

The Anatomy of the Save The Dates

(also known as the pre-invitation, announcement before the official announcement,
reserve-the-dates, STDs)

Definition: An informal announcement intended for soon-to-be wedding guests to reserve your wedding date on their calendar. It gives guests enough time to clear their schedules, make travel arrangements and generally increase their chances of being able to make it to your nuptials.

- Not mandatory but are highly recommended to send out unless your wedding is less than 6 months out; then you would only send an invitation since it's technically "short notice"
- Typically send out Save The Dates 6 to 8 months in advance
- Highly suggest giving 8 months in advance for destination weddings or for holiday weekends
- There are a variety of ways you can execute/design Save The Dates.... So get creative!
- They can be mailed or sent electronically (we can provide services for both!)
- Keep in mind that once they are sent, it's difficult to "uninvite", so only send to guests you want to attend
- Save-The-Dates components:
 - ✓ Name of soon-to-be bride and groom
 - ✓ Date
 - ✓ Location
 - ✓ "Formal Invitation to Follow"

Back

Front

- Couple's monogram or symbol (optional)
- Couple's names (bride-to-be listed first)
- Date of Wedding
- Location of Wedding
- "Formal Invitation to Follow"

