

# Happy Holiday Every Day

It's a sunny Friday morning in February as I sit down to write this chapter. It's like most any other day of the year, except today is a national holiday. In fact, as I check the calendar, it turns out that today is quite a festive day.

Today is:

- International Mother Language Day;
- National Grain Free Day;
- World Information Architecture Day; and
- National Caregivers Day.

I suppose Hallmark could get most of the “blame” for the rise of non-holiday holidays. I've heard folks accuse the card companies for Mothers Day, Fathers Day, Childrens Day, Valentines Day, and even Christmas. However, much as I looked, I couldn't find a single *Happy Caregivers Day* card on either Hallmark or American Greetings. Exactly how we've ended up with a half-dozen holidays on virtually every day of the year is anybody's guess, but it's pretty easy to use these special days to help grow your church.

As I looked at today's list of holidays, I scrounged around to identify folks I knew in each of the categories. Right off, I realized I didn't know anybody who gave up their birth language completely, so Mother Language Day wasn't helpful. I didn't know anybody who's given up grain. I had to look up what an Information Architect was and had to tick that one off my list as well. However, I *do* know a couple of caregivers. In fact, I know a *lot* of caregivers. I'll bet you know some caregivers too, and that gives you a perfect opportunity to reach out and touch someone in the name of the Lord, your church, and just because you care.

Regardless of what day it is, there are a myriad of holidays that you can leverage to make a lasting impression. There are a number of online holiday calendars, but I've been using [Brownielocks.com](http://Brownielocks.com) for many years. They don't just list the holidays, they do a great job vetting them as well. If their site says it's National Window Washers Day, you can be sure it's a real thing (or as real as these “holidays” can be!). When you browse the site, you'll discover they list month-long holidays (February is National African American Awareness Month as well as Relationship Wellness Month); week-long holidays (National Stationery Week and Freelance Writers Appreciation Week); and of course, daily holidays. In other words, there is always something or someone to celebrate.

Hopefully, your creativity has already kicked in and you have a couple ideas of your own about how to make the most of these holidays, but I've listed some How To's below to help build momentum.

Of course, begin by perusing upcoming holidays. I like to peruse the monthly and weekly list on the first of the month. I make a note of the holidays that catch my imagination or bring someone

to mind – I'll add these to my personal calendar to remind me later. I tend to look at the daily holiday lists on Sunday for the upcoming week ... I've found that the daily list can be overwhelming when I try to peruse it in a single setting, but your experience might be different. In any event, the first step is to choose the holidays you want to "celebrate."

Next, you have to decide how you're going to celebrate. I'm a greeting card kind of guy. I like to pick up \$1 greeting cards when I'm at my local Hallmark store, but you can find inexpensive greeting cards at many grocery stores, big box stores, and of course at your local dollar store as well. This works particularly well when you're using your calendar in advance because you can drop the greeting card in the mail so that it arrives on or before the "holiday." However, I tend not to mail these cards, choosing instead to drop them off. There's something much more personal and gratifying to hand the person the card and watch their smile spread from mouth to eyes.

But cards aren't the only way ... or sometimes even the best way ... to celebrate some of these holidays. For instance, National Fig Newton Day on January 16 is probably not card worthy – unless you know inventor Charles Roser's great grandson. However, taking a snack pack of Fig Newtons to your neighbors, to your coworkers, or to hand out on the bus to your fellow commuters is a great way to celebrate. Of course, be sure to include some sort of note that includes at least a subtle hint of your faith (perhaps a card with an abridged version of Habakkuk 3:17–18 "*Though the fig tree does not bud and there are no grapes on the vine ... yet I will rejoice in the Lord.*") followed with "Happy Fig Newton Day") or your church business card to ensure your friends remember who you are and whose you are.

One Last Thought: It can be a lot of fun to combine social media with some of these obscure holidays. Just mentioning these holidays in a post can generate a lot of attention. Combine that with some faith comment or mention of an upcoming church event is a great way to draw attention to your congregation.