



July is nearly here! Celebrate the height of summer with some lesser-known holidays and creative promotions.

National Father-Daughter Take a Walk Day (Fri 7/7) Take some time to celebrate dads and daughters today with a special treat at the door.

National Paper Bag Day (Wed 7/12) Run a café or restaurant? Offer special pre-packaged lunches (in a brown bag, of course).

Get To Know Your Customers Day (Thurs 7/20) Ask for your customers' birthday and contact info upon checkout. You can help them celebrate with a free treat and deepen customer relationships in the process.

National Hot Fudge Sundae Day (Tues 7/25) Who doesn't like a good sundae? Offer discounted desserts with meal purchase to let your customers know just how sweet your kitchen is.

National Cheesecake Day (Sun 7/30) Love a nearby bakery? Raffle off a cheesecake to drive purchases in your store and build connections with other local businesses.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 NATIONAL CREATIVE ICE CREAM FLAVORS DAY 
2 		4 NATIONAL INDEPENDENCE DAY	5 NATIONAL APPLE TURNOVER DAY	6	7 NATIONAL FATHER-DAUGHTER TAKE A WALK DAY	8
9	10 NATIONAL PIÑA COLADA DAY	11 	12 NATIONAL PAPER BAG DAY	13	14 	15 NATIONAL GIVE SOMETHING AWAY DAY
16	17 WORLD EMOJI DAY		19	20 GET TO KNOW YOUR CUSTOMERS DAY 	21	22 NATIONAL DAY OF THE COWBOY
23	24	25 NATIONAL HOT FUDGE SUNDAE DAY	26	27 NATIONAL REFRESHMENT DAY	28	29 NATIONAL CHICKEN WING DAY
30 NATIONAL CHEESECAKE DAY						

Clover helps small businesses grow on their terms. For more tips, visit blog.clover.com.

