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. March Madness March 19–April 8
March Madness but make it bookish! We’re serving up a month of bookish excitement with our very own tournament. From classics to contemporary favorites, which book will reign supreme?

4. 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!

5. Small Press Month
Let’s celebrate all the amazing Small Presses this month and the stories and authors they bring us! What’s your favorite small or independent press?
TIP: Highlight books and authors from small presses, many of which can be found on Indie Next Lists and Indies Introduce.

6. 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?

7. 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.

8. International Women’s Day
Let’s celebrate the historical, cultural, and political achievements of women and support taking action against gender inequality around the world.

9. 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.

10. 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.

11. 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!

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

13. 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!

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

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

17. 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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19. Holi
Bura na mano, Holi hai! Celebrate Holi, the Festival of Colors, and the arrival of spring!

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24. Easter
Anyone find any books or bookstore gift cards in their Easter baskets this year? 🐇 🏃‍♂️

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31. International Transgender Day of Visibility
On this International Transgender Day of Visibility, we celebrate the vibrant and diverse transgender community. Visit our store and explore books that honor and elevate trans voices.