



Glow All Out

*2026 Member World Candle
Month Resources*

Glow All Out Member Toolkit

World Candle Month 2026 is your chance to help consumers celebrate candles in a bigger, brighter way. This toolkit gives members ready-to-use copy, campaign ideas, social posts, digital resources and consumer education links to help every September moment **Glow All Out**.

Quick Start: 4 Easy Ways to Glow All Out

1. **Post the campaign:** Use the sample social media copy with #WorldCandleMonth.
2. **Update your channels:** Add the digital icon, infographic and website copy to your site, emails and newsletters.
3. **Invite participation:** Ask customers and employees to share how they Glow All Out with candles.
4. **Educate consumers:** Link to [AskAboutCandles.com](https://www.AskAboutCandles.com) for candle care, safety, trends and inspiration.

Weekly Checklist: Glow All Out in September

Use this simple checklist to turn World Candle Month into a steady, easy-to-manage campaign across social media, email, websites, retail displays and employee engagement.

Timing	Glow All Out Action Items
Before September	• Download the World Candle Month digital icon and infographic. • Add campaign messaging to your website, email signature, newsletter or retail signage. • Choose your social posts, visuals, promotion and any employee or customer engagement ideas.
Week 1: Kick Off the Glow	• Announce World Candle Month and invite customers to Glow All Out. • Post the campaign graphic and use #WorldCandleMonth. • Share a candle safety or candle care tip from AskAboutCandles.com.
Week 2: Educate and Inspire	• Share behind-the-scenes content, product quality details or a “from wax to wick” story. • Highlight candle care tips, burn best practices or consumer education resources. • Send or schedule a short email featuring candle inspiration and safety resources.
Week 3: Spark Engagement	• Launch a customer photo challenge, giveaway or “Find Your Glow” quiz. • Ask followers to share their favorite candle ritual, scent or styling tip. • Feature customer, employee or retailer content where appropriate.
Week 4: Keep the Glow Going	• Promote a limited-time offer, seasonal bundle or gift-with-purchase idea. • Share fall, hosting, outdoor entertaining or cozy-season candle inspiration. • Remind audiences to visit AskAboutCandles.com for tips, trends and safety information.
After September	• Thank customers, employees and partners for celebrating World Candle Month. • Save top-performing posts, photos and email ideas for next year. • Share any highlights or campaign wins with NCA where appropriate.

About World Candle Month



The National Candle Association (NCA), founded in 1974, is the major trade association representing U.S. candle manufacturers and their suppliers. The mission of the National Candle Association is to serve and represent its candle manufacturing members of the United States of America and their suppliers, and to promote safe products and a healthy environment for the industry. Headquartered in Washington, DC, NCA has more than 100 candle manufacturers and suppliers as members and is widely recognized as the leading technical authority on candle manufacturing, science, and safety.



The Latin American Candle Manufacturers Association – ALAFAVE – was created in 1999 as a non-profit association by a group of candle manufacturers and suppliers to the candle industry. The goals of ALAFAVE are to promote the Latin American candle industry through the sponsorship of digital publications and of conferences where the exchange of technical, market and regulatory information among its members takes place; to promote the production of quality candles and the safe use of candles in the region; to strengthen the integration of the Latin American candle industry in today's global economy.



The European Candle Manufacturers Association (ECMA) is the collective voice for the leading candle manufacturers and suppliers to the candle industry in Europe. Priorities are quality, research, standardization and compliance – and to offer safe and beautiful candles consumers can enjoy. ECMA was founded in 2021 when the former Association of European Candle Makers and European Candle Association joined forces.



Campaign Assets: Download, Share and Shine

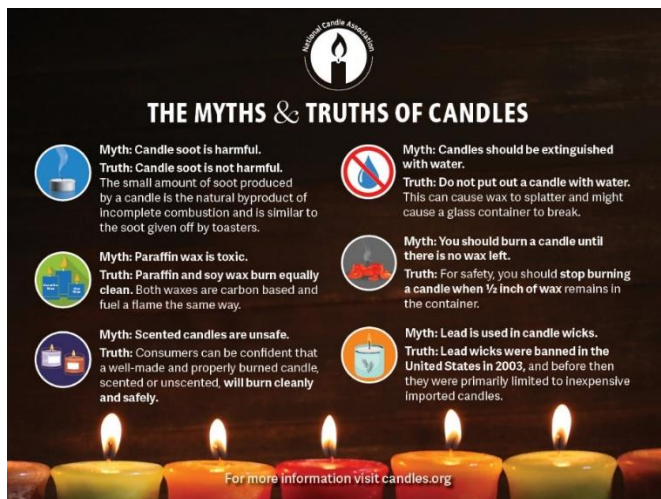


World Candle Month digital icon - click on the icon to download. Suggested uses for the new digital icon include:

- Update your World Candle Month webpage
- Include in your company or customer newsletters
- Add to your digital signature for the month of September
- Use in social media posts with #WorldCandleMonth

Infographics

Make sure to use **NCA's infographic** in social media or on your website – click on image to download.



