

Community Card Checklist– Week 4

- Distribute in-store signage to participating merchants.
- 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
- Blast social media with your launch materials and share posts with participating businesses so they can help you promote.
- Email your mailing list to announce the new program and have your participating businesses do the same.
- Prepare and send your sponsor outreach materials to inform local employers of the program and invite them to support your local businesses by purchasing gift cards in bulk.
- Pitch your card for community programs, like giveaways, donations, contests, farmers markets, street fairs, wine walks, job fairs, etc.
- Optional- Launch your BOGO.