MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

MARCH 2024

MONTH

National Reading Month
A whole month dedicated to reading sounds like a dream! Let us booksellers help you find your next book (or two) to read this month.

WEEK

Ramadan March 10–April 9
Ramadan Mubarak!
TIP: Be mindful of customers who are fasting with any events involving food. Consider having to-go options or events later in the evening when the sun goes down.

DAYS

1. National Day of Unplugging
   Turn on your “Do Not Disturb” setting and stay for a while. It’s the perfect day to read at our bookstore!

2. National Salesperson Day/Employee Appreciation Day
   We cannot thank our booksellers enough for all they do! From recommending a new favorite read, setting up gorgeous displays, and planning events for the store, booksellers are the heart of indie bookstores!

3. National World Language Month
   Looking to learn a new language? Or looking to read Translated Fiction? Check out our language learning resources or stop by our international movie night!

4. Women’s History Month
   Celebrate the women who made American history with resources and tips from Women’s History Month.

5. Make Up Your Own Holiday Day
   TIP: Create a day just for your store! Creating a unique holiday for your store can be a fun and engaging way to connect with your community and loyal customers. Maybe it’s a day for your city (Akron Day), or Thank You Day, or Your Store Cat’s Birthday!

6. Pi Day
   Cook up some sweet or savory Pi(e)s from our selection of cookbooks!
   TIP: Anything your store can do related to the number 3.14? How about the number of miles walked by booksellers in one day in the store? Maybe buy pies and staff bake pies for an employee appreciation kind of day.

7. Earth Hour Day
   If open, consider observing Earth Hour from 8:30 pm to 9:30 pm by turning off non-essential electric lights as a symbol of collective commitment to our planet.

8. St. Patrick’s Day
   We’re green with envy for these books you can read this St. Patrick’s Day!

9. Ides of March
   Beware the Ides of March. Pick up a new book just to be safe!

10. Daylight Savings Time
    One less hour in the day means Supermarket Sweeping your way through an indie bookstore so you can get back home to read!

11. Spring Equinox
    Spring is officially here! Enjoy the outdoors by reading a new book amidst freshly cut grass and flowers in bloom.

12. World Poetry Day
    Poetry is the heartbeat of language, and today, we celebrate its beautiful rhythm. Join us in embracing the power of verse. Share your favorite poem or poet.

13. Women’s History Month
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14. National Read Across America Day
    A day dedicated to a bookworm’s favorite activity? You bet! It’s the day we do what we do best: read! What book are you reading today?

15. Pi Day
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16. World Storytelling Day
    The art of storytelling is not lost, whether they have words, pictures, signs, or expressions, and we have thousands of stories to share with you! Stop on in to hear some of our favorites.

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