



# JANUARY 2020 MERCHANDISING CALENDAR

- Now Shipping**
- Confirmation Counter Cards
  - Communion Counter Cards
  - Everyday Boxed Cards
  - Easter Counter Cards
  - Easter Boxed Cards

SUN	MON	TUE	WED	THU	FRI	SAT
			1 New Year's Day	2	3	4
5	6	7	8 Reorder journals & mugs Dallas Gift Show	9 Reminder to reorder everyday counter cards Dallas Gift Show	10 Remember your children's boxed Valentines Christmas boxed Pro A returns form due Dallas Gift Show	11 Dallas Gift Show
12 Dallas Gift Show	13	14 Atlanta Gift Show	15 Atlanta Gift Show	16 Atlanta Gift Show	17 Atlanta Gift Show	18 Atlanta Gift Show
19 Atlanta Gift Show	20 Martin Luther King Jr. Day Atlanta Gift Show	21 Atlanta Gift Show	22	23 Reminder to reorder everyday counter cards	24	25
26	27	28	29 Midstates Show	30 Valentine card sales peak for next 2 weeks. do you have enough inventory? Midstates Show	31 Valentine's Day is coming! Order gifts for her! Christmas Counter returns no longer accepted. Midstates Show	





# FEBRUARY 2020 MERCHANDISING CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
						1 Groundhog Day Midstates Show
2 Midstates Show	3 Don't forget to order calendars & Christmas Boxed shipping in July!	4	5	6 Reminder to reorder everyday counter cards	7	8 Christmas Boxed Pro B returns form due.
9 CPE Show	10 Reminder to reorder Everyday/SA CPE Show	11 CPE Show	12	13	14 Payment for Valentine Counter cards & boxed cards is due today. Valentine's Day	15 Valentine Counter card returns start today.
16	17 President's Day	18	19	20 Reminder to reorder everyday counter cards	21	22
23	24	25	26 Ash Wednesday	27 Orgill Show	28 Orgill Show	29 Orgill Show

## Now Shipping

- Everyday Counter Refresh
- NEW DayBrighteners
- Apparel & Jewelery
- Gifts for Him





# MARCH 2020 MERCHANDISING CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
1 Stock up on best-selling card options!	2 Valentine Counter card returns no longer accepted.	3	4	5 Reminder to reorder Everyday Counter cards	6	7
8 Daylight Savings Time begins	9	10 Purim	11 Reminder: visit the retailer website to check your BOLD Loyalty Program status!	12	13	14
15	16	17 St. Patrick's Day	18	19 Reminder to reorder Everyday Counter cards	20 First Day of Spring	21
22 Vegas ASD Market	23 Vegas ASD Market	24 Vegas ASD Market	25 Vegas ASD Market	26	27	28
29	30	31				

## Now Shipping

- Mother's Day Counter Cards
- Mother's Day Boxed Cards
- Graduation Counter Cards
- Graduation Boxed Cards
- Confirmation & Communion Gifts





# APRIL 2020 MERCHANDISING CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2 Remember to order gifts for her for Mother's Day.	3	4
5 Palm Sunday	6	7	8	9 Remember to reorder counter cards. Passover	10 Good Friday	11
12 Payment due for Easter cards. Easter returns start today. Easter	13	14	15	16	17	18
19	20 Time to set your Mother's Day cards & gifts.	21	22 Earth Day	23 Remember to reorder counter cards.	24	25
26	27 Easter Counter Card returns no longer accepted.	28	29	30 Remember to reorder Mr. & Mrs. product for wedding season.		

