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

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!

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?

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!

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

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!

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

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?

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!

DAY

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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!

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