



CRA social media campaigns calendar

6-10 JANUARY

Focus: Sales, donations, volunteering

Charity Shop Resolutions

Set of CRA-created assets to encourage people to change habits in a way that incorporates charity shops into everyday life.

10-14 FEBRUARY

Focus: Furniture and bric sales

Charity Shop Home

Member and influencer participation campaign - send in images and reels of your expertly curated furniture, homewares and room-setups.

MARCH

External campaigns: **International Women's Day, World Book Day**

21-25 APRIL

Focus: Social value and sustainability

More than a shop

Set of CRA-created assets to highlight ALL the benefits of charity shops including those related to social value and the environment.

External campaigns: **Earth Day**

MAY

Focus: Conference

Charity Retail Conference and Awards-related social media activity

JUNE

Focus: Volunteering

Charity Shop Volunteer

Set of CRA-created assets to celebrate and thank retail volunteers **during Volunteers' Week** (date TBC).

External campaigns: **Month of Community, Pride Month**

7-18 JULY

Focus: Visual Merchandising

Charity Shop WOW! Factor

Charity shop VM and interiors campaign featuring all of the WOW! Factor Awards entries.

4-8 AUGUST

Focus: Sales & donations

Back to school sustainably

Set of CRA-created assets to encourage people to try charity shops when buying for the new school year - in the form of a badge collection game to engage children.

SEPTEMBER

Focus: Fashion sales and sustainability

Charity Shop Fashion Week

Member and influencer participation campaign - send in images and reels of your expertly curated outfits. **During Sustainable Fashion Week** (date TBC)

OCTOBER

Focus: Donations and sustainability

Gift Aid Awareness Week (date TBC)

Set of CRA-created assets to help people understand retail Gift Aid.

20-31 Oct: Green Halloween

Member participation campaign - send in images of your Halloween displays and outfits for CRA to share.

3-7 NOVEMBER

Focus: Sales and donations

Give Good

Set of CRA-created assets to encourage donations.

Late Nov: Good Cause Santa Claus
See December.

DECEMBER

Focus: Sales

Good Cause Santa Claus

Set of CRA-created assets to encourage people to buy festive items from charity shops. Includes posters and a compliment slip for present buyers. CRA can brand to your charity.

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