

MARKETING CALENDAR for Holidays & Observances

NOVEMBER 2023

MONTH

Picture Book Month

Picture Book Month is an international initiative to encourage everyone to celebrate literacy with picture books! Here's to the authors and illustrators of these beautifully crafted books. 📖 What's your favorite picture book?

WEEK

University Press Week

November 13 - November 17

Celebrate the annual University Press Week and #ReadUP! Check out the [suggested activities](#) for booksellers who want to participate in UP Week 2023.

DAY

5. Daylight Savings Ends

What to do with that extra hour when we "fall back"...that stack of books by your bed may have some ideas!

11. Veterans Day

Today, we honor US veterans for their service, protection, and support. 🇺🇸 Check out our [Veteran-owned member bookstores](#).

15. National Book Awards

Are you going to watch the 74rd National Book Awards Ceremony? Winners will be announced in Fiction, Nonfiction, Poetry, Translated Literature, & Young People's Literature. What books are you rooting for this year? 🏆

24. National Day of Listening

Want a bit of solace while you dig into your holiday shopping? Try listening to an audiobook! 🎧

TIP: Host an audiobook walking group!



Nonfiction November

#NonfictionNovember is a month-long reading initiative where booklovers attempt to read as many nonfiction books as possible.

TIP: Host a Nonfiction November reading challenge. Suggest nonfiction books based on your store's favorite novels.

Children's Book Week

November 6 - November 12

Children's Book Week originated in 1919 in the belief that children's books and literacy are life-changers. What was your favorite children's book as a child?

TIP: Check out these [resources and celebration ideas](#).

Set up a display of booksellers' favorite children's books when they were growing up!



National Native American Heritage

Happy Native American Heritage Month! Celebrate and amplify Native American authors and voices through store displays and events.

National Novel Writing Month

Show of hands: Who has imagined seeing a book you wrote sitting on the shelves of your favorite bookstore?

TIP: Partner with a local author to host a write-in or workshop!

7. General Election Day

A future with independent bookstores is on the ballot. Make your voice heard at the polls! 🗳️

TIP: Check out this infographic on [The Top 10 Ways For Booksellers to Get Out The Vote!](#)

12. Diwali

Happy Diwali! We wish you, your family, and your friends a happy and prosperous new year. As we celebrate the festival of lights, may fortune smile upon you and favor you with many blessings.

23. Thanksgiving

This Thanksgiving, we are thankful for our customers and the chance to share our favorite reads with them in indie bookstores.

24. Plaid Friday

"Plaid Friday" is the idea of weaving individual threads of small businesses together to create a strong fabric! Today, we celebrate independent businesses while wearing our favorite leisure wear: plaid!

TIP: [Check out AMIBA](#) for ideas and how to join.

8. Science, Technology, Engineering, and Mathematics (STEM) Day

National STEM Day is celebrated every year to encourage kids to explore their interests in the fields of science, technology, engineering, art, and math. What are your favorite books featuring characters in the STEM/STEAM field? 📚 🧪 ⚙️

14. Ruby Bridges Walk to School Day

Ruby Bridges Walk to School Day is recognized by the state of California on November 14 each year as an annual day of dialogue to commemorate her historic steps.

TIP: Encourage your local schools, libraries, and community organizations to [sign up and receive free resources](#).

25. Small Business Saturday/ Indies First

It's the official kick-off weekend for holiday shopping! Which indie bookstore will you shop at this Indies First?

27. Cider Monday

It's not a typo! Cider Monday is an initiative to take a bite out of cyber deals and shop indie and local, in person and online! 🍏

TIP: [Check out AMIBA](#) for ideas and how to join.

TIP: Share [Civic Economics Unfulfilled Assets](#) in your newsletters and social media.