



2025 ✨ Holiday Campaign Planning Checklist

The holiday season is a critical time for businesses and nonprofits to engage audiences through [direct mail campaigns and gifting](#). Early planning ensures your print and mail efforts—whether for customer appreciation, re-engagement, or brand awareness—are timely and effective.

Important Dates to Remember ✨

- **October 15:** Recommended ordering deadline to avoid inventory shortages and shipping delays.
- **November 14:** Last day to ship Gift Boxes for delivery by **December 23**.
- **November 28:** Last day to ship Gift Boxes for delivery by **December 31**.
- **December 2:** Deadline to send Greeting Cards for delivery by **December 23**.
- **December 12:** Deadline to send Greeting Cards for delivery by **December 31**.

***Important note:** Orders must be placed and approved by the date listed. Orders are expected to ship from the PFL facility within 2 business days of the dates listed. Delays caused by the carrier (e.g., FedEx, USPS, etc.) are possible. This policy applies only to products contained in The 2025 PFL Holiday Cheer Collection.

Holiday Direct Mail Campaign Steps

Define Your Objectives

Establish clear goals for your campaign, such as brand awareness, customer retention, lead generation, or employee appreciation. Align your messaging and offers to these goals. Remember, direct mail works best as part of an omnichannel strategy.

Determine Your Budget

Assess your remaining marketing budget to decide the [scale and type of campaign](#)—from postcards to premium gift boxes. Ensure your budget supports your objectives and consult your print/mail partners for cost-effective solutions.

Plan Logistics Early

Begin planning 6 to 8 weeks in advance to secure inventory, customize materials, and avoid shipping delays common during the holiday peak. Verify recipient addresses, especially for remote employees or new contacts, and coordinate delivery timing with your campaign calendar.

Segment Your Audience

Categorize recipients by relationship type (e.g., top customers, prospects, partners, employees) to tailor messaging, offers, and gifts, enhancing personalization and relevance.

Choose Meaningful, Aligned Gifts and Mail Content

Select gifts or mail pieces that reflect your brand values and resonate with recipients. Consider practicality, quality, memorability, and sustainability. For direct mail, design eye-catching, festive materials with a clear call to action that supports your campaign goals.

Personalize and Brand Thoughtfully

Add personal touches such as handwritten notes or customized packaging. Use tasteful branding—subtle logos or brand-relevant functionality—to strengthen recognition without overwhelming the recipient.

Deliver Your Mail Efficiently

Collaborate with your print/mail partner to identify the best mailing lists or use options such as Every Door Direct Mail for broader reach. Confirm mailing schedules to meet holiday deadlines.

Track Your Results

Monitor campaign responses and measure ROI to understand effectiveness and inform future campaigns. Use tracking tools and analytics to evaluate success against your initial objectives.

Following this simple checklist ensures your holiday direct mail marketing campaigns are well-planned, personalized, and impactful, whether you're sending gifts, greeting cards, or promotional mailers.

