



THINKING OF you week

'Send a card, deliver a smile.'

15th - 21st
September
2025

Join in to create a **wave of card sending** during
Thinking of You Week 2025

Thinking of You Week offers an opportunity to **share the joy**
of **sending and receiving greeting cards.**



How to engage your customers with the joy of Thinking of You Week!

Make a Thinking of You Week card display instore, using the Toolkit branding and pulling together your best-selling blank and everyday occasions cards such as friendship, get well, thank you and of course thinking of you!

Encourage customers to write cards!

Create a special card-writing place, or table where customers can write their cards. Also, give cards and allocate time to your staff to write cards during the week.

Don't forget your website!

Plan a promotion to support online sales in September. Use the Thinking of You Week logo which you can download from our website www.thinkingofyou.cards

Tell us and the local Press!

Contact us with what you're planning, and we'll feature your story on our website newsfeed and social media. Then you will benefit from the GCA's consumer media activity, we regularly receive coverage and have even made it onto the news!

Tell your community what you're planning

Send details to your customers, the trade press and the local radio/press with some photos, and let people know how to contact you to get involved!

Get social - Sharing is caring!

Post like crazy in the lead up to and during the week! We receive huge engagement on social media in the run to and during TOYW. Get imaginative and engage your community.

Tag us on Instagram: [@thinkingofyouweek_uk](https://www.instagram.com/thinkingofyouweek_uk)

Use the hashtags [#sendacarddeliverasmile](https://twitter.com/hashtag/sendacarddeliverasmile) and [#thinkingofyouweek](https://twitter.com/hashtag/thinkingofyouweek)

To feature in our marketing, send your news and jpgs to danielle@gca.cards

www.thinkingofyouweek.cards