

Holiday Event Ideas for Your Hardware Store



Three approachable events to bring customers into the store, support seasonal sales, and build stronger community connections.

October

Trick-or-Treat Through the Departments

Ways to make it work:

- Give families a simple map or punch card.
- Encourage employees to dress up.
- Invite a school, nonprofit, or first responder group to participate.
- Add a small prize for children who visit every department.

Revenue opportunities:

Feature fall cleanup supplies, outdoor lighting, batteries, extension cords, safety gear, and last-minute Halloween items along the route.

November

Thanksgiving Grilling Event

Ways to make it work:

- Partner with a local butcher, grocery store, or food vendor.
- Ask grill and accessory vendors to provide products or expertise.
- Share recipes and cooking tips customers can take home.
- Promote the event before customers finalize their holiday menus.
- Collect email addresses through a recipe download, giveaway, or event registration.

Revenue opportunities:

Create a Thanksgiving grilling display featuring grills, pellets, charcoal, thermometers, seasonings, gloves, foil pans, utensils, and cleaning supplies.

December

Pictures With Santa and Hot Chocolate



Ways to make it work:

- Create a festive photo area using store merchandise and holiday décor.
- Ask a local photographer or employee to take photos.
- Offer a simple craft or ornament activity for children.
- Partner with a nonprofit for a toy, coat, or food drive.
- Provide clear photo instructions so families know how they will receive their pictures.

Revenue opportunities:

Place gift ideas, stocking stuffers, winter supplies, batteries, tools, holiday décor, and gift cards near the event area.

Make Every Event Work Harder

Before the event, choose one primary goal. Afterward, record:

- Estimated attendance
- Event expenses and staff time
- Transaction count and average ticket
- Sales of featured products
- Email signups
- Partner participation
- Social media reach and engagement
- Purchases made during the following week

Events do not have to create all their revenue on the day they happen. A successful event gives customers a reason to remember your store, return later, and tell someone else about the experience.