

2026 Marketing Kits and Wellbeats-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.

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

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

For questions about marketing kits and campaigns in 2026, please visit clientservices@wellbeats.com.

JANUARY

Reset, Refocus, Reconnect



A fresh start with gentle structure. Support for emotional wellbeing, healthy routines, mindful movement, caregiving transitions, and substance use reset.

FEBRUARY

Matters of the Heart



Relationships with others and self. Cardiovascular health supported by movement, nutrition, stress reduction, and substance use awareness.

MARCH

◆ Q1

Nourish to Flourish



Support your body and mind with food, hydration, and habits that nourish from the inside out.

APRIL

Invest in You



Ease financial stress, grow with purpose, and support what matters most.

MAY

◆ Q2

How Are You, Really?



Support your mental health with tools for stress, emotions, and everyday resilience—whatever you're carrying.

JUNE

The Power of Prevention



Support your physical wellbeing with smart, sustainable habits that help you stay strong, bounce back faster, and avoid bigger setbacks down the road.

JULY

The Mindful Life



Support your focus, energy, and emotional wellbeing through rest, movement, and everyday awareness—because it's all connected.

AUGUST

◆ Q3

Rooted in Connection



From caregiving to community to daily relationships, your wellbeing grows through the people, routines, and support systems you trust.

SEPTEMBER

Sleep, Stress, and Showing Up



Care for your body and mind with tools for rest, resilience, and emotional balance—so you can keep showing up for what matters.

OCTOBER

Balance, Reclaimed



Rediscover what mental health balance means for you—with tools to manage stress, set boundaries, and reset habits that no longer serve you.

NOVEMBER

◆ Q4

Self-Care Is Caring



Caring for yourself is part of how you care for others. Support your wellbeing through rest, boundaries, emotional balance, and real-life tools for caregiving and beyond.

DECEMBER

More Presence, Less Pressure



Stress less, rest more, and support your wellbeing with mindful habits, emotional care, and substance use awareness through the holiday season.