



THINKING OF YOU Week

'Send a card, deliver a Smile.'

20th - 26th
September 2021

Thinking of You Week is an international movement to celebrate the benefits of sending and receiving **hand-written notes** by encouraging people of all ages to send a card a day for a week, just to tell someone they are **thinking of them**.

Studies have shown that a hand-written message such as a card can **boost happiness** and create a sense of **well-being** for both the sender and the recipient and our experience of the last year bears this out!

Sponsored by the GCA, the event offers publishers, retailers, schools and the general public the opportunity to get involved in their local community and to create their own initiative. **Thanks to the U.S. Postal Service**, millions of households see the **Thinking of You postmark** on first-class mail each September.

The website, www.thinkingofyouweekusa.com, offers suggestions, ideas and tools. It also features success stories from previous **Thinking of You Weeks**.



www.thinkingofyouweekusa.com
[@thinkingofyouweek](https://www.instagram.com/thinkingofyouweek)

[#sendacarddeliverasmile](https://twitter.com/sendacarddeliverasmile)
[#thinkingofyouweek](https://twitter.com/thinkingofyouweek)

The last year brought so many changes to our way of living and connecting, and card-sending is seeing a resurgence. As a card retailer, **Thinking of You Week** is an opportunity for you to engage customers with the greeting card category and strengthen connection within your community:

-  Organize a card-writing event, maybe involving cards written to residents of a local care home. This could take place in-store or not.
-  Hold a card making competition and display the winners
-  Make a Thinking of You display using posters from the toolkit
-  Promote the week and your local event through social media/local media, tag #thinkingofyouweek
-  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
-  Engage your customers via social media or your newsletter or email list, or your store window

Many of the above ideas can be carried out virtually

See our website for more ideas as well as downloadable posters!

www.thinkingofyouweekusa.com

Promote the week through local media, on your website, social media, tag #thinkingofyouweek #sendcarddeliverasmile #mailcarddeliverasmile

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Thinking of you!

 GREETING CARD ASSOCIATION