



MARKETING TOOLKIT

Giving Tag Program

Resources for Campaign Success





Welcome

The Hannaford Giving Tag Program is an opportunity to support your organization all year long!

This Marketing Toolkit is full of information and suggested content to bolster your efforts in raising awareness all year long for your organization in the Hannaford Giving Tag Program.

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 the program.

As you review the following pages and get familiar with our recommended five-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 program, or assistance navigating this toolkit, please contact us:



603-380-9339



hannaford@bags4mycause.com



Program Overview



The amount of donations and community connections you can create are endless.

When shoppers purchase the Community or Fight Hunger Bag from any Hannaford location at any time, they can use the attached Giving Tag (shown above) to direct a \$1 donation to the nonprofit of their choice by following these instructions provided on the tag:

1. Visit myhannafordcause.com within 7 days of purchase.
2. Remove the scratch-off layer on the Giving Tag to reveal the unique identifier.
3. Submit the identifier and select the nonprofit they would like to receive a \$1 donation.

Encourage your supporters throughout the year to buy bags, submit tags and select your organization using the recommended campaign outlined in this toolkit.

1 ORIENT



Explore the Giving Tag Program.

2 BROADCAST



Get the word out about the Giving Tags.

3 FLY



Escalate the excitement.

4 BOOST



Fan the fire and motivate supporters.

5 ENJOY



Celebrate rewards and keep the cycle soaring!



Orient

EXPLORE THE GIVING TAG PROGRAM



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The Giving Tag is a year-round opportunity to drive donations. Shoppers can support the community they call home by directing their \$1 donation generated from the purchase of the \$2.50 Community or Fight Hunger Bag to the nonprofit of their choice. Instructions on the back of the Giving Tag will guide shoppers to select the nonprofit they would like to support!

Tip #1

Make everyone aware of the Giving Tag opportunity throughout the year to maximize support.

Sample Announcement Email

SUBJECT LINE: Buy a bag, use the tag and support [*name of organization*]!

PREVIEW TEXT: Buy a Community or Fight Hunger Bag at any Hannaford and use the attached tag to direct a \$1 donation to us!

Dear [*Staff/Board/Volunteers*],

We are so excited to share that [*name of organization*] is now participating in the Hannaford Giving Tag Program, which is designed to make it easy for customers to contribute to their local community while supporting the environment.

This ongoing opportunity is available at any Hannaford store. All you have to do is purchase a \$2.50 reusable Community or Fight Hunger Bag, follow the instructions on the attached Giving Tag and we will receive a \$1 donation! If everyone on our email list purchases just ONE bag and directs the \$1 donation to us, we could receive a donation of \$[*how many people on your list*].

Let's get started! We can begin by sharing the news of this opportunity with our friends and family. Call, send emails and post on social media. The more people who learn about the program, purchase the Community or Fight Hunger Bag and use the attached Giving Tag to direct the donation to [*name of organization*], the more money we will raise.

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

Best,

[*Signature*]



Broadcast

GET THE WORD OUT



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Send out press releases periodically to remind supporters about this ongoing opportunity. Below is a sample press release to complete with your organization’s information and distribute to your local news outlets. Visit our Image Bank to create flyers to hang around your community.

Sample Press Release

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

Support *[Name of your organization]* through the Hannaford Giving Tag Program *[City, State]* – *[Name of your organization]*, a nonprofit committed to *[description of organization]*, has begun generating donations through the Hannaford Giving Tag Program.

The Giving Tag Program, which launched in February 2020, is a reusable bag program that facilitates community support with the goal to make a difference in the communities where shoppers live and work while being good to the environment.

Shoppers purchasing the \$2.50 reusable Community or Fight Hunger Bag at any Hannaford store have the opportunity to direct a \$1 donation to a local nonprofit of their choice by using the attached Giving Tag. *[Name of organization]* has already begun generating donations through the use of the Giving Tag.

“[1-2 sentence quote reflecting excitement about participating in the program],” said *[name of your organization]* Executive Director, *[name]*. *“[Short quote on how this donation will help you fulfill your mission].”*

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

For more information on the Hannaford Giving Tag Program, visit **hannaford.2givelocal.com**.

Tip #2

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





Fly

ESCALATE EXCITEMENT



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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.

Tip #3

Include an image from our image bank and tag Hannaford in social posts to increase reach.

