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MAIL CLUB HUB

A FREE GIFT FROM K. LARKIN

The Mail Club Idea Book

Four hundred sparks for the club that is yours

214 club concepts • 195 insert ideas

Every club starts as a spark

Every mail club you have ever loved began the same way: one small idea that someone decided to make real. This little book is a whole box of those sparks.

Inside are more than two hundred mail club concepts and two hundred insert ideas, the little extras that turn a mailing into a gift. They are here to be borrowed, mixed, and made yours. Cross some out. Combine two into something neither of them was. Find the one that makes you sit up a little straighter, and start there.

You do not need all four hundred. You need one good one, and the nerve to send the first envelope.

So pour something warm, turn the page, and go looking for yours.

With love, from one letter lover to another,

K. Larkin

200+ Mail Club Concepts

Themes, hooks, and angles for a club people cannot wait to open. Browse by what you love.

Cozy & Comfort

- 1. The Hygge Post.** A monthly dose of Danish cozy: candle, tea, a soft little ritual.
- 2. Slow Sunday.** One calm idea and a permission slip to do absolutely nothing.
- 3. Blanket Fort.** Comfort reads, warm notes, and a sticker for your hideaway.
- 4. The Comfort Letter.** A kind, steadying letter for a hard week, every month.
- 5. Cup of Calm.** A tea bag and a one-page reason to slow right down.
- 6. Rainy Day Club.** Indoor delights and gentle plans for grey afternoons.
- 7. Soft Landing.** Quiet encouragement for the overwhelmed and tired.
- 8. The Cozy Cabin.** Woodsy, warm, lantern-lit mail for homebodies.
- 9. Pajama Mail.** Official permission to stay in and be small.
- 10. Quiet Hours.** A wind-down ritual mailed to you each month.
- 11. Comfort and Joy.** Small delights for no reason and no occasion.
- 12. The Nap Society.** Naps celebrated, scheduled, and properly honored.
- 13. Candlelight Club.** A new scent story and a reason to light it.
- 14. The Warm Welcome.** A hug in an envelope, made for soft seasons.

Bookish & Literary

- 1. The Margin.** A short story plus the notes scribbled in its margins.
- 2. Chapter and Verse.** One chapter of an unfolding serial, mailed monthly.

3. The Lending Library. A book to seek out and the reason it matters.

4. Dead Poets Post. One poem, beautifully printed, to keep.

5. First Lines. The openings of great books on collectible cards.

6. Banned and Beloved. A banned book's best page, defiantly mailed.

7. The Bookmark Club. A new handmade bookmark every single month.

8. Between the Lines. A literary quote and a prompt to write your own.

9. The Epistolary. A whole novel told in monthly letters.

10. Shelf Life. A tiny zine devoted to one beloved book.

11. The Reader's Companion. Tea, a quote, and a place to think.

12. Pages by Post. A short story folded into a little chapbook.

13. The Quotable. A hand-lettered line worth taping to the wall.

14. Margin Notes. A passage, annotated by a stranger who loved it.

Art, Illustration & Print

- 1. Print of the Month.** A signed mini art print, ready to frame.
- 2. Pocket Gallery.** A postcard-sized original, monthly.
- 3. The Sketchbook Page.** A peek from an artist's real working pages.
- 4. Color Story.** A palette, a print, and the story behind the hue.
- 5. The Botanical Plate.** A vintage-style illustrated plant study.
- 6. Risograph Club.** A riso print in two gloriously bold inks.
- 7. The Tiny Museum.** One artwork, explained and mailed.
- 8. Linocut Letters.** A hand-pulled block print each month.
- 9. The Illustrated Word.** A single word, rendered gorgeously.
- 10. Studio Scraps.** Offcuts and experiments from a real studio.

