GIVING TAG PROGRAM

Sample Email

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SUBJECT LINE: Buy a Bag, Redeem the Tag and We'll Get $1!

PREVIEW TEXT: Look for the Giving Tag on every GIVE BACK WHERE IT COUNTS Reusable Bag purchased at Star Market and direct $1 to us!

Dear [*Staff/Board/Volunteers*],

We are so excited to announce Star Market's Giving Tag Program, which makes it easy for customers to direct donations to local organizations of their choice.

At any Star Market, just purchase a $3.00 GIVE BACK WHERE IT COUNTS Reusable Bag, follow the instructions on the Giving Tag that comes with it, select [*organization*] and we'll receive a $1 donation!

Let's get started! Share the news with friends and family. Call, send emails and post on social media. The more people who purchase the GIVE BACK WHERE IT COUNTS Reusable Bag and use the Giving Tag to direct the donation to [*organization*], the more we can raise!

To learn more about this program, please visit starmarket.2givelocal.com.

Best,
[*Signature*]

starmarket.2givelocal.com