

4th Quarter Checklist

- Recruit more merchants. Now is the time when it's easiest to get their attention. Reach out in October so they're onboarded and ready for holiday shoppers. See the Recruiting Merchants Best Practice for tips.
- Use the "Featured Merchants" capability to offer merchants the ability to add a Special Offer to entice shoppers into their stores. (Featured Merchants one pager linked in "Resources")
- Provide email copy to your merchants to reach out to their mailing lists promoting your Community Card (copy provided). Do this multiple times in Nov/Dec. Provide the link and/or QR code for your eGift purchase page for them to post on their websites, social media and in store.
- Refresh in-store signage at your merchants' locations. Redistribute the "How To Redeem" document and make sure employees are trained. Don't have in store signage? Order a marketing kit or create your own with the links in the "Resources" section.
- Focus on holiday bulk gifting starting in October. See our Bulk Purchases Best Practice and distribute the one pager to local employers while they are planning their holiday celebrations. Start with your board of directors and include any local employer with more than 20 employees. Ask employers if they have favorite merchants and add them to the program. Write a press release (template provided) for your local newspaper on local employers who are supporting the "Shop Local" movement to give them the credit they deserve!
- Recruit sponsors for a holiday BOGO and launch your BOGO not later than Nov 20th. Target your local banks, realtors, developers, city government, tourism offices and large employers. Offer them branding opportunities in exchange for their support.



Black Friday/Shop Small Saturday/Cyber Monday - create a campaign for your "shop local" movement and make sure your local businesses get the attention they deserve at this holiday gifting extravaganza. Get an article in your local newspaper about your card and the "shop local" movement.



Thanksgiving and other holiday festivities! Get your mayor to promote your community card in their speeches. Set up a table or booth and use "Order Desk" to sell cards at tree lighting ceremonies, craft fairs and holiday parades.



When asked for donations or prizes for events, give them your Community Card. You can set an expiration date and recoup unused funds so there's no waste on your end.



Reach out to realtors, home lenders and developers for holiday gifting programs. See our Best Practice and send the one pager to local agents and organizations. Shop Local cards generate referrals and show clients that the agents really care about the community.



Reach out to hotels, restaurants and attractions to use your Shop Local card to promote their businesses during the busy holiday travel season. See our Hospitality Best Practice and send them the one pager.



Reach out to schools and other organizations to run ads for your community card in newsletters and school bulletins targeting parents for teacher appreciation and other holiday gifts.



Create holiday social media campaigns featuring people using their cards for holiday shopping. Create a "last minute" gifting campaign for Dec 18-25 on email, press and social media. Community Cards are the procrastinators' dream!

4th Quarter Results

- Target \$20,000 in card sales in Q4
- Target 10-20 bulk purchases of \$1k or more from local employers for holiday gifts
- Get a sponsor (could be multiple organizations chipping in) for a bonus program of \$10k or more
- Add 10 or more merchants to your program so you have 50+ merchants participating