11. The Map Maker. A hand-drawn imaginary map, monthly.

12. Watercolor Wander. A small painted scene from somewhere lovely.

13. Ink and Wonder. Pen-and-ink curiosities, delivered.

14. The Portrait Club. A character study to meet and keep.

Stationery & Snail-Mail Craft

1. The Stationery Drawer. A new writing set to fall for each month.

2. Wax and Seal. A wax stick and a fresh seal design.

3. The Washi Wardrobe. A curated roll of washi tape, monthly.

4. Sticker Sunday. A themed sticker sheet to hoard or use.

5. The Letter Kit. Everything you need to write one perfect letter.

6. Ephemera Bundle. Vintage scraps for journaling and collage.

7. Ink of the Month. A fountain pen ink sample and a swatch card.

8. The Notecard Set. Five cards you will be sad to ever use.

9. Snail Mail School. One snail-mail skill taught each month.

10. The Embellishment Box. Trims, tags, and tiny finishing touches.

11. The Journaling Kit. A whole month of journal supplies.

12. Seals and Sigils. A monogram seal and the lore behind it.

13. Paper Goods. A new paper treasure, and simply that.

14. Pen and Paper. A pen worth keeping and the paper to match.

Wellness, Calm & Reflection

1. Dear Future Self. A letter you write now and receive much later.

2. The Gratitude Post. A prompt and a card you will want to keep.

3. One Good Thing. A small practice for a slightly better month.

4. The Reset. A gentle monthly check-in with yourself.

5. Breathing Room. A calming exercise on a beautiful card.

6. The Affirmation. One true thing to tape to your mirror.

7. Soft Goals. Gentle, doable intentions, monthly.

8. The Mood Mender. A tiny kit assembled for a low day.

9. The Mindful Mailbox. A meditation small enough to hold.

10. Permission Slips. Official permission to rest, to say no, to begin.

11. The Inner Weather. A reflection on how you really are.

12. Self-Compassion Club. A kinder inner voice, delivered monthly.

13. Slow and Steady. A habit tracker and a forgiving nudge.

14. The Quiet Mind. A single calming ritual each month.

Kids & Family

1. The Little Explorer. A tiny adventure kit for curious kids.

2. Mail for Me. A child's very own monthly letter.

3. The Story Seed. A story starter the whole family finishes.

4. Sticker Squad. Kid-proof sticker fun, every month.

5. The Science Drawer. One safe, simple experiment by mail.

6. Grandparent Post. A club that links far-apart generations.

7. The Activity Pack. A rainy-day rescue for tired parents.

8. Little Artist. A guided art project sized for small hands.

9. Bedtime by Post. A brand-new bedtime story each month.

10. The Kindness Crew. A monthly good deed for kids to do.

11. Dino Mail. One dinosaur fact, fossil, and craft.

12. The Family Game. A print-and-play game night, monthly.

13. Growing Up Letters. Milestone letters saved for much later.

14. The Wonder Club. One big why answered for curious kids.

Seasonal & Holiday

1. The Reindeer Post. Year-round letters straight from the North Pole.

2. Advent by Mail. A small joy for each week of December.

3. The Halloween Society. Spooky delights all October long.

4. Spring Awakening. Seeds, sun, and a fresh-start letter.

5. The Valentine Vault. Love notes far beyond February.

6. Harvest Home. Autumn comforts through the whole fall.

7. The New Year Letter. Reflection and resolve, every January.

8. Summer Camp by Mail. Camp magic, made for grown-ups.

9. The Solstice Club. Marking the turning of the light.

10. The Holiday Helper. One festive task, done early, each month.

11. Equinox and Solstice. The four turns of the year, celebrated.

12. The Birthday Club. A whole birthday month for every member.

13. Cozy Christmas. A slow, warm build toward the big day.

14. Lunar New Year Post. Fresh beginnings and a red envelope.

Nature, Garden & the Seasons

1. The Window Box. A seed packet and a grow-along guide.

2. Phenology Post. What is blooming and stirring this month.

3. The Forager. A wild plant to find, name, and love.

4. Backyard Birds. One bird, its song, and a spotting card.

5. The Moon Letter. This month's moon and what to watch for.

6. Pressed and Kept. A pressed botanical and its little story.

7. Houseplant of the Month. A care card and, where legal, a cutting.

8. The Weather Diary. A prompt to truly notice the sky.

9. Stargazer's Post. What is overhead this month, mapped.

10. The Mushroom Club. Fungi facts and a careful foraging note.