## Now Shipping

- Father's Day Counter Cards
- Dated Planners





# MAY 2020 MERCHANDISING CALENDAR

SUN

MON

TUE

WED

THU

FRI

SAT

## Now Shipping

- Flex Counter
- Farm & Ranch
- Books
- Journals

					1	2
3	4	5 Cinco de Mayo	6	7 Remember to reorder counter cards. National Day of Prayer	8	9
10 Payment for Mother's Day cards due today. Mother's Day	11 Mother's Day returns start today.	12	13 Easter returns no longer accepted.	14	15	16 Armed Forces Day
17	18	19	20	21 Remember to reorder counter cards.	22	23
24	25 Mother's Day returns no longer accepted. Memorial Day	26	27 Easter Counter Card returns no longer accepted.	28	29	30

**31**  
Payment due for confirmation & communion counter cards.





# JUNE 2020 MERCHANDISING CALENDAR

Now Shipping

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2 Remember that wedding/anniversary card sales peak in June.	3	4 Reminder: visit the retailer website to check your BOLD Loyalty Program status!	5	6
7	8 Mother's Day returns no longer accepted.	9 Plan now for a Christmas in July sale.	10	11 Remember to reorder counter cards.	12	13 Confirmation & communion returns start today.
14 Flag Day	15	16 Display flex counter cards.	17	18	19	20 First Day of Summer
21 Payment for Father's Day counter cards due today. Father's Day	22 Father's Day counter cards returns start today.	23	24 Dallas Gift Temp	25 Remember to reorder counter cards. Dallas Gift Temp	26 Dallas Gift Temp	27 Dallas Gift Temp
28 Payment for graduation cards is due today. Dallas Gift Temp	29 Graduation returns start today. Father's Day returns end without penalty. Dallas Gift Temp	30 Dallas Gift Temp				





# JULY 2020 MERCHANDISING CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2 Confirmation & communion returns end today without penalty.	3 Stock up on gifts! August is the #1 birthday month.	4 Independence Day
5	6 New Everyday boxed cards available from DaySpring.	7	8 Reminder to stock up on best-selling card captions.	9 Reminder to reorder Everyday cards.	10 Time to reset calendar spinner with back to school products now available!	11 Confirmation & communion returns no longer accepted.
12	13	14 Atlanta Gift Show	15 Father's Day counter card returns no longer accepted. Graduation returns no longer accepted. Atlanta Gift Show	16 Atlanta Gift Show	17 Reminder to order new journals, mugs, & day brighteners. Atlanta Gift Show	18 Atlanta Gift Show
19 Atlanta Gift Show	20 Atlanta Gift Show	21	22 Do you have gift bags in stock?	23 Reminder to reorder Everyday cards. Retail Sales Webinar	24 Retail Sales Webinar	25
26 Parents Day	27	28	29 Christmas boxed cards are now shipping.	30	31	

## Now Shipping

- Christmas Boxed Cards
- 2021 Calendars
- Everyday Counter Refresh
- Clergy Counter Cards
- NEW Christmas Gift Bags
- NEW Gifts For Her
- NEW Everyday Boxed Cards
- Christmas Gifts





# AUGUST 2020 MERCHANDISING CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6 Reminder to reorder counter cards.	7	8
9	10 Place your DaySpring calendar display in the front of store & keep fully stocked.	11	12	13 Reset DaySpring journal, mug, & day brightener displays with new products!	14 Mid States Show	15 Mid States Show
16 Mid States Show	17 Mid States Show	18 Mid States Show	19	20 Reminder to reorder counter cards.	21	22 Orgill Show
23 Orgill Show & CRA/Munce Show	24 Orgill Show & CRA/Munce Show	25 Orgill Show & CRA/Munce Show	26	27	28	29
30	31					

## Now Shipping

- CCB Love Over All
- Clergy Counter Cards
- NEW Journals/Books
- NEW Day Brighteners
- NEW Drinkware
- Gifts For Her/ Studio 71





