Community Card Relaunch Checklist– Week 2

- ☐ Send an email introducing the program to your new merchants. Include the customized Merchant Introduction Doc, How To Redeem Doc and Training Video. Send an email to your existing merchants with training materials so they can make sure new employees are properly trained.

- ☐ After the initial email introducing the program, send out Activation Cards to new merchants. Make sure to follow up with merchants.

- ☐ Create a launch plan – press, social media, events, mayor's address.

- ☐ Write a press release based on the template provided and reach out to local press to generate interest in creating an article for your launch.

- ☐ Reach out to board members and local employers to get indications of interest and commitments for bulk purchases for their staff and clients. This can be a powerful strategy for recruiting merchants, i.e. letting them know that there is a backlog of purchases.

- ☐ Optional- reach out to local companies, like banks, credit unions and real estate companies to see if they'd be interested in sponsoring a holiday "Buy-One-Get-One" in exchange for marketing. Check to see if you have city funds or ARPA funds available to fund a BOGO.

- ☐ Optional- Invite merchants to your merchant webinar.

- ☐ Optional- Offer merchants a $20 gift card to sign up by the end of week 3 as an incentive.