

# MARKETING CALENDAR

## for Holidays & Observances

# NOVEMBER 2022

## MONTH

### Native American Heritage Month

Happy Native American Heritage Month! Celebrate and amplify Native American authors and voices through store displays and events.

### National Novel Writing Month (NaNoWriMo)

Show of hands, who has imagined seeing a book you write sitting on the shelves of your favorite bookstore? Partner with a local author to host a write-in or workshop!

## WEEK



### Nov 7 – Nov 13 Children's Book Week

Children's Book Week originated in 1919 in the belief that children's books and literacy are life-changers. Check out these resources and celebration ideas.

A display of booksellers' favorite children's book when they were growing up!



## DAY

### 6. Daylight Savings Ends

What to do with that extra hour when we "fall back"...that stack of books by your bed may have some ideas!

### 8. Science, Technology, Engineering, and Mathematics (STEM) Day

National STEM Day is celebrated every year on November 8 to encourage kids to explore their interests in the fields of science, technology, engineering, art, and math. What are your favorite books featuring characters in the STEM/STEAM field?

### 11. Veterans Day

Today, we honor US veterans for their service, protection, and support.

### 13. World Kindness Day

Booksellers work hard to get good books into your hands and the hands of your loved ones. Let's show them some extra kindness today!

### 16. National Book Award

Are you going to watch the 73rd National Book Awards Ceremony? Winners will be announced in Fiction, Nonfiction, Poetry, Translated Literature, & Young People's Literature. What books are you rooting for this year?

### 21. World Hello Day

Booksellers are always delighted when you come in and say hello!

### 24. Thanksgiving

This Thanksgiving, we are thankful for our customers and the chance to share our favorite reads with them in indie bookstores.

### 25. National Day of Listening

Want a bit of solace while you dig into your holiday shopping? Try listening to an audio book!

### 25. Plaid Friday

"Plaid Friday" is the idea of weaving individual threads of small businesses together to create a strong fabric! This Plaid Friday, we celebrate independent businesses while wearing our favorite leisure wear: plaid!



### 26. Small Business Saturday/ Indies First

It's the official kick-off weekend for holiday shopping! Which indie bookstore will you shop at this Indies First?

### 28. Cider Monday

It's not a typo! Cider Monday is an initiative to take a bite out of cyber deals and shop indie and local, in person and online!

### 29. Giving Tuesday

Let's show our generosity to the community! Pick a cause that gets you fired up and give back — not just for Giving Tuesday, but every day.  
#GivingTuesday