

TIPS FOR RETAILERS

THINKING OF YOU WEEK

CREATE A WAVE OF HAPPINESS BY SENDING CARDS!

Send a card a day from September 23 to September 29, 2019

Thinking of You Week is a great way for retailers to draw people into the store and drive deeper engagement with the greeting card category. By reminding your customers to send a card a day you'll be helping to generate more positive connectivity across the country – **let's create a wave of happiness in 2019!**

What can retailers do?

- Design your own **Thinking of You Week** store signage
- Make a **Thinking of You** display using posters from our toolkit (various sizes available)
- Schedule social media posts using imagery from publishers whose cards you sell
- Follow and share social media content from [@thinkingofyouweek](#) on Instagram
- Add **Thinking of You Week** banners to circulars or other in-store publications

BONUS: Get Involved in your Local Community

Here are some more great ideas:

- Organize an in-store card writing event, or collaborate with a local coffee shop
- Hold a card-making competition and display the winners.
- Promote the week and your local event through social media using the social media banner in the toolkit, and to local media.
- Hold a "Buy 3 cards and get one free" promotion.
- Sell stamps for the week to make it easy for people to mail their cards.

The Greeting Card Association launched **Thinking of You Week** in 2018 to encourage card sending "just because" during the last week in September. With the support of the US postal service, over 500 million residences across the country saw the Thinking of You postmark on first class mail during the whole month of September, which was a great way to launch the event. The US Postal service will be joining us again in 2019. Now we need your help to make it even better!

Send a card, deliver a smile!

www.thinkingofyouweekusa.com

