



# NATIONAL FRIEND CHECK-IN DAY

**FEBRUARY 20, 2026**

**CAMPAIGN TOOLKIT**





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# ABOUT NATIONAL FRIEND CHECK-IN DAY

## ABOUT US

National Friend Check-In Day is observed on February 20th each year. It was created to honor the memory of a dear friend and to remind everyone of the importance of checking in on the people we care about.

Friendship is powerful a simple message can make someone feel seen, supported, and valued. This day encourages individuals, organizations, and communities to reach out, connect, and strengthen bonds of support.





# PURPOSE OF NATIONAL FRIEND CHECK-IN DAY



The purpose of National Friend Check-In Day is to:

- Raise awareness about the power of connection
- Encourage intentional check-ins with friends and loved ones
- Reduce emotional isolation by inspiring simple acts of care
- Equip individuals and groups with tools to promote meaningful connection







# WAYS TO GET INVOLVED

## For Individuals

- ❑ Send a message to a friend you haven't talked to in a while
- ❑ Call someone you care about just to check in
- ❑ Share a social post encouraging others to check in

## For Organizations / Clubs / Groups

- ❑ Share ready-to-use graphics on your social channels
- ❑ Host a "Friend Check-In" event or meetup
- ❑ Encourage team members or members to reach out to one person on February 20th
- ❑ Add information to your newsletter about the importance of connection



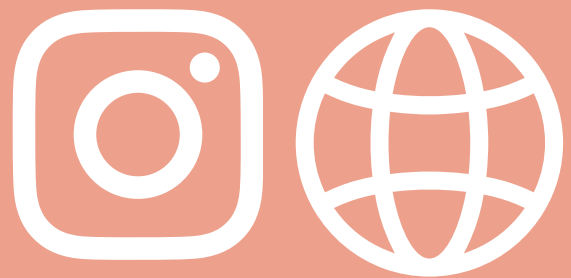


# SOCIAL MEDIA TOOLKIT



## SOCIAL MEDIA POSTING GUIDELINES

- Choose a graphic or template from the toolkit folder
- Post on February 20
- Tag @NationalFriendCheckIn
- Use the hashtag #FriendCheckIn
- Encourage others to participate by sharing or tagging a friend



Instagram: @NationalFriendCheckIn  
Website: [Social Media Posting Guidelines](#)

## SAMPLE SOCIAL MEDIA CAPTIONS

- "Today is National Friend Check-In Day. Take a moment to reach out to someone you care about. #FriendCheckIn"
- "A simple message can make a difference. Let's normalize checking in. #FriendCheckIn"
- "Connection is an act of care. Join us for National Friend Check-In Day. #FriendCheckIn"

## SHAREABLE QUOTES

- "Sometimes a check-in is all someone needs."
- "Connection is an act of care."
- "Checking in is a form of love."
- "A simple message can change a day."
- "Reach out — it matters more than you know."



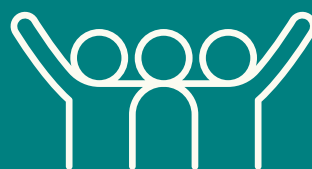


# NATIONAL CHECK ON YOUR FRIEND DAY | FEB 20<sup>TH</sup>

This is designed to help restaurants and businesses participate in National Friend Check-In Day by encouraging connection through shared experiences, food, and simple acts of care.

Businesses can offer small promotions or experiences that invite friends to come together and check in with one another.

[Read more >>](#)





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A background image of three young women smiling and posing outdoors. The woman on the left has long dark hair and is wearing a white cardigan over a dark top. The woman in the middle has curly hair and is wearing a white shirt. The woman on the right has her hair in a bun and is wearing a white shirt under a tan cardigan. They are all smiling warmly at the camera. Two vertical teal lines are positioned on either side of the 'ABOUT US' text.

## ABOUT US

National Friend Check-In Day is a reminder **to pause and intentionally connect with the people who matter to us.** It encourages individuals and communities **to reach out, listen, and show care through simple acts of friendship.**





## OUR PURPOSE

- Encourage friendship and connection in everyday spaces
  - Support National Friend Check-In Day through business participation
  - Create simple, meaningful moments for friends to spend time together
  - Increase awareness through in-store and social media promotion
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## Ways Businesses Can Participate

Businesses may choose one or more of the following:

Special Offers / Promotions

Examples:

- BOGO (Buy One, Get One Free) for friends
- “Bring a Friend” discount
- Free add-on when dining with a friend
- Group bundle or shared menu item
- Complimentary dessert or drink for friends





# How to Promote Your Participation

## IN-STORE

- Display the National Friend Check-In Day badge
- Add a short note at the counter or menu:
- “Celebrate National Friend Check-In Day — bring a friend.”



## ONLINE / SOCIAL MEDIA

- Share a post announcing your special or offers
- Encourage customers to come with a friend on February 20th
- Tag @NationalFriendCheckIn
- Use #FriendCheckIn



# Social Media Post Ideas (For Businesses)

Good food is better with friends. Join us this National Friend Check-In Day and bring someone you care about.  
**#FriendCheckIn**  
**@NationalFriendCheckIn**



“Checking in is better over coffee. Celebrate National Friend Check-In Day with us on February 20th  
**#FriendCheckIn**”



“Buy one, share one. Celebrate friendship this National Friend Check-In Day.  
**#FriendCheckIn**”



“Friendship is meant to be shared. Celebrate National Friend Check-In Day with a friend on February 20th  
**#FriendCheckIn**  
**@NationalFriendCheckIn**”

# Use of Badge & Graphics

BUSINESSES MAY:

- USE THE NATIONAL FRIEND CHECK-IN DAY BADGE ON SOCIAL POSTS
- ADD IT TO STORIES, FLYERS, OR DIGITAL MENUS
- INCLUDE IT ALONGSIDE PROMOTION ANNOUNCEMENTS

**Thank you for supporting National Friend Check-In Day.**

**Your participation helps create spaces where connection, care, and friendship are celebrated.**

