learn the basics of healthy eating and nutrition.

APRIL

Financial Health



Give members access to resources that provide guidance on budgeting, saving, reducing financial stress, and building a healthier relationship with money.

MAY

◆ Q2

Mental Health Awareness



Raise awareness about the importance of mental health. This toolkit provides resources to prioritize mental health and wellbeing.

JUNE

Physical Wellbeing & Preventive Health



Encourage regular physical activity with fitness challenges, workout programs, and group exercise classes.

JULY

Mind-Body & Mindfulness



Support mental wellbeing through exercise. This toolkit provides resources to promote the impact of physical activity on mental health.

AUGUST

◆ Q3

Healthy Together



Focus on the importance of working together and building meaningful connections with others around you. This toolkit provides resources to support team efforts and engagement.

SEPTEMBER

Stress and Resilience



Share strategies to cope with stress and anxiety. This toolkit provides resources to manage stress and improve everyday living.

OCTOBER

Mental Health & Wellbeing at Work



How to keep good mental health at work. workplace. This toolkit provides resources to focus on health and wellness at work.

NOVEMBER

◆ Q4

Selfcare



Share resources that encourage daily habits like movement, mindfulness, and rest, empowering members to prioritize themselves and recharge in a balanced and sustainable way.

DECEMBER

Healthy Holidays



Highlighting strategies to navigate the holiday period by making healthy choices. This toolkit will provide resources on finishing the year with wellness in mind.