

Community Card Checklist- Week 2

- Upload the Merchant Spreadsheet to your portal. See the Set-Up Guide for instructions.
- Send out an email introducing the program to your merchants. Include the customized Merchant Introduction Doc, How To Redeem Doc and Training Video.
- After the initial email introducing the program, send out Activation Cards to merchants. Make sure to follow up with merchants to get 5-10 to run Activation Cards so they are live this week.
- 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 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- Invite merchants to your Week 3 merchant webinar.
- Optional- Offer merchants a \$20 gift card to sign up by the end of week 3 as an incentive.
- Optional- Create a "Buy-One-Get-One" (BOGO) offer for your launch to get attention, generate excitement and get gifts in circulation quickly. Identify your budget, complete the attached Quickstart and create your banner. Reach out to us to set your BOGO up.