INSTRUCTIONS

The holidays are shaping up to be more different than ever, but that doesn’t mean you can’t celebrate. As you and your clients look for ways to live your holiday dreams to the fullest, we’ve put together five tips to inspire you with a safety-approach in mind, as well as a graphics suite and email and social media copy, so you can pass the information along to your sphere. Copy and customize with any specific messages you’d like.

**This collection includes:**

* Email copy
* Social post copy

Home Safe for the Holidays

# EMAIL

### SUBJECT LINE

**Ideas for a fun and safe holiday season.**

### COPY

Dear <Client Name>,

This holiday season, your health and happiness is of utmost importance to me. Though this year’s festivities may look a bit different, I want to ensure that you are having the best time making memories within your immediate household and connecting with your loved ones while staying safe. With that in mind, here are five suggestions for keeping the holiday spirit alive in 2020:   
  
**Leverage technology to stay connected to loved ones.**

The end of 2020 is near, and by this point, we’ve all experienced our fair share of virtual gatherings - perhaps even a bit of digital fatigue. But, our virtual holiday gatherings don’t have to follow stringent conference call rules. Make things more exciting by gamifying your gathering of choice with a:   
  
>Virtual scavenger hunt

>Virtual trivia night

>Virtual bingo   
>Coloring contest

>Virtual Secret Santa

>Virtual gingerbread or cookie-decorating contest

**Get a head start on your grocery shopping.**

Take a second to plan out your festive meals for the season (pamper yourself with extra treats – you’ve earned it!), and hit the grocery stores before the big influx begins, or simply shop during non-peak hours. Grocery stores see the highest crowds on weekends and between 4 - 6 p.m. on weekdays. If your lifestyle permits, shopping at 8 a.m. or 8 p.m. will make a great difference.

You can take extra safety precautions by utilizing your local supermarket’s curbside pickup service. While, in many cases, the service itself will cost a few extra dollars, customers have actually saved money on their groceries by not giving into temptations that were not on their original shopping list.

**Deliver curbside or porchside cheer.**

Surprise your loved ones with contactless cheer by dropping off a much-coveted larger gift they’ve had their eye on, or a simply curated DIY basket. Some ideas include:

>Cookie decorating kit

>Hot chocolate bomb kit

>Quarantine fun board games kit

>A set of books to jump-start the new year

If you’re feeling financially strained, call ahead and do some drive-by caroling for a creative twist on a fun tradition. You’ll enjoy seeing their bright smiles from six feet apart and vice versa.

**Decorate the day away.**

Being surrounded by familiar decor is especially important to maintain the sense of comfort that is usually associated with the holiday season. This year, turn the decorating process into a full-on celebration! Pour a glass of eggnog or mulled wine, turn on your favorite holiday music, and get to work. For an extra-special ritual, consider picking a decor theme, and even taking some time to create your own ornaments, including wreaths, tree toppers, and other trinkets.

**Monitor closings, restrictions, and stay-at-home orders.**

As COVID-19 cases and hospitalizations continue to increase across the country, staying informed of closings, restrictions, and stay-at-home orders will empower you to make the right decisions for the health and safety of your family and friends. This [New York Times interactive](https://nyti.ms/3iDKDee) website offers the latest numbers and regulations in all 50 states.

I hope that these ideas will bring inspiration and an abundance of smiles within your household. If you have any questions about staying safe this holiday season, or come across any other creative ideas after putting these ideas into practice, I’d love to hear about it. Feel free to text, email, or call me via the information below.  
  
Happy Holidays!  
- Your Name

<insert contact information>

# SOCIAL POST

**TEXT:**

The holidays are shaping up to be more different than ever, but that doesn’t mean we can’t still celebrate. All it takes is a little bit of caution. We’ve compiled five tips below to inspire you to live your December dreams to the fullest, with a safety-first approach in mind. Happy Holidays to all! 🎉

<[PAIR WITH SOCIAL CAROUSEL, AVAILABLE HERE](https://kw.webrand.com/create/campaign/5947/format/19788/?utm_source=Outfront&utm_medium=referral&utm_campaign=Tech_Engagement&utm_content=Designs_Square_Format)>