

YOUR GUIDE TO

Holiday Card Planning



If you haven't started making plans for your corporate holiday cards, get started now.

You have some critical decisions to make and a tight timeline to do it.

1 Which Holiday Are You Observing?

In recent years, some lawyers have decided to beat the holiday card rush and send "Happy Thanksgiving" or "Happy New Year" greetings. Most, however, send their cards to arrive in early December.



2 E-Card or Printed Card?

Although many firms have turned to e-cards, the signed printed card is still a favorite.

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3 What's Your Message?

What do you want the card to say? "Wishing you the best in the New Year?" "Warm holiday wishes to you and yours?" "Season's greetings?" Or ... perhaps you want to go down the humorous message path?



4 What's the Creative Concept?

Having selected the holiday message you wish to express, you have to consider the "creative." What images will you use? What words will you choose?

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5 Who Will Receive the Card?

How do you decide who receives them and which lawyer or lawyers will sign and send them? Do you create one central list that is approved by firm management or do practice groups develop their own lists.



6 Who Signs and Sends the Card?

For a solo lawyer, this is a perfect time of year for a sincere handwritten note on each card. Lawyers in larger firms who can make this work while coordinating with others find it to be the best approach for them as well.

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7 What About the Envelope?

It's easy to get so focused on the card that you forget to plan the envelope. If you have multiple offices and lawyers sending cards, you will need to create envelopes with return addresses from each office.



8 How Much Will This Cost?

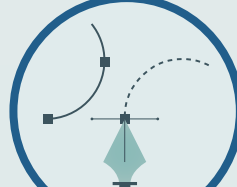
It depends. It depends on level of customization, quantity, and quality of materials.

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HOLIDAY CARD PLANNING CHECKLIST



SEPTEMBER



The vendor or designer you will employ to create the card



The general creative concept and copy for your card

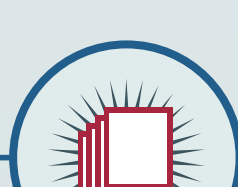


Obtaining your first round of draft concepts for review and selection

OCTOBER



Approving the final card concept



Identifying the quantity of print cards you need and ordering them



Determining how many envelopes you will need and ordering them



Beginning your mailing list process



Informing the firm's lawyers (if more than one) of when and how the cards will be distributed to them for signing



Prepping any other staff or departments that touch the holiday card project on their role in implementing

NOVEMBER



Printed cards in-hand



Mailing lists updated and confirmed



Printed cards distributed to lawyers



Signing of the masses complete (if you take that approach)



Started snail-mailing right after Thanksgiving

DECEMBER



Complete your mailing, preferably in early December



Handle any last-minute requests for additional cards