Sample Social Media Posts



We're excited to share that the Giving Tag Program is available at all Hannaford stores! Shoppers purchasing the \$2.50 reusable Community or Fight Hunger Bag at any Hannaford store, can direct a \$1 donation to [organization] by using the attached Giving Tag. Visit your local Hannaford and pick one up today!

We're participating in the Hannaford Giving Tag Program! Purchase a \$2.50 reusable Community or Fight Hunger Bag at any Hannaford store and use the attached Giving Tag to direct a \$1 donation to [organization].

Looking for an easy way to go green? Pick up a few \$2.50 reusable Community and Fight Hunger Bags at any Hannaford store. Each bag helps reduce paper and plastic bag use, and you can use the attached Giving Tag to direct a \$1 donation to [organization]. It's a win-win!





Boost

FAN THE FIRE



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Keep the fires burning! Make a plan to motivate your supporters regularly to pick up their first—or additional—Community and Fight Hunger Bags, redeem the attached Giving Tag and look for your organization to direct the donation.

Tip #4

The Giving Tag opportunity is ongoing. Customize your communication plan to maximize awareness and support.

Suggested Community Outreach Plan

Repeat cycle of communication to help remind supporters.



WEEKLY

Post regular reminders to your website and social media.



QUARTERLY

Publish a press release to engage the media and refresh flyers on local community boards.



MONTHLY

Email reminders to your community to buy bags and spread the word.





Enjoy

CELEBRATE AND KEEP IT GOING

REPEAT AS OFTEN AS YOU WISH!



Approximately 10–12 weeks after the close of the month in which a participating nonprofit's directed earnings reach \$5 or more in the Giving Tag Program, a donation check will be sent. Giving Tag Program beneficiaries earning less than \$5 throughout the entire year will receive a donation check for any existing balance after the end of the calendar year.

Sample Thank You to Your Supporters

SUBJECT: Thank you! Hannaford Giving Tag Program

Hello,

Thank you to everyone who has visited a Hannaford store, purchased a Community or Fight Hunger Bag and used the attached Giving Tag to direct the \$1 donation to [name of your organization]! We've raised a total of \$[donation amount] so far.

Whether you've bought a bag or helped spread the word, we couldn't have done this without you. The money generated through this program will help us to [share what you will do with the funds raised].

If you haven't had a chance to pick up a bag yet, don't worry! The Hannaford Giving Tag Program is always available. All you have to do is purchase the Community or Fight Hunger Bag at any Hannaford and follow the instructions on the attached Giving Tag to direct the \$1 donation to our organization.

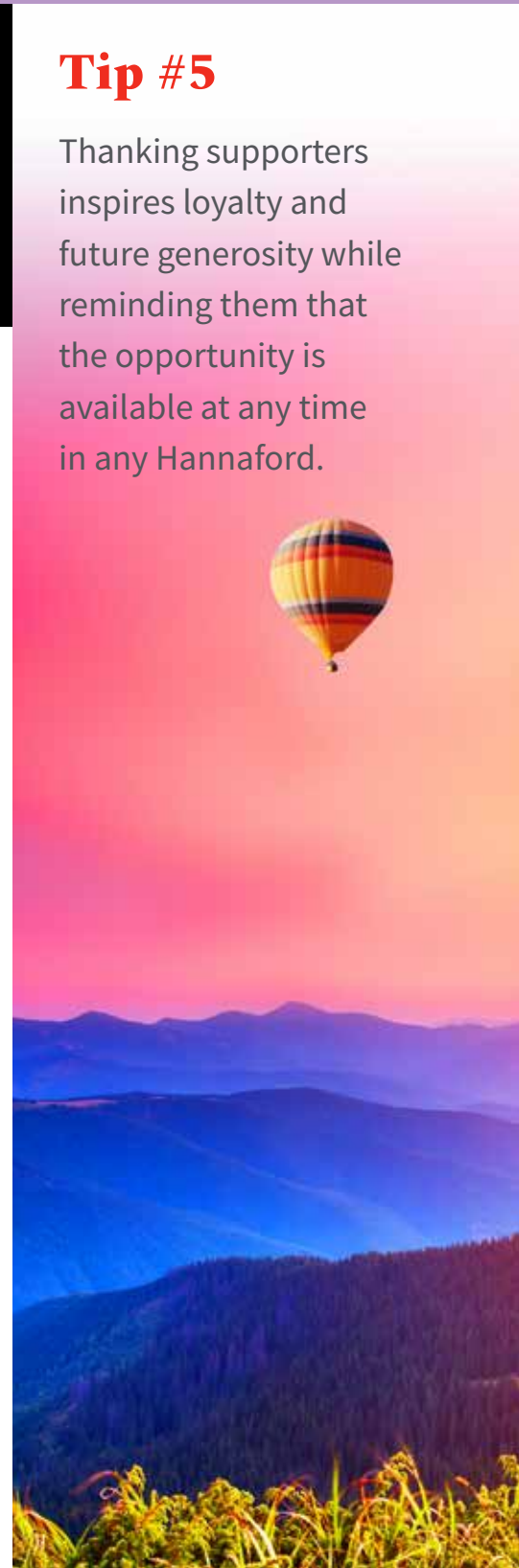
To learn more about this program, please visit hannaford.2givelocal.com. Thank you for your continued support!

