



FESTIVE FRIDAY

1ST DECEMBER 2023

#SENDACARDDDELIVERASMILE #FESTIVEFRIDAY

**FESTIVE FRIDAY IS THE DAY WHEN EVERYONE IN THE
CARD INDUSTRY, AND CARD LOVERS EVERYWHERE,
SENDS THEIR CHRISTMAS CARDS!**

*Let's get together on the first Friday in December to send our cards
and create a wave of festive cheer across the country! Receiving a card
reminds people to send theirs - and the wave grows!*

HOW TO GET INVOLVED:

SET ASIDE AN HOUR (OR TWO!):

*in the office on 1st December for everyone
to write their Christmas cards. Provide
them for free (if you can) or at cost price.
If you can pay for postage this should help
get more cards out there early; getting the
festive season off to a flying start!*

PASS IT ON!:

*Forward this flyer to everyone you
know in the industry - publishers,
artists, suppliers and retailers -
everyone is welcome to join in!*

DONATE SOME CARDS:

*to a local care home, hospital, your
children's school, a local charity to get
them in the festive mood.*

WE'D LOVE TO SEE YOUR PHOTOS:

*Post them on social media using
#FestiveFriday. If you have any other
festive card sending events
during the same week please
feel free to share them with us
(hello@gca.cards) and we'll
promote them on our social
media and websites!*



designed by



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gca greeting
card
association
REPRESENTING THE GREETING CARD INDUSTRY

A little note about tax implications

Our view is that this is promotional activity and should be non-taxable to your employees. Our tax adviser's opinion is that if you provide the cards and postage free of charge to your employees. It's a good idea to keep the total value to less than £15 per person, it will then be most likely judged as association 'trivial benefit' and non-taxable. In tax terms the value of 'the benefit' equals the cost price of the cards plus postage per person. Also, if you give this as a seasonal gift to employees, in order to avoid any tax issues, you should not give any other 'seasonal gifts'.