

# The Ultimate Email Holiday Packet

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Holiday Email Ideas  
For Banks and Credit Unions

# Holiday Email Introduction

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Holiday Email Ideas  
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## What You'll Find

It's beginning to look a lot like...New Year's Day, Independence Day, Columbus Day, any federal holiday, really. Even though these holidays are spread out, it never ceases to amaze just how quickly they can creep up. So, whether you're a planner or procrastinator, this holiday email packet offers you **email copy** as well as **subject line** and **title** suggestions. It even includes fun, festive **photos**.

(Make sure to check out the "**Images**" folder to see all the email image options and, as a bonus, unwrap the holiday social media images, too.)

This packet starts with suggested email body copy. Then, each federal holiday has its own page and will include **email subject lines, titles, and a popular header image**.

### Here's the Best Part

All of the copy and images are **free** for you to use and modify as you see fit. No gotchas or strings attached. Now, let's get started.

# Email Copy Suggestions

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## Holiday Email Ideas For Banks and Credit Unions

### Version 1:

Hi [Customer\_First\_Name],

It's hard to believe that <Insert Holiday> is just days away.

We wanted to take this time to let you know that all of our branch locations will be closed on <Insert Date> in observance of <Insert Holiday>. We will resume regular hours on <Insert Date>.

We hope everyone has a wonderful <Insert Holiday>!

From Your Friends at [Bank\_Name]

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### Version 2:

[Customer\_First\_Name],

In observance of <Insert Holiday>, all [Bank\_Name] branch locations will be closed on <Insert Date>. We'll reopen during normal business hours on <Insert Date>.

Have a fun and safe <Insert Holiday>.

From Your Friends at [Bank\_Name]

\* For anything **highlighted in red**, please insert the appropriate name or date.

# New Year's Day

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## Suggested Subject Lines:

- A Toast to the New Year
- Cheers to the New Year
- Good Bye <Insert Year>, Hello <Insert New Year>

## Suggested Titles:

- A Time to Celebrate
- Welcome to <Insert Year>
- Three, Two, One...Happy New Year

## Most Popular New Year's Day Image:

New Year's Day - Champagne



# Martin Luther King, Jr. Day

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## Suggested Subject Lines:

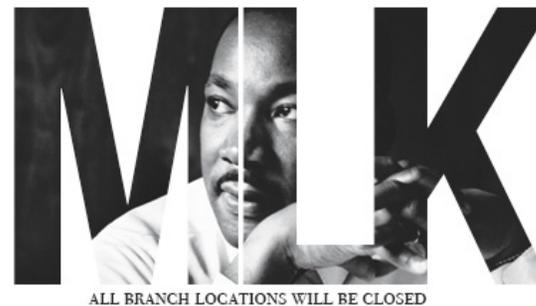
- Our MLK Day Hours
- In Honor of MLK
- Time to Reflect on a Great Icon

## Suggested Titles:

- I Have a Dream
- Reflecting on a Great American Icon
- Martin Luther King, Jr. Holiday Hours

## Most Popular MLK Day Image:

Martin Luther King, Jr. Day - MLK 1



# Presidents' Day

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## Suggested Subject Lines:

- Happy Presidents' Day from <Insert Bank or Credit Union's Name>
- Honoring Our Nation's Leaders
- <Insert Bank or Credit Union's Name>'s Presidents' Day Hours

## Suggested Titles:

- Happy Presidents' Day
- Taking Time to Honor Our Presidents
- Our Presidents' Day Hours

## Most Popular Presidents' Day Image:

Presidents' Day - Flag



# Memorial Day

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Holiday Email Ideas  
For Banks and Credit Unions

## Suggested Subject Lines:

- In Honor of Memorial Day
- Our Memorial Day Hours
- Remembering Those Who Have Fallen

## Suggested Titles:

- In Memory of Those Who Have Fallen
- Wishing Everyone a Safe Memorial Day
- Taking Time to Reflect on the Fallen

## Most Popular Memorial Day Image:

Memorial Day - Flag 2



# Independence Day

## Suggested Subject Lines:

- Red, White, Blue, and Holiday Hours
- Our Fourth of July Hours
- A Star-Spangled Day for All

## Suggested Titles:

- Happy Fourth of July
- Celebrating the Red, White, and Blue
- Cheers to the Red, White, and Blue

## Most Popular Independence Day Image:

Independence Day - Sparkler



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# Labor Day

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## Suggested Subject Lines:

- Happy Labor Day from <Insert Bank or Credit Union's Name>
- Let's Honor Our Workers
- <Insert Bank or Credit Union's Name>'s Labor Day Hours

## Suggested Titles:

- Happy Labor Day
- We Hope You Have a Fun Labor Day Weekend
- Who's Excited for a Three Day Weekend?

## Most Popular Labor Day Image:

Labor Day - Waving Flag



# Columbus Day

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Holiday Email Ideas  
For Banks and Credit Unions

## Suggested Subject Lines:

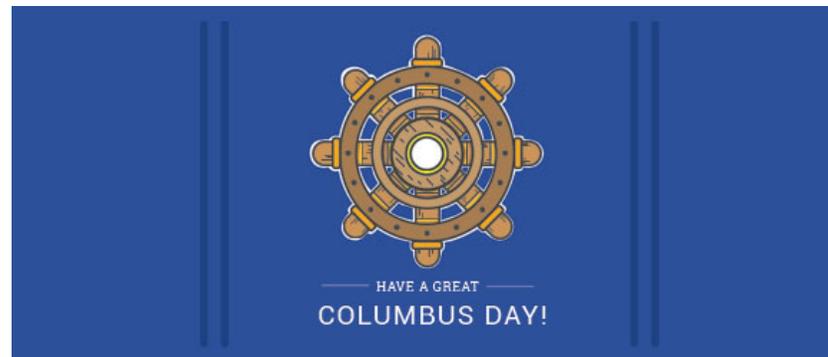
- Our Columbus Day Hours
- Columbus Day Hours, Ahoy
- Lookout for Our Columbus Day Hours

## Suggested Titles:

- Keep Exploring This Columbus Day
- Discover a New Adventure
- Happy Columbus Day

## Most Popular Columbus Day Image:

Columbus Day – Ship Wheel



# Veterans Day

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Holiday Email Ideas  
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## Suggested Subject Lines:

- In Honor of Our Veterans
- <Insert Bank or Credit Union's Name>'s Veterans Day Hours
- Time to Celebrate Our Brave Soldiers

## Suggested Titles:

- Let's Remember Our Veterans
- Enjoying Freedom Because of the Brave
- Happy Veterans Day

## Most Popular Veterans Day Image:

Veterans Day – Thank You



# Thanksgiving Day

## Suggested Subject Lines:

- A Day to Give Thanks
- Our Thanksgiving Day Hours
- Thankful for You

## Suggested Titles:

- We're Thankful for You
- Happy Thanksgiving
- Thanksgiving Time

## Most Popular Thanksgiving Day Image:

Thanksgiving Day – Turkey



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Holiday Email Ideas  
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# Christmas Day

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Holiday Email Ideas  
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## Suggested Subject Lines:

- Have a Holly Jolly Holiday
- Celebrate the Season
- Our Holiday Hours

## Suggested Titles:

- Holiday Cheer and Know When We're Here
- 'Tis the Season to Celebrate
- We're Making a List and Checking It Twice

## Most Popular Christmas Day Image:

Holiday – Holly

