



MARKETING TOOLKIT

# GIVE BACK WHERE IT COUNTS

## Reusable Bag Program

RESOURCES FOR CAMPAIGN SUCCESS



# Welcome

Welcome to the Shaw's  
GIVE BACK WHERE IT COUNTS  
Reusable Bag Marketing Toolkit, and  
congratulations on being selected at  
your local Shaw's!

This Marketing Toolkit is full of information and suggested content to bolster and help improve your outreach to friends, supporters and constituents.

**Easy to use.** Simply copy and paste what you like into your email program, social media accounts, and more. Quickly and efficiently spread the

word to create awareness and donations to your organization prior to and throughout your month in the GIVE BACK Bag Program.

As you review the following pages and get familiar with our recommended six-step process, click on the links to access Marketing Resources, including images and templates you can copy and paste. Customize the language to fit your needs, or feel free to create your own message.

**Reach out any time.** If you need any other information on the GIVE BACK Bag Program, or assistance with this toolkit, please contact us:



603-380-9336



[shaws@bags4mycause.com](mailto:shaws@bags4mycause.com)





# Program Overview

Every \$3.00 GIVE BACK Bag sold at your local Shaw's for your selected month will generate a \$1 donation for your organization.

The information and assets in this toolkit are provided to support your efforts in raising donations and awareness for your organization.

For success as the featured nonprofit at your local Shaw's, we have laid out a recommended campaign, described throughout this toolkit.



## 1 ORIENT



Explore the GIVE BACK Bag Program.

## 2 BROADCAST



Get the word out about your month.

## 3 IGNITE



Set the excitement ablaze and get ready.

## 4 LAUNCH



Let everyone know your journey has taken flight.

## 5 BOOST



Fan the fire and motivate supporters.

## 6 ENJOY



Sit back, celebrate and wait for your check!



# Orient

EXPLORE THE BAG PROGRAM



CLICK TO LEARN MORE



Get familiar with the GIVE BACK Bag Program and reach out to your staff and supporters to help them learn about it, too. Explore the Program website to find information, campaign ideas, templates and images. You have a few weeks to steer your supporters in the right direction.

## Tip #1

Make email subject lines short and punchy. Keep your visuals bright and engaging!

## Sample Announcement Email

**SUBJECT LINE:** We've been selected by the Shaw's GIVE BACK WHERE IT COUNTS Bag Program!

**PREVIEW TEXT:** For all of [Month] every reusable GIVE BACK WHERE IT COUNTS Bag purchased at Shaw's earns us \$1!

Dear [Staff/Board/Volunteers],

We are so excited to share that [organization] has been selected to benefit from Shaw's GIVE BACK Bag Program, which makes it easy for customers to contribute to their local communities.

For the month of [month], whenever a \$3.00 GIVE BACK Bag is purchased at the Shaw's located at [location], \$1 will be donated to [organization]. This is a great way to broaden awareness and help our cause.

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 Bag in [month], the more we can raise!

To learn more about this program, please visit [shaws.2givelocal.com](http://shaws.2givelocal.com).

Best,

[Signature]



# Broadcast

GET THE WORD OUT



CLICK TO VIEW RESOURCES



A couple weeks before your month begins, start spreading the news! Below is a sample press release to complete with your organization's information and distribute to your local news outlets. Use our library of Resources to create a variety of ways to get the word out.

## Tip #2

Once the press release hits, anticipate increased visits to your website by posting more details about the program.

## Sample Press Release

**FOR IMMEDIATE RELEASE:** *[Name of organization]* *[Name, phone & email]*

*[Name of organization]* Celebrates Selection as a Shaw's GIVE BACK WHERE IT COUNTS Reusable Bag Program Beneficiary

*[City, State]* – *[Name of organization]* has been selected as a beneficiary of the Shaw's GIVE BACK WHERE IT COUNTS Reusable Bag Program for the month of *[month]*.

Launched in March 2019, the Shaw's GIVE BACK Bag Program is a reusable bag program that facilitates community support with the goal to make a difference in the communities where shoppers live and work.

*[Name of organization]* was selected as the *[month]* beneficiary of the program by store leadership at the Shaw's located at *[location]*. *[Name of organization]* will receive a \$1 donation every time the \$3.00 GIVE BACK Bag is purchased at this location during *[month]*, unless otherwise directed by the customer through the Giving Tag attached to the bag.

"*[1-2 sentence quote reflecting excitement about being chosen]*," said *[name]*, Executive Director of *[name of organization]*. "*[Short quote on how this donation will help you fulfill mission]*."

*[Name of organization]* is a nonprofit based in *[city, state]*. Founded in *[year]*, *[name of organization]* has *[describe efforts in the community]*. Learn more about *[name of organization]* by visiting *[website]*.