11. Seasons Turn. A monthly nature observation ritual.

12. The Herbarium. Build a whole year of pressed specimens.

13. Garden Letters. A gardener's faithful monthly companion.

14. The Tide Table. Coastal wonders, mailed inland.

Nostalgia & Vintage

- 1. The Time Capsule.** A piece of a decade, mailed each month.
- 2. Retro Recipe.** A vintage recipe card you can actually cook.
- 3. The Lost Art.** A forgotten skill taught by mail.
- 4. Penmanship Past.** Old-fashioned handwriting practice.
- 5. The Mixtape Letter.** A playlist and its handwritten liner notes.
- 6. Vintage Ad Club.** A gorgeous old advertisement, frame-ready.
- 7. The Memory Jogger.** A prompt to write down one old story.
- 8. Cabinet of Curiosities.** One odd Victorian wonder per month.
- 9. The Old Postcard.** A reproduction and its small history.
- 10. Grandma's Drawer.** Homey wisdom and a humble keepsake.
- 11. The Almanac.** Old-timey tips for the month ahead.
- 12. Analog Club.** A love letter to pre-digital things.
- 13. Days Gone By.** Nostalgia, bottled and gently mailed.
- 14. The Filmstrip.** A tiny photo story in vintage style.

Food, Tea & Recipe

- 1. The Recipe Box.** One tested recipe card every month.
- 2. Tea and a Letter.** A single-serve tea and a note to sip with.
- 3. The Spice Drawer.** A spice, its story, and a way to use it.
- 4. One-Pot Wonders.** Easy dinners on collectible cards.
- 5. The Baker's Dozen.** A baking project, mailed monthly.
- 6. Cocktail Post.** One recipe and a tiny garnish to dry.
- 7. The Pantry.** A small specialty ingredient to try.
- 8. Hot Drink Club.** Cocoa, chai, and cider, by the season.

9. Sweet Tooth. A candy or a candy recipe each month.

10. The Cookbook Club. A chapter of recipes, mailed in parts.

11. Comfort Food. The one dish for the month's mood.

12. The Forager's Kitchen. Wild food and exactly how to use it.

Travel, Place & Language

1. Postcards from Nowhere. A fictional place, beautifully sent.

2. The Language Letter. Five new words and a phrase to use today.

3. Around the World. One country tucked into an envelope.

4. The Local. A love letter to a different small town.

5. Map of the Month. A place to explore entirely on paper.

6. The Travel Journal. Prompts for trips you take or only dream of.

7. Hometown Histories. A curious place-fact and a postcard.

8. The Wanderer. A tiny guide to somewhere unexpected.

9. Phrasebook Club. Practical travel phrases, monthly.

10. The Souvenir. A small token from a chosen place.

11. City Letters. A city told through its tiny details.

12. The Atlas Club. Geography for the endlessly curious.

Story, Mystery & Lore

1. The Cold Case. A mystery solved across monthly clues.

2. Letters from a Stranger. An unfolding epistolary tale.

3. The Cryptid Club. One folklore monster, investigated.

4. Choose Your Path. A branching story you mail your choices for.

5. The Detective's Desk. Evidence, clues, and a culprit to catch.

6. Myth of the Month. A legend retold, with a keepsake.

- 7. The Haunted Post.** A ghost story and an eerie little artifact.
- 8. Fairy Tale Reforged.** Dark, original fairy tales, monthly.
- 9. The Secret Society.** Codes, ciphers, and a quiet mission.
- 10. Dispatches from the Edge.** Sci-fi letters from a far-off future.
- 11. The Apothecary's Tale.** Potion lore and a harmless recipe.
- 12. Whodunit by Mail.** A parlor mystery you solve at home.
- 13. The Lorekeeper.** A fantasy world built letter by letter.
- 14. Bedtime Hauntings.** Gentle spooky stories for grown-ups.

Spiritual, Astrology & Tarot

- 1. The Star Chart.** Your month in the sky, made personal.
- 2. Tarot by Post.** One card pulled and explained for you.
- 3. The Moon Ritual.** A simple lunar practice each month.
- 4. Cosmic Weather.** The month's astrology, plainly told.
- 5. The Oracle.** A message and a small token of meaning.
- 6. Crystal of the Month.** A stone and its one quiet purpose.
- 7. The Tarot Card Club.** A new deck card and its lore.
- 8. Seasonal Magic.** A folk ritual for the turning year.
- 9. The Birth Chart Letter.** Your placements, one at a time.
- 10. Intentions and Spells.** Gentle manifestation by mail.
- 11. The Zodiac Club.** Your sign, celebrated all month.
- 12. Sacred Ordinary.** Finding the holy in small things.

Niche, Hobby & Whimsy

- 1. The Typewriter Club.** A letter typed on a real machine.

