



## December Promotional Ideas

### Operation Santa Paws

Pet spas, veterinarians and businesses of all kinds can earn positive press and community goodwill by donating branded pet toys as part of this initiative ([www.santapaws.info](http://www.santapaws.info)), which seeks to influence animal lovers to give new dog and cat toys to local shelters and rescues.

### National Impaired Driving Prevention Month

Accidents involving drunk or drugged driving increase around the holidays ([www.madd.org](http://www.madd.org)). Buttons, ribbons and safety items with anti-impaired driving messages can help bars, liquor stores, universities and supermarkets combat the tragic trend.

### Worldwide Food Service Safety Month

This campaign aims to encourage safe handling of food ([www.sweetandsavoryfoodconcessions.com](http://www.sweetandsavoryfoodconcessions.com)). Help restaurants and culinary schools influence employees and students to handle food correctly with a program that rewards them with fun items for following prescribed safety practices.

### Community Christmas Celebrations

From holiday parades to Victorian-themed "Dickens Days," Christmas events abound throughout the month. Provide everything from elf hats for volunteers, to signage and fun holiday giveaway items for clients sponsoring the festivities.

### Dec. 5 National Salesperson's Day

Clients can thank their hardworking salespeople with a party and branded gifts. Anything from watches and fleece vests, to headwear, drinkware and tablet cases make excellent presents.

### Dec. 6 National Miner's Day

This day honors and remembers the accomplishments and sacrifices of miners ([www.minersday.org](http://www.minersday.org)). Clients in the mining industry can reward workers with items such as stainless-steel thermoses, camouflage-patterned caps and branded work jackets. Plus, companies like heavy equipment firms and workwear brands can run promotional initiatives aimed at thanking their mining clients.

### Dec. 10-17 Human Rights Week

A special week that commemorates the United Nations' Dec. 10, 1948 adoption of the "Universal Declaration of Human Rights" ([www.un.org](http://www.un.org)). To capitalize, put together a creative direct-mail piece that nonprofits working for humanitarian causes can send to important donors, thanking them for their contributions and reminding them that more support is needed.

### Dec. 17 Wright Brothers Day

A 1963 presidential proclamation sets this day aside to celebrate the anniversary of the Wright Brothers' historic first flight. Develop a promotional package clients can send to their customers in which you tie into the flight theme through products and messaging that expresses how your buyer wants to help the end-user's business "take flight" or "soar high" in the new year. It's a unique angle on a holiday gift that's sure to get attention.

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## **Dec. 19 Underdog Day**

Salute all the underdogs and unsung heroes who diligently devote their days to improving their companies and communities. Provide appreciation gifts for volunteer firefighters, nursing assistants, dental assistants, secretaries and more.

## **December 26 - January 1 Kwanzaa**

## **Dec. 31 New Year's Eve**

Nightclubs and bars hold special New Year's Eve celebrations to attract revelers. Provide them with party hats, kazoos, noisemakers, coasters, light-up drink-ware and event-specific apparel for staff.

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