



How-To Guide: The Happy Card Project

A simple guide for small retailers to run a card design project during Thinking of You Week (September)

What's the Happy Card Project?

A local greeting card retailer partners with a nearby primary school. Children design cards that they think would make someone happy. The entries are displayed during Thinking of You Week, customers vote for their favourite, and the winning design is printed and sold in your shop. All profits go to a charity chosen by the winning child.

17 Timeline Overview

Month	Task
Preferably June but can be early Sept	Contact schools, confirm participation
Early September	Deliver blank cards
Mid-September	Collect entries, display, voting starts
Late September	Winner chosen, card printed
October	Launch sales and donate profits

Step-by-Step Instructions

1. Contact the School

- Email the head or deputy head.
- Explain the project and invite them to participate.
- Mention:
 - - It can be a take-home activity.

- - You'll provide blank cards (standard size preferred).
- - No glitter, sequins, or embellishments allowed.
- Offer to send a digital poster for parents.

2. Prepare Materials

- Use downloadable resources from the GCA website to make:
- - A project poster (for emails, print, or school noticeboards).

3. Deliver Cards (Early September)

- Agree on a drop-off date with the school.
- Provide enough cards for each child participating.

4. Promote in School

- Ask if the project can be mentioned during assembly.
- Offer to visit the school to explain the project (optional but impactful).

5. Collect Entries (Mid-September)

- Agree on a collection date (around 1 week after delivery).
- Pick up the completed cards.

6. Create a Voting Display

- Photograph each entry and compile a voting sheet.
- Display the cards in your shop window.
- Ask customers to vote for their favourite during Thinking of You Week (for ease of voting number the entries in your window and then keep a list of the entries as a tally chart to add the votes to.)

7. Promote the Competition

- Share the project and voting info via:
 - - Social media
 - - Your website or email list
 - - Local press, community pages, or school newsletters

8. Announce the Winner

- Notify the winning child and school.
- Ask which charity the child would like profits to go to.
- Upload the artwork via the Windles Printers form.

- - Double-check the spelling of the child's name!

9. Launch the Card!

- Once printed and delivered:
 - - Gift the first 10 cards to the winning child.
 - - Take a photo of them with their design (with parent/school permission).
 - - Promote the design in-store and online.
 - - Highlight the charity it's supporting.



Tips for Success

- Standardise card size for easy display and printing.
- Frame the window display like a gallery to draw in passers-by.
- Use this as a way to build stronger local relationships—with schools, customers, and charities.

This project was successfully run in Earlybird's London Shop in 2024. If you have any questions about how to run the project please contact Heidi via email: heidi@earlybirddesigns.co.uk.