

World Candle Month 2019 Promotional Toolkit



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ABOUT WORLD CANDLE MONTH

Established in 2013 by the National Candle Association, World Candle Month proudly promotes the various ways candles enrich our daily lives. World Candle Month is celebrated every September by candle lovers around the world. This celebration is just one of the many ways NCA encourages industry collaboration to promote global candle sales.

This year's World Candle Month theme is "Candles Light Up Our World." We hope that this toolkit makes it easy to get involved and we look forward to celebrating with you. Don't forget to use #WorldCandleMonth in your social media posts and please reach out to us to share any upcoming company initiatives or promotions. You may also contact Sara Uzer on the NCA Communications team at suzer@candles.org or 202-207-1113 with any questions.

Thank you,

Kathy LaVanier
President
National Candle Association

Bob Pignato
Executive Director
National Candle Association

SOCIAL MEDIA MESSAGING & SUGGESTED POSTS

The following are sample posts to help you promote World Candle Month on your company's social media platforms. This year's theme is "Candles Light Up Our World." Please be sure to tag all social media posts with #WorldCandleMonth.

SUGGESTED POSTS:

- September is #WorldCandleMonth and our favorite way to celebrate is by exploring new candle scents and designs. What are some of the biggest candle trends?
<http://bit.ly/2ZnOg1f>
- September is #WorldCandleMonth, and the perfect time to stock up on candles for the cooler days ahead. What scents are your favorite for fall?
- The strongest of the five senses, our sense of smell can help us feel calmer, happier or even more productive. Use this guide to find the right candle scent for your mood:
<http://bit.ly/2z6bFoW> #WorldCandleMonth
- Struggling to find the perfect gift? Candles are a simple but meaningful way to spread the love! Choose a customized candle with a special photo or message, or pick a scent that represents a favorite memory. #WorldCandleMonth
- When hosting social gatherings at your home, swap harsh lights with candles. This will create a warm and soft glow, offering a relaxing and inviting ambiance for your guests. #WorldCandleMonth
- After a stressful day, focus on a candle's soft flicker to soothe your mind. Simply light a candle, watch the flame, and breathe. Even just 60 seconds can offer a much-needed reset! How do you use candles for self-care? #WorldCandleMonth
- If you needed an excuse to buy more candles – September is #WorldCandleMonth. What candles are you enjoying lately?
- How can you make your favorite candles last longer? Follow these candle care tips. #WorldCandleMonth <http://bit.ly/2U5gw3i>

SHAREABLE RESOURCES

HELPFUL LINKS

- [Your Foolproof Guide to Burning A Candle Correctly](#)
- [3 Ways to Welcome More Hygge Into Your Home](#)
- [How to Revive Your Candle Collection](#)
- [Making Scents of It: 4 Aromas With Powerful Benefits](#)
- [What's New for 2020? Global Candle Trends to Watch For](#)
- Candle [FAQs](#)

GRAPHICS

- World Candle Month [graphic](#)

WAYS TO GET INVOLVED

Here are some ideas to join the World Candle Month Celebration:

- Announce World Candle Month on your company's website and in marketing materials
- Share a blog post on how to incorporate more candles into your world
- Host a special event for your customers and/or employees
- Connect with NCA on [Instagram](#) and [LinkedIn](#)
- Follow World Candle Month on [Facebook](#) and [Pinterest](#)
- Use the [#WorldCandleMonth](#) hashtag when posting on social media
- Share any upcoming company promotions and initiatives with Sara Uzer at suzer@candles.org