



WHAT IS NATIONAL PAWNBROKER DAY?

Each year on December 6, **National Pawnbroker Day** pays tribute to a centuries-old industry that provides a valuable service to their clientele. In the past, many pawnshops have hosted **Gift Day** events.

For 2020, we are encouraging our members to plan activities that fit their own needs as well as their core values and traditions for **an entire week!**

A WEEK OF CELEBRATION

The NPA will be shining a light on ways that our members serve their communities all week long! We will also provide members with share-worthy content, pawnbroking facts and social media graphics at www.nationalpawnbrokerday.com! Bookmark the page!

SUNDAY 12/6

HISTORY OF PAWNBROKING

MONDAY 12/7

PAWNBROKING TODAY

TUESDAY 12/8

HOW PAWNSHOPS WORK

WEDNESDAY 12/9

GET TO KNOW YOUR LOCAL PAWNSHOP

THURSDAY 12/10

PAWNSHOPS GIVE BACK: CHARITABLE GIVING

FRIDAY & SATURDAY 12/11 & 12

SALES AND PROMOTIONAL EVENTS





Whether you plan an instrument donation, a socially-distant event, or a simple social media campaign...this year's **National Pawnbroker Week** is all about YOU!

PLAN TO PARTICIPATE

INVOLVE YOUR TEAM

BRAINSTORM WAYS TO PARTICIPATE

Over 45,000 men and women work in the pawnbroking industry. Now, you can get them involved in this special recognition of pawnbroking by encouraging them to help plan simple activities that follow the themes of #NationalPawnbrokerDay followed by #NationalPawnbrokerWeek.

EXCITE YOUR CUSTOMERS

OFFER DEALS AND DISCOUNTS

Plan special sales and/or charity events to wrap up the week on Friday & Saturday that will retain existing customers and recruit new ones! Whether it's in-store, online, or curbside, this is your opportunity to shine!

ENGAGE YOUR COMMUNITY

BUILD BUZZ AND GROW YOUR BRAND

Reach out to local media, your local Chamber of Commerce, networking groups, and other influencers to spread the word and grow excitement!

SIMPLE IDEAS TO GET STARTED

You'll find share-worthy content about pawn history and trivia at nationalpawnbrokerday.com.

You can also use these ideas to spark your own creativity and celebrate YOUR industry!



PARTNER UP

NOW'S A GREAT TIME FOR NEW CONNECTIONS

If you don't already have charitable partnerships in your community, now is a great time to establish one. Find a community organization who caters to the same people as you do, and dream up a way to collaborate. This could be a 'Shop for a Cause Event' or a matching funds donation.

GO LIVE

SHARE YOUR EXCITEMENT THROUGH VIDEO

Filming short, focused videos that correspond with the theme of the days of the week is a fun and interactive way to capitalize on your audience. You can use live video to simply remind your customers and supporters why you do what you do or host a fun game like a pawn trivia question or guess-the-gold-weight contest!

Looking for more ideas?
Be sure that you connect at our **NPA Owners Facebook Group** as well as our **Google forum!**

Need help joining? Email Meg@nationalpawnbrokers.org!

SAY THANKS

SHOW GRATITUDE TO YOUR CUSTOMERS AND COMMUNITY

Your pawnshop depends on the customers, community, and stakeholders that support it. National Pawnbroker Week is a great time to recognize that with handwritten notes, an email blast, or other messages that let them know how much you appreciate them!

TELL YOUR STORY

Consider reaching out to journalists, editors, bloggers, or other influencers in your area with a short email that outlines the relevance and newsworthiness of the story. See the following simple example for inspiration:



New Message

To JoetheReporter@localtv.com

Cc Bcc

Subject National Pawnbroker Week

Hi Joe, as a local business owner, I follow your (blog, column, etc.) and always enjoy your stories about members of our community.

Pawnshops like ours from across North America will be celebrating National Pawnbroker Week, kicking off on Sunday, December 6th.

Here at XYZ Pawnshop, we will be hosting a free appraisal event (COVID precautions in place) on Saturday, December 12 during our 'Shop for a Cause Sale' benefitting the Anytown Animal Shelter. From 11am until 1pm, customers will be able to find out the value of their items in the style of *Antiques Roadshow*, in a socially distant environment.

I believe that your audience would enjoy learning more about how our GIA Certified gemologists and other experts evaluate items to determine whether they are 'trash or treasure'. Whether during this event or at a separate time, I'd be very happy to put you in touch with one or more of the members of my team. I find that people are always interested in learning more about how to assess the value of items that they have around the house and I think it'd make an interesting news story!

I'd be happy to provide more information, just let me know!

All the best,
Suzy Pawnbroker, Owner
XYZ Pawnshop
313-410-4922

Send

Use this QR Code to watch
the webinar via YouTube



LEARN MORE ABOUT PUBLIC RELATIONS FOR PAWNSHOPS

One of the webinars in our Members Resources center features Media and PR training! Check it out at www.nationalpawnbrokers.org!



LET'S GET SOCIAL

Don't forget to TAG @NPA on social media and follow us so that you stay connected to your peers who are also participating in **#NationalPawnbrokerDay** and **#NationalPawnbrokerWeek!**



STAY INFORMED

We will be sharing more tips, information, and ideas to share about ways that you can shine a light on your pawnshop as part of this commemorative week! The best way to stay informed is by subscribing to our ***This Week in Pawn*** email list:



SPREAD THE WORD

Help us grow **#NationalPawnbrokerDay** by encouraging your colleagues and the **Industry Partners** that you work with to participate and get involved! Together, let's celebrate the many ways that our industry supports our customers and communities.

Have ideas to share or want to learn more? Email Cyndee Harrison, Director of Marketing and PR at Cyndee@nationalpawnbrokers.org.