

# MARKETING CALENDAR FOR HOLIDAYS & OBSERVANCES

# NOVEMBER 2024

## MONTH

### National Native American Heritage Month

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

### 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 picture book do you love reading to your children, students, or grandchildren? What's your favorite picture book from childhood?

### 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!

**Tip:** Host store meet-ups for local writers.

### 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 customers' favorite novels.



## WEEK

### Children's Book Week

November 4-10

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.

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



### University Press Week

November 11 - November 15

Celebrate the annual University Press Week and **#ReadUP!** Check out the [suggested activities](#) for booksellers who want to participate in UP Week 2024.

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## DAY

### 29-Nov 1. 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.

### 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 Ruby's historic steps.

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

### 20. National Book Awards

Are you going to watch the 75th 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? 🏆

**Tip:** National Book Awards make great to reading lists for book clubs and displays.

### 3. 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. :us: Check out Veteran-owned member bookstores across the country through the [Indie Bookstore Finder](#) under "Veteran-Owned".

### 17. National Hiking Day

Happy Hiking Day! 🦋 Whether birdwatching or braving a 14er, you belong in the great outdoors.

**Tip:** Promote your store's nature or travel section. Or, feature sidelines and gifts in use outside!

### 28. Thanksgiving

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

### 29. 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.

### 5. General Election Day

Make your voice heard at the polls: fight for the right to read and our local economies.

A future with independent bookstores is on the ballot. Voting matters. Your voice matters. Make your vote count!

Vote in your local elections and build the communities of the future. 🗳️

**Tip:** Check out the [Get Out The Vote assets](#), including the [2024 Election Voter's Guide!](#)

**Tip:** Check out ABA's [VOTE411.org](#) page to get election information to your community.



### 29. National Day of Listening

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

**Tip:** Host an audiobook walking group!

### 30. Small Business Saturday/ Indies First

Get your shopping bags ready and continue with the official kick-off weekend for the holiday season! 🏆🛍️ Which indie bookstore will you shop at this Indies First?