



THINKING OF YOU Week

'Send a card, deliver a Smile.'

20th - 26th
September 2021

The events of 2020 made it clear how people are excited to **connect with friends and family** with greeting cards. **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.

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, #thinkingofyouweek, #sendacarddeliverasmile on Instagram and Facebook
- ☀️ **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 or virtual 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.
- ☀️ Stamp and mail any cards that are written in the store.
- ☀️ Email us your ideas to thinkingofyouweek@gmail.com and we will post them on the website and social media!

The Greeting Card Association launched **Thinking of You Week** in 2018 to encourage card sending "**just because**" during the last week of September. With the support of the **U.S. Postal Service** over 500 million households across the country saw the **Thinking of You postmark** on first class mail during the month of September!

Now we need your help to make Thinking of You Week 2021 even more successful!

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Thinking of you!