Best,

[Signature]

Tip #5

Thanking supporters inspires loyalty and future generosity while reminding them that the opportunity is available at any time in any Hannaford.



FAQs

What is the Giving Tag and where do I find it?

Every Hannaford Community and Fight Hunger Bag comes with a Giving Tag attached. With each purchase of these \$2.50 bags, the store donates \$1 to a local nonprofit. The Giving Tag gives shoppers the opportunity to direct that \$1 to a nonprofit of their own choosing within 7 days of the purchase. If the \$1 donation is not directed within 7 days, it is automatically donated to the store's selected nonprofit beneficiary for the month.

Where can I buy Community and Fight Hunger Bags and for how much?

Community and Fight Hunger Bags are available for \$2.50 at all Hannaford locations. Look for them at registers and on reusable bag racks. If you can't find them, just ask a staff member and they'll be happy to show you. To find the Hannaford nearest 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 hannaford@bags4mycause.com.

Where are the bags made and from what material?

Community and Fight Hunger Bags are made from 95% recycled materials from either non-woven or woven Polypropylene. They are manufactured in China and Vietnam in factories following the strictest standards for employment and production.

What is the difference between the Giving Tag and the Community and Fight Hunger Bag Programs?

The Giving Tag Program is an opportunity for nonprofits to raise awareness for their organizations at any time throughout the year. Supporters can go to any Hannaford, buy a Community or Fight Hunger Bag and follow the instructions on the Giving Tag to direct a \$1 donation to an organization of their choice. For the Community and Fight Hunger Bag Programs, leadership at each Hannaford location selects a different nonprofit per month to automatically benefit from the sale of Community and Fight Hunger Bags when Giving Tags are not used to redirect the donations.

Does the Giving Tag replace the monthly Community or Fight Hunger Bag Programs?

No. The ongoing Giving Tag Program is separate from the

monthly Community and Fight Hunger Bag Programs. Selected beneficiaries for any given month automatically receive proceeds from the purchase of the Community and Fight Hunger Bags that are not otherwise directed by the Giving Tag. To be a monthly beneficiary, you must be selected by a store, after which you will be notified. Your organization, however, can opt into the Giving Tag Program at any time and encourage your supporters to direct the \$1 donation by selecting your nonprofit upon redemption of the Giving Tag within 7 days of purchase.

How did my organization end up on the list?

The Hannaford Giving Tag Program team conducts extensive research to identify, qualify and screen nonprofits for this program. Your organization stood out as an incredible nonprofit in your local community.

My organization isn't on the list. How can I submit my nonprofit to participate in this and other Hannaford community programs?

Hannaford 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 (hannaford.2givelocal.com/submit-your-organization) to sign up to participate. Learn more about our other community programs at our website.

How do I use the Giving Tag?

When you buy the bag, you'll find a tag attached providing these instructions:

- Scratch and reveal the unique code
- Go to myhannafordcause.com within 7 days of your purchase and fill out the necessary information
- 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.




When are the donations distributed to the nonprofits benefitting from the Giving Tag?

Approximately 10–12 weeks after the close of the month in which directed earnings reach \$5 or more. Giving Tag Program beneficiaries earning less than \$5 throughout the year will be sent a donation check with the existing balance after the end of the calendar year.



Still have questions?

We're here to help!

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