AND THE
DEBATE CONTINUES

SAVE THE DATES? KEEP 'EM OR DITCH 'EM?

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IN OUR HUMBLE OPINION...

Good question, what do you think?

That probably sounds like a non answer but seriously, in all things wedding planning, make sure you always take a quick second and actually think on whatever it is you are debating before launching right into it. Just because your sister Sue had Save the Dates doesn't mean you have to.

There are a lot of things that we do because they are tradition, or because we read it on the internet somewhere. Depending on how you look at it, Save the Dates may be one of those things and you may want to ditch them. Plus you are sending a formal invitation so why add more paper and postage unnecessarily right?

You are not wrong and provided that invitation goes out with ample notice, there should be no issue. There is of course those who would disagree and insist that a Save the Date is critical in ensuring that you lock down all the family and friends that you want to join you on your wedding day. People are busy, life is busy and without sufficient notice, yes, it is a possibility that some guests will not be able to make it.

So before you decide yay vs neh on the Save the Dates let us give you a few points to consider.

TIMING

WHEN IS YOUR WEDDING?

In the world of wedding planning, most couples take an average of about a year to plan their big day. Now that does not mean everyone does and many couples plan a wedding from start to finish over the course of a couple months.

If you are one of the short term planners a Save the Date may seem redundant. As a rule of thumb, vendors like to have your guest count confirmed about a month before the event. This means you would need to have sent your invitations about 3 to 4 months beforehand. In this example, if you were planning your wedding through a 6 month window a Save the Date would seem a bit unnecessary - in our humble opinion of course.

Conversely, if you guys are the couple who booked over a year out in order to secure your dream ceremony space, you may want to consider a Save the Date, especially if tradition is important to you. If this is you; send your Save the Dates about 8 to 10 months before the wedding and follow up with formal invitations when you are 3 to 4 months out.

THE DATE

ARE YOU IN HIGH SEASON?

As we said earlier, life is busy and you may find that if you are planning a wedding on a long weekend or through the summer months, some of your guests may already have plans of their own. This is literally the reason why Save the Dates became a thing in the first place and we definitely recommend utilizing them if your wedding falls into the high demand times of the year. Not to mention that in places like Calgary, wedding season really is concentrated into the summer months because that is when the weather is good. Wait too long and your guests may already committed to another wedding.

Same is true if you have a number of guests coming from overseas. This group will definitely need time to make travel plans and if you fail to give them proper notice, they may not be able to make it - and that would suck.

HEADCOUNT

ARE YOUR PLANS DEPENDENT ON HEADCOUNT?

Exactly as the name suggests, A Save the Date acts as a placeholder for your wedding day. It also serves to give you a preliminary idea of what your estimated headcount will be. If a guest already has a prior engagement and cannot attend, they will likely let you know once they receive their RSVP and from here you can make alternative arrangements.

How nice to know this information early on right?! Now you can either invite another guest to fill their spot or maybe you just go with a reduced headcount saving yourself a little money. Or maybe with fewer guests you decide to invest a bit more in the dinner service with a side dish enhancement or two. Remember, your event headcount will have the largest impact on your wedding budget and having a general idea of how many of your nearest and dearest will be in attendance early on means you can be proactive. Better yet it means you can stay in control of your wedding spending and that my friends is a beautiful thing.

So where do we weigh in, you ask? Personally, we are all for Save the Dates. Our appreciation for them definitely heightened this year with all the Covid weddings as having early headcount numbers helped our clients organize their Plan A, Plan B and Plan C accordingly.

We wouldn't spend a lot on them though. Save that for the invitation or beautiful table stationary for your reception. Digital is a brilliant option here and we especially love when couples incorporate photos from their engagement session - gets all the feels going.