Consumer Education Hub: [AskAboutCandles.com](https://www.AskAboutCandles.com)



NCA's Consumer website is intended for consumers to gather information about candles, candle trends and candle safety.

Share the link above on your social media or your website as an additional resource.

[About Candles](#)[Safety](#)[Tips and Trends](#)[World Candle Month](#)[Blog](#)[News](#)

Discover The Magic Of Candles

Candles have the power to transform any space. Lit or unlit, they add warmth, ambiance, and a touch of elegance that extends to any aesthetic. Explore our site for expert advice, helpful tips and tricks, and how to maximize your candles lifespan.

Whether you prefer a jar candle or a pillar, paraffin wax or soy, sweet scents or savory – there is something for you.



Social Media Toolkit

Use these posts as-is, customize them for your brand voice, or pair them with your own photos, videos, product launches and September promotions. Keep the campaign message consistent by using **Glow All Out** and **#WorldCandleMonth** throughout the month.

Use the hashtag **#WorldCandleMonth** and tag National Candle Association:



Facebook: [World Candle Month](#)



Instagram: [@nationalcandleassn](#)



LinkedIn: [National Candle Association](#)

Ready-to-Use Social Posts

Copy, paste and personalize these sample posts to keep your social channels glowing all September long.

- Ready to **Glow All Out** for #WorldCandleMonth? Before you strike the match, brush up on simple candle safety tips so every glow is a good one: [Candle Safety Page](#).
- From wax to wick, every candle has a glow-up story. Go behind the scenes and learn how candles are made this #WorldCandleMonth: [About Candles](#)
- It's your time to shine! Share the candle trend that helps you **Glow All Out**—cozy corners, bold scents, tablescape, outdoor ambiance or all of the above. #WorldCandleMonth

- WAX101, but make it glow. Soy, paraffin, beeswax and more all bring something different to the flame—learn the basics and choose your next favorite: [About Waxes](#)
- Glow brighter, burn smarter. Before lighting up for #WorldCandleMonth, learn how to enjoy candles safely and get the best burn every time: [Candle Safety](#)
- Patio dinners, porch hangs, backyard celebrations—candles know how to set the scene. Find fresh ideas to help your outdoor moments **Glow All Out**: [Tips and Trends](#)
- With 10,000+ candle scents to explore, there's a glow for every mood, memory and moment. Celebrate #WorldCandleMonth by trying something new—or lighting up an old favorite: [Tips and Trends](#)
- **Glow All Out** indoors and out. Taking your candle moment outside? Use hurricanes or lanterns to help protect the flame.
#WorldCandleMonth
- Want your candle to go the distance? Trim the wick to ¼" before each burn, then check out more bright ideas to help every candle moment
Glow All Out: [tips and trends](#) #WorldCandleMonth
- How do you **Glow All Out** for #WorldCandleMonth? Drop your favorite candle ritual, scent or styling tip in the comments.
- New to World Candle Month? Consider this your official invitation to **Glow All Out**. Read the latest blog and join the celebration: [Blog](#)

Member Activation Ideas

Choose one simple idea or combine several into a full September campaign. These activations are designed to help members drive engagement, educate consumers and bring the **Glow All Out** theme to life across retail, digital, email and employee channels.

- Social Media Giveaway - Host a World Candle Month giveaway asking followers to share how they “Glow All Out” with candles. Encourage use of #WorldCandleMonth and tagging the brand/NCA where appropriate.
- Behind-the-Scenes Content - Share short videos or photos showing how candles are made, how fragrances are developed, how wicks are selected, or how quality testing happens. Consumers love “from wax to wick” content.
- Retail Display or Endcap Theme For retail or wholesale partners, create a September display around World Candle Month with signage such as:
 - “Glow All Out This September”
 - “Celebrate World Candle Month”
 - “Find Your September Glow”
- Email Campaign Send a short September email series focused on candle inspiration:
 - Week 1: Celebrate World Candle Month
 - Week 2: Candle care tips
 - Week 3: Scent inspiration
 - Week 4: Best ways to glow all out this season
- Customer Photo Challenge Invite consumers to post their favorite candle moments - cozy corners, dinner tables, outdoor patios, bath rituals, décor styling using #WorldCandleMonth.
- Limited-Time Discount or Gift-With-Purchase Offer a September-only incentive tied to the campaign, such as:
 - “Glow All Out with 15% off”