For more information on the Shaw's GIVE BACK Bag Program, visit [shaws.2givelocal.com](http://shaws.2givelocal.com)

**5 GIVE BACK WHERE IT COUNTS MARKETING TOOLKIT**





# Ignite

SET THE EXCITEMENT ABLAZE



CLICK TO DOWNLOAD IMAGES



A press release works hand-in-hand with social media and website posts. Link to the press content through your posts and promote with shout-outs and hashtags. Below are some sample posts for you to use or to inspire your own. Add images from our Image Bank to enhance the message.

## Sample Social Media Posts



Have you heard the news? *[organization name]* has been selected as the beneficiary of the @Shaw's GIVE BACK WHERE IT COUNTS Reusable Bag Program! Each time the \$3.00 GIVE BACK Bag is purchased at the Shaw's at *[location]* during the month of *[month selected]* we will receive a \$1 donation.

We're excited to share that every \$3.00 GIVE BACK WHERE IT COUNTS Reusable Bag purchased in *[month]* at the @Shaw's located at *[location]* will send a \$1 donation to us! #giveback #dogood

Want to give back? Support the community and the environment! Go to the @Shaw's located at *[location]* and purchase the \$3.00 GIVE BACK WHERE IT COUNTS Reusable Bag. We will receive a \$1 donation for every bag sold in *[month]*.

## Tip #3

Include an image from our image bank and tag Shaw's in social posts to increase reach.







# Launch

TAKE FLIGHT



CLICK TO VIEW RESOURCES



Your month begins! Remind everyone that they can benefit your organization by letting them know what to buy and where. Visit your selected store, introduce yourself to the manager and check that GIVE BACK Bags are fully stocked with the name of your organization visibly displayed.

## Tip #4

Connect with the store and see how you can spread the word together.

## Sample Launch Day Email

**SUBJECT:** Launch Day: Shaw's GIVE BACK WHERE IT COUNTS Bag Program!

Hello,

Today is launch day for the Shaw's GIVE BACK WHERE IT COUNTS Reusable Bag Program! Starting today and for the entire month of *[month of selection]*, when you purchase a \$3.00 GIVE BACK Bag at the Shaw's located at *[location]*, \$1 is donated to *[name of organization]*.

Our goal is to sell *[goal of bags bought, e.g., 200]* bags, equivalent to *[\$[insert donation equivalent, e.g., \$200]* raised. We are confident that with the help of our dedicated supporters, we can reach this goal.

We strongly encourage you to share this news with family and friends as well!

The GIVE BACK Bags are located on displays around the store and at the checkout. For more information about the program, please visit [shaws.2givelocal.com](http://shaws.2givelocal.com).

Thank you for your support,

*[Signature]*





# Boost

## FAN THE FLAMES



CLICK TO DOWNLOAD IMAGES



Keep the fires burning! Now's the time for the last big push to motivate your supporters to pick up their first—or additional—GIVE BACK Bags.

### Tip #5

Sustained communication keeps supporters engaged and interested.

### Sample Social Media Posts



Happy [month]! Go to the @Shaw's located at [location] and purchase a \$3.00 GIVE BACK WHERE IT COUNTS Reusable Bag to send a \$1 donation to our organization this month!

Support [organization name] this month! Visit your local @Shaw's and purchase a \$3.00 GIVE BACK WHERE IT COUNTS Reusable Bag. For every bag sold we will receive a \$1 donation. #dogood #giveback

Want to give back? Support the community and the environment! Go to the Shaw's located at [location] and purchase the \$3.00 GIVE BACK WHERE IT COUNTS Reusable Bag. We will receive a \$1 donation for every bag sold this month.







# Enjoy

SIT BACK AND CELEBRATE



[CLICK TO DOWNLOAD GIVING TAG TOOLKIT](#)



Your month is complete and it's time to thank your supporters. In about 10-12 weeks, you'll receive a check for the amount that you raised this month. The opportunity to raise funds isn't over! Visit our website to learn about how you can make the Giving Tag that comes attached to the GIVE BACK Bag continue to work for your organization.

## Tip #6

Thanking supporters inspires loyalty and future generosity.

## Sample Thank You to Your Supporters

**SUBJECT:** Thank you! Shaw's GIVE BACK WHERE IT COUNTS Reusable Bag Program

Hello,

We would like to extend a HUGE thank you for your participation and support during our benefitting month of the Shaw's GIVE BACK Bag Program. During the month of *[month of selection]*, *[\$[money raised]]* was donated to our organization through the Shaw's GIVE BACK Bag Program. Whether you bought a bag or helped spread the word, we couldn't have done this without you. The money generated, will help us to *[share what you will do with the funds raised]*. Thank you again for making this a fun and successful experience for *[name of organization]*!

But... we're not done! You can continue to help raise funds for *[name of organization]* by using the Giving Tag attached to the GIVE BACK Bag! Purchase a GIVE BACK Bag at *any* Shaw's and follow the instructions on the attached Giving Tag to direct the \$1 donation to our organization.

