

Retailer Fun for Holidays and Special Days **By Karen Whiting**

Author holiday carol along and autograph party

Whether its Christmas in July, Easter (The Old Rugged Cross), or Labor Day (I've Been Workin' on the Railroad), consider having musicians and authors for a sing-along event. Make it a community event by either holding a cookie bake off contest or letting a youth group hold a bake sale.

Book trees or revolving monthly themed displays

Set up a display that combines books and Christmas lights.

Set up a Christmas tree and hang printed book covers as ornaments. Change it out for other holidays, like Valentine's Day and dangle romance titles with special quotes for couples.

- January and New Year Resolution Bible and Devotional tree
- February Valentines day and President's Day Leadership tree
- March Lenten tree or Spring Titles, gardening devotions, spring cleaning and spiritual cleaning
- April Easter Tree with books on intimacy with Christ
- May and summer reading kickoff with kid's books
- June Graduation décor with titles to promote good life choices
- July and vacation travel books
- August back to school with books on parenting, bullying, and class colors
- September grand parenting and family month for generational reading materials
- October and harvesting with titles related to evangelism
- November and books related to gratitude, adoption, and Thanksgiving
- December is a fun tree that can have more options like Christmas novellas and ornaments for sale

To find connections for special days check out

<http://www.brownielocks.com>

<http://www.adsources.com/IDEAS/Cal/05May.htm>

<http://www.history.com/this-day-in-history>

<http://www.historyorb.com/on-this-day.php>

Make your own special month of blessings celebrations

Perk up the winter or coincide with your store's anniversary with a Blessing's Month. Gift-wrap prizes including books. Let customers put their names in a basket by the display of gifts. Start blessing customers halfway through the month by drawing a winner every day to bless a customer. End the month with a party and celebrate blessings.

Karen Whiting is an international speaker, award-winning author of nineteen books, and a former television host. Her latest books Nature Girl and The One Year Devotions for Active Boys are great books for events.

<http://christianauthorsnetwork.com/karen-whiting/>



Resources you can trust from

