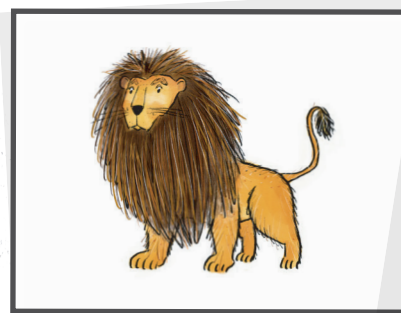


How to get involved in World Calligraphy Day



*Arthur and Jasper will #SaySomethingSpecial.
What will you say?*

14th August 2019

Say Something Special – Manuscript are working with Birmingham Children's Hospital to Say Something Special and spread messages of joy. Get your workforce and customers to send a special message to Say Something Special, 2nd Floor, 6 Waterloo Road, Wolverhampton, WV1 4BL.

Social Media – You can spread the message online using the key hashtags **#WorldCalligraphyDay** and **#SaySomethingSpecial**, whilst encouraging your followers and customers to do the same. Our second year partnership with Birmingham Children's Hospital is encouraging people to Say Something Special and by spreading the message online, you can help spread messages of joy and hope. Running giveaways in the run up to the 14th August can help spread the message of World Calligraphy Day and Say Something Special whilst increasing your followers through a trending hashtag

Competitions – Run a selection of World Calligraphy Day themed competitions with Manuscript product

Sales -Run promotions or money off offers for World Calligraphy Day

Projects - Manuscript have a selection of craft projects you can use to share with customers

Website – Update your website to include the World Calligraphy Day logo and tell customers that you're an Official World Calligraphy Day Retailer.

Demonstrators – If you have a physical store, why not book a demonstrator to run a workshop on 14th August 2019 to draw people in store?

Get involved with World Calligraphy Day
#WorldCalligraphyDay #SaySomethingSpecial