



PR Toolkit

#Cardmitment / Christmas



A reminder - What is #Cardmitment?

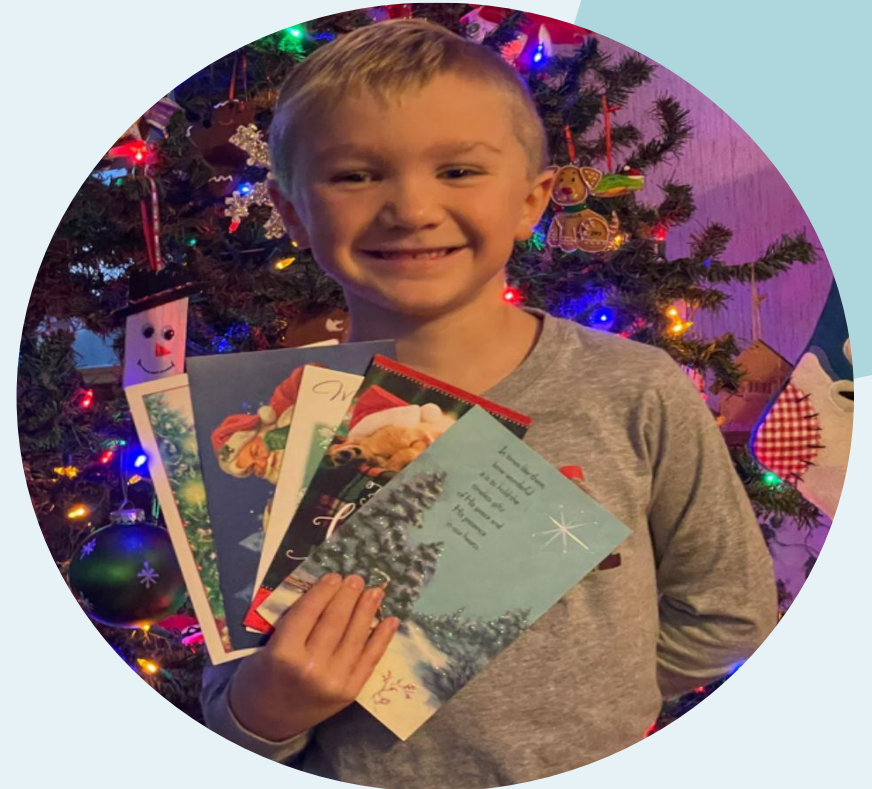
- **#Cardmitment** is our umbrella organising campaign for all the activity we'll be undertaking on behalf of the GCA over the coming months.
- Cards matter. Sending and exchanging cards promotes wellbeing and mental health, lighting up the life of recipients and senders alike.
- That simple act nurtures local independent businesses on the high streets we all love, supports local charities and organisations in the communities we care for and helps protect the Royal Mail delivery service we all treasure.
- And in support of all those brilliant benefits, that's why we need positive commitments to sending cards – from consumers, from stakeholders such as MPs and politicians.
- **#Cardmitment** is the tag we'll use throughout all our activity – from Thinking of You Week, to activity in support of sending cards at Christmas.
- And the more we all get behind it, the more resonance that campaign will have.



PR Stories

We want to hear from you!

- We want to generate a buzz in your community to support our **#Cardmitment** campaign during the Christmas season
- We'd like to hear about what you're doing as a retailer for **#Cardmitment** and showcase what you're doing in the local town and generate some lovely coverage in the run up to Christmas
- We'd like to hear about quirky, fun, relatable good news stories and they can be anything from....
 - Visiting a local care home
 - Giving a Christmas card to a special customer
 - An initiative with a school or church
 - Raising money for a local charity
 - Christmas card event
 - A local child wanting to spend a day in a card shop
 - Donating Christmas cards to a school or an event
- Sometimes the stories you think don't have any interest do because there's always an interesting fact so please share what you're doing with us



What you could do

- Decide what you're doing to support #Cardmitment and when you'd like to do it
- If appropriate, invite the local press down - we'll share a press release template on the GCA website which you can download and tailor to your event.
- You can send us a short overview of what it is you're thinking of doing because we might be able to help GCA@arena-pr.com
- It could also be an opportunity to get your MP Involved – and tell them how much cards matter and how much we rely on an affordable, reliable and national Royal Mail service
- Ensure you get some fabulous pics to help tell your story – if the press don't come and see you then you can send them the pics.
- Below are a few example of the type of pics the papers like to see – natural settings, fun and appealing. Ensure the picture tells your story!

