

Community Card Checklist– LAUNCH WEEK

- Distribute in-store signage to participating merchants. Send them customized social media posts so they can help you promote the program
- Post your press release. Run articles in local publications.
- Have your mayor speak about your new program in his/her “state of the City” address
- Email your mailing list to announce the new program and have your participating businesses do the same.
- Reach out to local employers to suggest they use your cards for holiday gifts and employee reward programs. Use the flyers linked below.
- Use your card for holiday events like fairs, raffles, scavenger hunts, tree decorating contests, etc.
- Provide copy for your merchants to email their mailing lists about this great new program, and social media content they can post.
- Launch your Community Card by November 17th!
- Optional- Launch your BOGO.