

# Plunkett Promotions Calendar

Think about promotions throughout the year. National and world events can compliment your own shop promotion ideas!

National events	Local promotion
<b>January</b>	
<b>National Potato Day</b>	Marmalade competition (order enough sugar!) – get a sponsor
<b>February</b>	
<b>Fairtrade Fortnight</b> Aimed at increasing awareness of the Fairtrade mark among consumers	Promote the Post Office – especially sales of savings stamps
<b>March</b>	
<b>Veggie Month</b> A celebration of vegetarianism and campaigning to inform about benefits of a vegetarian diet	Annual Customer Survey – circulate entire village
	Send out order sheets for Easter fruit and veg orders, specifying last ordering and collection days
	Mother's Day and Easter chocolates and flowers
<b>April</b>	
<b>Welly Week</b> Organized by Garden Organic to raise funds to educate and promote organic gardening, farming and food	Hanging baskets
<b>May</b>	
<b>World Fairtrade Day</b> An international celebration of Fairtrade	Display results of survey in shop and actions taken
<b>National Vegetarian Week</b> To educate and inform about the nature of a vegetarian diet	Rearrange stocks
<b>June</b>	
<b>Volunteers' Week</b> A national of the work of volunteers	Send flyers round village with specific promotions
<b>Co-operative Fortnight</b>	
<b>July</b>	
<b>Tourism!</b>	Whenever possible, take advantage of wholesales and cash and carry special offers and pass on full benefits to your customers
	Display local food items and give ideas for summer recipes using fresh ingredients
	Use signs to welcome visitors to the village

<b>August</b>	
<b>National Allotments Week</b> To promote awareness and availability of allotments locally and nationally	Displays of local produce; remember only stock what is not already available in the village. If it is in everybody's garden, don't stock it!
	Make a poster with latest posting dates for Christmas - surface and airmail. Make them relevant to the countries usually posted through you
<b>September</b>	
<b>Organic Fortnight</b> Celebration organised by the Soil Association of organic food and farming	Start a Christmas savings club
<b>British Food Fortnight</b> The biggest national celebration of the diverse and delicious range of food produced in Britain	Start stocking for Christmas
<b>Macmillan Biggest Coffee Morning</b> Fundraising for Macmillan Cancer support	If you deliver, publicise the service
<b>October</b>	
<b>World Rural Women's Day</b> A worldwide event to raise profile of rural women	Put slow sellers in a 'dump' basket at an attractive discount
<b>World Food Day</b> Commemorates the anniversary of the founding of the UN's Food and Agriculture Organisation (FAO)	
<b>November</b>	
<b>Social Enterprise Day</b>	Pre-Christmas – invite orders and publicise special offers
	Send out Christmas order sheets, specifying special offers, last ordering and collection days
	Organise a Christmas draw
	Promote orders for whole cases of wines and beers by listing the 'saving' price
	Pass on benefit of wholesalers and cash and carry special offers, and maybe, sell one or two lines at cost
	Christmas wine tasting
<b>December</b>	
<b>Christmas!</b>	Christmas party
	Could you offer free glass hire with party orders?
	Stock range of large boxes of chocolates. Only stock types where Christmas over-wrap can be removed. (Remember, St. Valentine's Day as well as Mother's day and Easter. Be bold!)
	Send out a Christmas 'bread and morning goods' order