- Free candle accessory with purchase
- Free sample scent with every order
- Buy more, glow more bundle pricing
- Website Homepage Banner - Add a September banner to company websites that says something like: "Celebrate World Candle Month — Glow All Out with our favorite candles."
- Blog or Educational Post Publish a short blog post about World Candle Month, candle safety, fragrance trends, or how candles help create ambiance at home.
- Customer Loyalty Perk Offer loyalty members early access to a new candle scent, special bundle, or Candle Month promotion.
- Seasonal Merchandising Connect World Candle Month to fall prep, cozy season, back-to-routine moments, football gatherings, dinner parties, and outdoor entertaining.
- Employees use post its to share - "Here's how I Glow All Out with candles." And then use on your social media with a picture of your staff featured.

Interactive Feature: Find Your Glow Quiz

Use it as: a social story, email module, website feature, in-store prompt, staff activity or promotional engagement tool.

Help shoppers celebrate *World Candle Month* by finding the candle that fits their mood, space, occasion or favorite scent family. Member companies can use this quiz on social media, in email, on websites, in-store displays or as part of a September promotion.

Quiz Intro Copy: Ready to **Glow All Out** for *World Candle Month*? Take our quick “Find Your Glow” quiz to discover the candle style that matches your moment.

1. **What kind of glow are you craving right now?**
 - A. Calm and cozy
 - B. Fresh and energized
 - C. Warm and welcoming
 - D. Bold and memorable
2. **Where will you light your candle?**
 - A. Bedroom or bath
 - B. Kitchen or home office
 - C. Living room or entryway
 - D. Dining room, patio or party space
3. **What occasion are you setting the scene for?**
 - A. Relaxing after a long day
 - B. A fresh start or productive reset
 - C. Hosting friends or family
 - D. Celebrating something special
4. **Which scent family sounds most like you?**
 - A. Lavender, vanilla, amber or soft woods
 - B. Citrus, herbal, green or aquatic notes
 - C. Spice, bakery, fruit or gourmand notes
 - D. Floral, smoky, resin, oud or statement scents

How to Score: Ask shoppers to choose the answer they select most often. If they are split between two letters, encourage them to shop both glow styles.

Mostly A: Cozy Glow	You're drawn to comfort, calm and a little everyday luxury. Look for soft, soothing candles for bedrooms, baths and quiet nights in—think lavender, vanilla, amber, cashmere or sandalwood.
Mostly B: Fresh Glow	You love a bright, clean reset. Try citrus, green, herbal or aquatic candles for kitchens, workspaces, morning routines and "fresh start" moments.
Mostly C: Welcome Glow	Your candle style is warm, inviting and made for gathering. Reach for spice, fruit, bakery or gourmand scents that make living rooms, entryways and hosting spaces feel instantly welcoming.
Mostly D: Statement Glow	You're here to Glow All Out . Choose bold florals, smoky notes, oud, resin, layered blends or larger-format candles for dining, entertaining, celebrations and memorable candle moments.

Suggested Call to Action: Share your result and show us how you **Glow All Out** for *World Candle Month*. Use **#WorldCandleMonth** and tag your favorite candle brand.

Additional Resources

Use these links to support consumer education, social sharing, member outreach and campaign planning throughout World Candle Month.

[Fire Safety and Candles](#)

[Expert Candle Tips](#)

[Scents Can Have a Positive Effect on Your Mood](#)

[NCA LinkedIn Group](#)

[NCA Instagram Channel](#)

[World Candle Month Facebook Page](#)

[World Candle Month Pinterest Page](#)

[World Candle Month YouTube Channel](#)

[European Candle Manufacturers Association](#)

[The Latin American Candle Manufacturers Association](#)

[ALAFAVE Facebook Page](#)

[ALAFAVE Instagram Channel](#)

[ALAFAVE LinkedIn Group](#)

[ALAFAVE YouTube Channel](#)

[National Today – World Candle Month](#)

[NCA Blog](#)

[Scented Candle Safety Study](#)

[NCA's Report on Botanical Candles](#)

[Candle History](#)

[About Candles – Ask About Candles](#)

[Safety – Ask About Candles](#)

[Tips and Trends – Ask About Candles](#)

[Blog – Ask About Candles](#)

[World Candle Month – Ask About Candles](#)