

# Community Card Checklist- Week 2

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 to get indications of interest in purchasing your gift card for employee holiday gifts and rewards. This can be a powerful strategy for recruiting merchants, i.e. letting them know that there is a backlog of purchases.

Follow up with merchants and get at least 20 to run their Activation Cards by the end of the week. Make phone calls and go door-to-door as needed.

If you're running a BOGO, inform merchants of BOGO and funding for bonus gifts that will result in 3X-8X of BOGO funding in circulation quickly. They need to Activate NOW to get their fair share.

Similarly, let merchants know that your board members are planning to make bulk purchases and they need to sign up now to avoid missing out. FOMO is a powerful recruiting tool!

Get social media posts ready to go for your launch

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

Add your Community Card link to your website

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