- 2. Chess by Mail.** One move a month, the old-fashioned way.
- 3. The Origami Post.** A fold-along project, monthly.
- 4. Tiny Things.** A club devoted to the very, very small.
- 5. The Cartography Club.** Make-believe maps, drawn for you.
- 6. Bug of the Month.** One fascinating insect, no ick.
- 7. The Lighthouse Club.** For people who love lighthouses, truly.
- 8. Knot of the Month.** A useful or beautiful knot to tie.
- 9. The Rock Club.** A stone, a fact, and where it is from.
- 10. Paper Airplane Post.** A new design to fold and to fly.
- 11. Cloud Appreciation.** Name the sky a little better each month.
- 12. The Lock and Key.** Puzzle boxes and tiny mechanisms.
- 13. Oddities Club.** One delightful, weird thing per month.
- 14. The Bonsai Letter.** Tiny-tree care and tinier philosophy.

Connection & Pen Pal

- 1. The Pen Pal Match.** A new letter-friend each season.
- 2. Letters to Lonely.** Write to someone who truly needs it.
- 3. The Round Robin.** A letter that circles the whole club.
- 4. Strangers and Friends.** Anonymous letter exchanges, kindly run.
- 5. The Encouragement Exchange.** Send a boost, receive one back.
- 6. Soldiers and Seniors.** Write to those who would love the mail.
- 7. The Question Club.** One big question, answered by everyone.
- 8. Postcard Pals.** Quick, low-pressure card swaps.
- 9. Kindred Spirits.** Matched by exactly what you love.
- 10. The Welcome Committee.** Write to newcomers anywhere.

11. Voices Across Miles. International friendship by mail.

12. The Confession Box. Anonymous secrets, gently held.

Growth, Goals & Self

1. The 12-Month Letter. One goal, tended carefully all year.

2. Tiny Habits. One small change mailed each month.

3. The Skill of the Month. Learn one new thing entirely by mail.

4. Future You. Letters that build who you are becoming.

5. The Money Letter. One gentle finance habit, monthly.

6. Read More. A reading challenge with kind nudges.

7. The Brave Thing. One small courage to try each month.

8. Declutter by Mail. One area, one month, one card.

9. Big Feelings. A real tool for the hard emotions.

10. The Creative Dare. A monthly prompt to make something.

11. Becoming. A whole year of small, real growth.

12. The Career Letter. A quiet professional nudge, monthly.

200+ Insert Ideas

The little extras that make mail feel like a present. Tuck one into any envelope.

Paper Goods

1. A custom bookmark
2. A mini art print
3. A postcard from the maker
4. A folded mini zine
5. A bookplate for your books
6. A recipe card
7. A quote card to keep
8. A tiny tear-off calendar
9. A set of gift tags
10. A printed poem
11. A coloring page
12. A bookmark with a tassel
13. A mini poster
14. A collectible trading card
15. A folded paper map
16. A reading door hanger

Stickers, Seals & Tape

1. A themed sticker sheet
2. One oversized statement sticker
3. A pre-made wax seal
4. A length of washi tape
5. A vinyl laptop sticker
6. A holographic sticker
7. Clear planner stickers
8. A sticker of the club mascot
9. A scratch-and-sniff sticker
10. A puffy sticker
11. A sheet of tiny dot seals
12. A transparent window sticker
13. A got-mail celebration sticker

14. A gold-star reward sticker
15. A die-cut character sticker
16. A roll of mini stickers

Sensory & Scent

1. A single tea bag
2. A coffee sample
3. A hot cocoa packet
4. A scented sachet
5. A drop of essential oil on a card
6. A scratch-and-sniff card
7. A bath salt sample
8. A stick of incense
9. A scented bookmark
10. A small wax melt
11. A lip balm sample
12. A plantable seed card
13. A spice sample in a glassine bag
14. A mini candle
15. A sprig of lavender
16. A pinch of loose tea

Pressed & Natural

1. A pressed flower
2. A pressed leaf
3. A lucky four-leaf clover stand-in
4. A sprig of dried lavender
5. A craft feather
6. A small seed packet
7. A tiny pinecone or acorn cap
8. A pressed herb with its name
9. A wildflower seed bomb
10. A cinnamon stick or bay leaf
11. A dried citrus slice
12. A pinch of beach sand in a packet
13. A pressed fern frond
14. A dried-flower confetti pinch
15. A single dried rosebud
16. A grow-me wheatgrass card

