

Seasonal & Holiday Card Drop Ideas

WINTER (Dec-Feb)

Occasion	Theme / Messaging Idea	Notes
New Year's Reset (Jan 1-15)	"New year. New rituals. Start it off mellow."	Focus on calm, balance, wellness tone.
Valentine's Day (Feb 14)	"Dinner for two? Don't forget dessert for two." ❤️	Playful romantic tone, red/pink design.
Super Bowl Weekend (early Feb)	"Big plays. Bigger munchies." 🏈	Tie-in with game-day snacking.
Winter Chill Series (Jan-Feb)	"Stay in, light up, chill out."	Cozy, blanket-weather vibe.

SPRING (Mar-May)

Occasion	Theme / Messaging Idea	Notes
St. Patrick's Day (Mar 17)	"Feeling lucky? 🍀 Find your pot of green."	Fun, cheeky green design.
420 Edition (Apr 20)	"The High Holiday. Celebrate responsibly." 🌿	Core cannabis cultural moment; limited run.
Earth Day (Apr 22)	"Good vibes. Green planet."	Emphasize sustainability or eco packaging.
Mother's Day (May)	"For the chilliest moms." 💐	Soft, elegant; can promote CBD-focused products.

SUMMER (Jun-Aug)

Occasion	Theme / Messaging Idea	Notes
Pride Month (June)	"Love is love. Good vibes are universal." 🌈	Inclusive, colorful design.
Summer Solstice (June 21)	"Longest day of the year. Make it last." ☀️	Bright, minimal design; promotes weekend treats.
4th of July	"Freedom to chill however you want." 🇺🇸	Lighthearted, BBQ & fireworks theme.
Summer Munchie Series	"Cool treats for hot days." 🍦	Refreshing aesthetic — ice cream, popsicle visuals.

FALL (Sep-Nov)

Occasion	Theme / Messaging Idea	Notes
Back to School / Back to Routine (Sep)	"Homework done. Time to unwind." 📚	Relaxed tone for post-summer stress.
Halloween (Oct 31)	"Trick or treat — emphasis on treat." 🧛‍♀️	Bold, spooky design; great for edibles.
Thanksgiving / Friendsgiving (Nov)	"Gratitude. Good food. Great vibes." 🍂	Warm color palette; community oriented.
Black Friday / Cyber Week	"High deals for chill days." 💻	Feature QR-linked promo codes.

💡 Recurring or Evergreen Mini-Themes

Campaign	Concept	Suggested Frequency
Munchie Mondays	"Every Monday deserves a snack upgrade." 🍔	Weekly micro-campaign (rotating card colors).
Feel-Good Fridays	"Kick off the weekend on a high note." ✨	Weekly vibe drop before the weekend.
Local Love Series	"Proudly grown & shared in [City]."	Monthly; builds community connection.
Limited Artist Editions	Partner with local illustrators to design cards.	Quarterly, collectible visual campaign.
Customer Appreciation Drop	"Thanks for being part of the vibe."	1–2x a year; reward returning customers.

📅 Example Calendar Flow

Quarter	Seasonal Focus	Card Drops
Q1	"Fresh Start & Cozy Vibes"	New Year Reset, Valentine's, Super Bowl
Q2	"Celebrate & Bloom"	St. Patrick's, 4/20, Earth Day
Q3	"Bright Days, Bold Flavors"	Pride, Summer Solstice, 4th of July
Q4	"Gratitude & Glow"	Halloween, Friendsgiving, Holiday Chill Series

🎨 Execution Notes

- Each drop can feature unique colorways or art while maintaining brand consistency.
- Include a **limited-edition badge** (e.g., "Spring '25 Collection").
- Track performance per drop with distinct QR codes or promo codes.
- Encourage social shares — "Collect all 4 seasonal cards" challenge.