

August

Don't be sad that fall is approaching. Hang on to summer fun this August! Find new ways to delight your staff and customers with these lesser-known holidays.





FRI 8/2 **National Ice Cream Sandwich Day:** If you don't usually offer ice cream, partner with a local creamery to cross-promote.

MON 8/5 **American Family Day:** Offer group bundles and encourage families to shop and eat together today.

FRI 8/16 **National Tell a Joke Day:** Run a social media campaign for the best pun using your store name. Offer a prize for the best!

SUN 8/18 **National Fajita Day:** Run a restaurant? Offer up specials on sizzling plates today.

FRI 8/30 **National Grief Awareness Day:** Just a reminder that you never know what your staff or customers might be dealing with. Let your team know that you are there for them.

SUN	MON	TUES	WED	THURS	FRI	SAT
				1	2 <i>National Ice Cream Sandwich Day</i>	3 <i>International Beer Day</i>
4 <i>American Family Day</i>	5	6	7 	8 <i>National Dollar Day</i>	9	10 
11	12 <i>National Julienne Fries Day</i>	13 	14	15	16 <i>National Tell A Joke Day</i>	17
18 <i>National Fajita Day</i>	19	20	21 <i>National Brazilian Blowout Day</i>	22 	23	24
25	26 <i>National Women's Equality Day</i>	27 	28	29	30 <i>National Grief Awareness Day</i>	31

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