Keepsakes & Collectibles

1. An enamel pin
2. A collectible coin or token
3. A tiny charm
4. A numbered mini print
5. A card that builds a monthly set
6. A sew-on patch
7. A keychain charm
8. A fridge magnet
9. A worry stone
10. A friendship bracelet
11. A printed wooden nickel
12. A decorative vintage stamp
13. A matchbook-style mini booklet
14. A button badge
15. A collectible map piece
16. A tiny framed surprise

Prompts, Games & Interactive

1. A journaling prompt card
2. A write-back question
3. A tiny crossword or word search
4. A coloring page
5. A bingo card for the month
6. A scavenger-hunt list
7. A fold-and-fortune teller
8. A small maze
9. A finish-the-story card
10. A would-you-rather card
11. A gratitude prompt
12. A monthly challenge card
13. A tear-off affirmation strip set
14. A connect-the-dots
15. A secret code and cipher key
16. A spot-the-difference
17. A pick-a-path mini adventure

Tiny Useful Things

1. A packet of seeds
2. A mini sewing kit card
3. A sheet of address labels
4. A nice paperclip or bookmark clip
5. A bandage in a fun print
6. A spare button
7. A printed guitar pick
8. A mini ruler
9. A magnifying lens card
10. A clothespin photo clip
11. A tiny notepad
12. A pencil worth keeping
13. A measuring-conversion card
14. A reusable bag tie
15. A mini envelope of confetti
16. A bookmark clip
17. A tea-steeping timer card

Seasonal Touches

1. A paper snowflake for winter
2. A pressed autumn leaf
3. A spring seed packet
4. A summer beach token
5. A heart doily for February
6. A tiny ghost or pumpkin
7. An advent number sticker
8. A new-year intention card
9. A four-seasons collectible piece
10. A festive gift tag
11. A holiday recipe card
12. A first-day-of-spring prompt
13. A summer bucket-list card
14. A cozy-fall playlist card
15. A winter window cling
16. A seasonal washi strip

Personal & Handmade

1. A hand-stamped note
2. An initial wax seal

3. A handwritten quote
4. A doodle in the margin
5. A made-by-hand tag
6. A monogram sticker
7. A thumbprint art card
8. A hand-torn deckle-edge note
9. A personalized name card
10. A hand-numbered edition slip
11. A behind-the-scenes studio photo
12. A hand-tied ribbon or twine
13. A flower the maker grew and pressed
14. A note in real handwriting
15. A small hand-cut paper shape
16. A from-my-desk-to-yours slip
17. A hand-lettered first name

Edible-Adjacent & Cozy

1. A wrapped hard candy
2. A single tea bag
3. A cocoa packet
4. A cookable recipe card
5. A honey stick
6. A mint
7. A coffee single
8. A spice sample
9. A for-your-next-cup note
10. A bedtime chamomile tea bag
11. A drink-pairing card
12. A cider-spice sachet
13. A bake-along card
14. A printed lollipop wrapper
15. A cozy-drink recipe card
16. A tiny jam where shippable

Connection & Community

1. A write-back prompt and return note
2. A pen pal opt-in slip
3. A name for the round-robin
4. A community shout-out card
5. A send-this-to-a-friend extra

6. A referral card with a perk
7. A members map-pin sticker
8. A question to answer and mail back
9. A photo-share invitation
10. A what-did-you-make card
11. A guest-feature submission slip
12. A tag-the-club social card
13. A kindness pass-it-on card
14. A welcome card for newcomers
15. A members-only clue
16. A you-belong-here note

Surprise & Delight

1. A scratch-off card with a prize
2. A mystery mini gift
3. A golden ticket for a freebie
4. A fortune slip
5. An eco-confetti pinch
6. A tiny wrapped surprise
7. An open-when sealed note
8. A joke or pun card
9. A compliment card
10. A secret extra hidden in the fold
11. A first-subscribers bonus token
12. A wax-sealed secret message
13. A small lucky charm
14. A you-found-the-rare-one card
15. A simple pop-up element
16. A glow-in-the-dark surprise

Now go make yours

You just read four hundred ideas. You only need one. Pick the spark that would not let you go, decide who it is for, and make a single real thing to send to ten people who would be glad to get it. That is a mail club. Everything else, you build as you go.

When you are ready for the next step, the Mail Club Hub creator newsletter sends gentle help for starting and growing a club without the busywork taking over. And our directory is always open, free to list, free to be found.

You did not decide to be a maker so you could juggle spreadsheets all day. Keep the part you love. We will help with the rest.

Hand-produced art.
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