



THINKING OF YOU WEEK

@thinkingofyouweek #sendacarddeliverasmile #cardstories

Send a card a day from September 21 to September 27, 2020

Thinking of You Week is an international movement to celebrate sending and receiving hand-written notes. It is a great way for publishers to engage with retailers, their local community and consumers in general, and at the same time help raise the profile of sending greeting cards.

The USPS is once again supporting the event in 2020 with a Thinking of You postmark.



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, #cardstories, 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.
- ♥ Send 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.

Now we need your help to make Thinking of You Week even better!

Send a card, deliver a smile!

Visit our website www.thinkingofyouweekusa.com for more ideas, inspiration and tools such as posters.