



GIVING TAG PROGRAM

Sample Email



[DOWNLOAD IMAGES](#)

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

PREVIEW TEXT: Look for the Giving Tag on every reusable Hannaford Community Bag and Fight Hunger Bag purchased at Hannaford and direct \$1 to us!

Dear [Staff/Board/Volunteers],

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

At any Hannaford, just purchase a \$2.50 reusable Community Bag and Fight Hunger Bag, follow the instructions on the Giving Tag that comes with it, select [organization] and we'll receive a \$1 donation from each bag purchase!

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 Hannaford Fight Hunger Bag and Community 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 hannaford.2givelocal.com.

Best,
[Signature]



hannaford.2givelocal.com