# SEPTEMBER 2020 MERCHANDISING CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
		1 Reset your calendar spinner to new DaySpring calendars!	2 Display Ministry appreciation counter cards.	3 Reminder: visit the retailer website to check your BOLD Loyalty Program status!	4	5
6	7 Labor Day	8	9 Reminder to stock up on best-selling card captions!	10 Reminder to reorder Everyday cards.	11 Patriot Day	12 National Day of Encouragement
13 Grandparents Day	14	15 It's time to display Christmas boxed cards, stationary, gift bags, gifts, & ornaments.	16	17	18	19 Rosh Hashanah
20	21 Journals, drinkware, & day brighteners make great gifts. Stock up today!	22 First Day of Fall	23 See You at the Pole Day	24 Reminder to reorder Everyday cards.	25	26
27	28 Yom Kippur	29	30			

## Now Shipping

- Thanksgiving Counter Cards
- Christmas Counter Cards





# OCTOBER 2020 MERCHANDISING CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
				1 Display your Fall Festival Stickers	2	3
4	5 Remind your customers that October is Clergy Appreciation Month	6	7	8 Reminder to stock up on best-selling Day Brightener titles that make perfect Christmas gifts!	9	10
11 Clergy Appreciation Day	12 Columbus Day	13 Display Thanksgiving counter & boxed cards.	14 Payment for Flex counter is due today.	15 Reminder to reorder Everyday cards.	16 Boss's Day	17
18	19	20 Reminder to place your order for Valentine's Day adult & children's boxed cards.	21	22 Reminder to stock up on drinkware, journals, & day brighteners for the gift giving season!	23	24
25	26 Plan a Black Friday sale to introduce the Christmas season.	27 Clergy returns end today without penalty.	28 Reminder to reorder stand-alone cards.	29 Reminder to reorder Everyday cards.	30 Flex 2019 returns start today.	31 Halloween

## Now Shipping

- Christmas Counter Cards





# NOVEMBER 2020 MERCHANDISING CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
1 Daylight Saving Time Ends	2 Flex returns no longer accepted.	3 Election Day	4	5	6 Do you need to reorder Christmas boxed cards, ornaments, or calendars?	7
8	9	10 Calendars make great Christmas gifts. Make sure you're in stock. Reorder today!	11 Veteren's Day	12 Reminder to reorder Everyday cards.	13	14 Clergy 2020 returns no longer accepted.
15 Reminder to stock up on best-selling card captions.	16	17	18	19	20	21
22	23 Make sure all your Christmas product is displayed.	24	25	26 Payment for Thanksgiving cards is due today. Thanksgiving	27 Thanksgiving 2020 returns start today. Black Friday!	28
29 Advent	30					

## Now Shipping

- Valentine's Day Counter Cards
- Valentine's Day Boxed Cards





# DECEMBER 2020 MERCHANDISING CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
		<b>1</b> Payment for Christmas boxed cards due if you didn't sign up for early incentive offer.	<b>2</b>	<b>3</b> Reminder: visit the retailer website to check your BOLD Loyalty Program Status	<b>4</b> Weekend idea: set up a self serve table with coffee, cider, & cookies to create a festive mood.	<b>5</b>
<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b> Reminder to reorder Everyday cards.	<b>11</b> Thanksgiving returns end today without penalty. Hanukkah	<b>12</b>
<b>13</b>	<b>14</b>	<b>15</b> Reminder: only 10 days till Christmas.	<b>16</b> Thanksgiving 2020 returns no longer accepted.	<b>17</b>	<b>18</b> New Everyday boxed cards available from DaySpring.	<b>19</b>
<b>20</b>	<b>21</b> First Day of Winter	<b>22</b>	<b>23</b>	<b>24</b> Reminder to reorder Everyday cards. Christmas Eve	<b>25</b> Payment for Christmas counter cards is due today. Christmas Day	<b>26</b> Christmas cards returns start today. Boxing Day Canada
<b>27</b>	<b>28</b> Reminder to reorder stand-alone product.	<b>29</b> Reset your endcaps with new Valentine's Day products.	<b>30</b>	<b>31</b> Payment for calendars due today.		

## Now Shipping

- Everyday Boxed Cards
- Valentine's Day Counter Cards
- Confirmation Counter Cards
- Communion Counter Cards

