



THINKING OF YOU WEEK

U.S.A

Sept
19th to 25th
2022

Send a card. Deliver a smile.

Thinking of You Week is an international weeklong celebration of the magic of sending greeting cards.

Thinking of You Week is the perfect time to encourage people to send handwritten notes just to tell someone they are thinking of them. Studies show that receiving a handwritten greeting card has a bigger emotional impact than a text or email.

Sponsored by the Greeting Card Association, Thinking of You Week takes place every year in September. And with support of the U.S.

Postal Service, half a million households see the Thinking of You postmark on first-class mail each September. During this time, we provide resources to publishers, retailers, schools, and the general public to create their own initiatives to get their community involved. Visit www.thinkingofyouweekusa.com to download materials, tools, event ideas, and inspiration from past Thinking of You Weeks.



www.thinkingofyouweekusa.com

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

As a greeting card retailer, Thinking of You Week is an opportunity for you to engage customers and strengthen connections within your community. Some ways to get involved include:

- ☀️ Organize a card-writing event, maybe involving cards written to residents of a local care home.
- ☀️ 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 and tag #thinkingofyouweek and #sendacarddeliverasmile.
- ☀️ Hold a “Buy 3 cards and get one free” promotion.
- ☀️ Give away stamps with greeting card purchases for the week to make it easy for people to mail their cards.
- ☀️ Engage your customers via social media, your newsletter or email list, or your store window.
- ☀️ Several of the above ideas can be carried out in-person or virtually.

See our website for more ideas as well as downloadable resources:

www.thinkingofyouweekusa.com

Be sure to check in throughout the year as we add more resources and follow us on Instagram [@thinkingofyouweek!](https://www.instagram.com/thinkingofyouweek/)

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