

# *Card Writing: Writing Greeting Cards*

Workshop #40, Monday, 1:45–2:45 PM   

LOCATION: LAUREL LOUNGE



Susan Gesell  
DAYSPRING CARDS  
[dayspring.com](http://dayspring.com)

*Connecting people with the heart of God through messages of hope and encouragement, every day, everywhere.*

## **I. TOP TEN CARD-SENDING HOLIDAYS** (Submissions should be received 13 months in advance)

- 1) Christmas
- 2) Mother's Day
- 3) Valentine's Day
- 4) Graduation
- 5) Father's Day
- 6) Easter
- 7) Clergy Appreciation
- 8) First Communion
- 9) Confirmation
- 10) Thanksgiving

## **II. TOP TEN NON-HOLIDAY REASONS PEOPLE SEND CARDS** (Submissions accepted year round)

- 1) Birthday
- 2) Encouragement
- 3) Friendship
- 4) Sympathy
- 5) Get Well
- 6) Anniversary
- 7) Wedding
- 8) Baby Congratulations
- 9) Thank You
- 10) Congratulations



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### III. TOP TEN CHRISTIAN ENCOURAGEMENT CARD WRITING TIPS

*How beautiful on the mountains are the feet of those who bring good news, who proclaim peace, who bring good tidings, who proclaim salvation. Isaiah 52:7*

- 1) Start with your own heart. What spiritual truths have ministered to you through a tough time? How can you use what you've experienced to encourage others?
- 2) Ask God for insight into what He thinks the receiver needs to hear—not just some well-worn cliché. Prayer is an incredible editing tool!
- 3) Stick to one main theme. The more things you try to pack into a card message, the more reasons you'll give the sender to put it back.
- 4) Say it simply. Long, sing-songy messages are no longer what the majority of people are looking for.
- 5) Say it sincerely. People want a card because they need your help to say what's on their hearts. They're trying to connect—not impress.
- 6) Eliminate as much 'Christian lingo' as possible. Find ways to say it that don't require a translation for someone who is not an 'insider.'
- 7) Look for and eliminate the limiters—words that may be too specific for a broad audience. Remember, this needs to appeal to thousands of people!
- 8) Refine ruthlessly! Get rid of any word that isn't leading to the ultimate emotional purpose of the card. Every word must be contributing something vital!
- 9) Close with a clincher. The last thing the person reads should make them go, "Awww," or, "That's perfect!"
- 10) Ask for feedback from card senders (not just friends who will be nice or who don't send cards!) Ask them not just if they like it, but would they buy it! (There is a big difference!)