Thank you for your support,

*[Signature]*

## Sample Social Media Post



Thank you! We raised *[\$[donation amount]]* through the Shaw's GIVE BACK WHERE IT COUNTS Reusable Bag Program! Guess what? You can still support us! Visit any Shaw's, buy a GIVE BACK Bag and use the attached Giving Tag to send a \$1 donation to us any time.



# FAQs

## What is the Shaw's GIVE BACK Bag Program?

The GIVE BACK Bag Program makes it easy for shoppers to support their communities and environment by buying durable, reusable shopping bags. A portion of each purchase goes to a local nonprofit organization focused on education, civic, health & wellness, hunger relief or military/veterans.

## How much does a bag cost?

Each bag costs \$3.00, with \$1 of that purchase going to support a benefiting nonprofit in your community.

## What are the bags made of, and where are they made?

The bags are made from 95% recycled materials from either non-woven or woven Polypropylene. They are manufactured in China and Vietnam in factories that follow the strictest guidelines for employment and production standards.

## How do you calculate the amount of meals a \$1 donation provides?

We work with local food pantries and food banks to provide nourishing meals to those in need. According to Feeding America, every \$1 donation allows partners to secure and distribute 10 meals to those in need. To learn more, read this article by Feeding America: [www.feedingamerica.org/ways-to-give/faq/about-our-claims](http://www.feedingamerica.org/ways-to-give/faq/about-our-claims).

## If we have been selected as a monthly beneficiary, do shoppers need to use the Giving Tag attached to the bag to send the \$1 donation to us?

No. If you have been selected as the monthly beneficiary at a particular store location, the \$1 donation will automatically go to you upon purchase. The Giving Tag is only to redirect the \$1 donation to a different nonprofit, other than the one selected to benefit for the month.

## How are nonprofits selected as beneficiaries each month?

Every month, leadership at each store location chooses a local nonprofit to be the default beneficiary from the Shaw's GIVE BACK Bag Program. The name of the organization is posted on the reusable bag rack during their benefitting month.

## Can I submit my nonprofit to participate in this GIVE BACK Bag Program?

Yes. Shaw's is committed to serving the communities in which we live and work, so if your nonprofit is 501 (c)(3) certified, then visit our Submit Your Organization page ([shaws.2givelocal.com/submit-your-organization](http://shaws.2givelocal.com/submit-your-organization)) to sign up to participate, or visit our website to learn more about our other community programs.

## How do you calculate the number of single-use bags not used?

We estimate that one purchased reusable bag will be used at least six times per year. We also estimate that each time a reusable bag is used it equates to five single-use bags that are not used. This means that for every reusable bag that is sold, 30 single-use bags are not used. We are confident in this assessment, as it is a very conservative estimate compared to other findings.

## Where can I buy a bag?

GIVE BACK Bags are available at all Shaw's locations (visit [local.shaws.com](http://local.shaws.com)). Look for them at registers and on the reusable bag rack. If you can't find them, just ask a staff member where they are. They'll be happy to show you! To find the Shaw's nearest to you, visit our site. You can also purchase these bags in bulk—they make great gifts for friends, family, colleagues, and group members. Show them you care about them, the community, and the environment! For information on bulk orders, please contact us at [shaws@bags4mycause.com](mailto:shaws@bags4mycause.com).

## When are the donations distributed to the benefitting nonprofits?

We will send donation checks directly to selected nonprofits in the GIVE BACK Bag Program approximately 10-12 weeks after their selected month ends. Nonprofits participating in the Giving Tag Program who earn \$5 or more at any point will be sent their donation checks approximately 10-12 weeks after the close of the month in which the funds reaching or surpassing \$5 were raised. Giving Tag Program beneficiaries who earn less than \$5 throughout the year will be sent a donation check with any remaining balance in our account at the end of the year.

### How can I use the Giving Tag to direct my \$1 donation?

When you buy the bag, you'll find a tag attached. Simply follow the instructions on the back of the tag:

- Scratch and reveal the unique code *Note: there are no numbers in the code.*
- Visit [myshawscase.com](http://myshawscase.com) within 7 days of your purchase
- Fill out the necessary information on the website form
- Select a nonprofit to receive the \$1 donation

If the donation is not directed within 7 days of purchase, the donation will automatically go to the store's selected nonprofit beneficiary that month.

### Does the Giving Tag replace the monthly GIVE BACK Bag Program?

No. The ongoing Giving Tag Program is separate from the monthly GIVE BACK Bag Program. As a monthly selected beneficiary, you will automatically receive any funds from the purchase of the GIVE BACK Bag that are not otherwise directed by the Giving Tag. If you are selected as a monthly beneficiary, you will be notified. The Giving Tag provides an ongoing opportunity for shoppers at any store to direct the \$1 donation to the nonprofit of their choice at any time.







# Still have questions?

## We're here to help!



[shaws.2givelocal.com](https://shaws.2givelocal.com)



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**GIVE BACK BAG PROGRAM**

