



COMMUNITY BAG PROGRAM

Guide to Campaign Success





Welcome

Congratulations on being selected at your designated Hannaford! And, welcome to the Community Bag Program *Guide to Campaign Success*.

This *Guide* is full of information and suggested content to inspire and help improve your outreach to friends and supporters.

Easy to use. Simply copy and paste what you like into your emails, social media accounts and more. Time moves quickly, so spread the word as soon as you can to raise awareness about the Program prior to and throughout your month.

The following pages describe our recommended five-step campaign and provide links to resources. A printable flyer is included for your convenience. Along with our Image Bank, we also offer unique images just for your month. Examples of past images of the month are shown throughout this *Guide*—just click on them to view and download all currently available images. Feel free to customize them with your organization’s information.

Reach out any time. If you need any other information on the Community Bag Program, or assistance with this *Guide*, please contact us.

 **603-380-9339**

 **hannaford@bags4mycause.com**



Program Overview

Every \$2.50 Community Bag sold at your designated Hannaford during your selected month generates a \$1 donation for your organization.



For success as the featured nonprofit at your designated Hannaford, we have laid out a recommended campaign throughout this *Guide*. The information and assets are provided to support your efforts in raising donations and awareness for your organization.

1 EXPLORE



Discover the Community Bag Program.

2 IGNITE



Set the excitement ablaze and get ready.

3 LAUNCH



Let everyone know your journey has taken flight.

4 BOOST



Fan the fire and motivate supporters.

5 ENJOY



Sit back, celebrate and wait for your check!



Explore

DISCOVER THE PROGRAM



CLICK TO LEARN MORE



JANUARY IMAGE EXAMPLE
[Click here to browse all Images](#)

Get familiar with the Community 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 couple weeks to steer your supporters in the right direction.

Sample Announcement Email

SUBJECT LINE: We've been selected by the Hannaford Community Bag Program!

PREVIEW TEXT: For all of [Month] every reusable Community Bag purchased at Hannaford earns us \$1!

Dear [Staff/Board/Volunteers],

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

For the month of [month], whenever a \$2.50 reusable Community Bag is purchased at the Hannaford located at [location], we'll receive \$1. 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 Community Bag in [month], the more we can raise!

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

Best,

[Signature]



CAMPAIGN TIP

Use this time to browse through our Image Bank and make a communication plan to get supporters excited and ready. The more bags sold, the more donations your organization will receive!



Ignite

SET THE EXCITEMENT ABLAZE



GET THE PRESS RELEASE TEMPLATE



FEBRUARY IMAGE EXAMPLE
[Click here to browse all Images](#)

Before your month begins, start spreading the news! Below is a sample press release. Just add your organization's information and distribute to your local news outlets. Or click above to download the template and explore other resources. Print and post the flyer on the following page or check out the Image of the Month. Many more options are available in our Resource Center.

Sample Press Release

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

***[Name of organization]* has been selected as *[month]*'s Hannaford Community Bag Program beneficiary.**

[City, State] – For the entire month of *[month]*, store leadership at Hannaford's *[location]* location has selected *[Name of organization]* to receive a \$1 donation from every purchase of the \$2.50 Hannaford Community Bag.

The Community Bag Program facilitates community support with the goal to make a difference in the vicinities where shoppers live and work. More than \$1.2 million has been donated to over 5,000 local nonprofits since the Program launched in October 2015.

"[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 Hannaford Community Bag Program, visit hannaford.2givelocal.com.



CAMPAIGN TIP

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

Good for more than just shopping.



This bag not only can help around the house, it will also send us \$1!

BENEFITING ORGANIZATION

FOR THE MONTH OF

AT THIS HANNAFORD LOCATION

Every purchase of this \$2.50 Community Bag at the Hannaford location and for the month listed above will send us \$1.



Community Bag Program

HANNAFORD.2GIVELOCAL.COM



Launch

TAKE FLIGHT



CLICK TO BROWSE & DOWNLOAD IMAGES



MARCH IMAGE EXAMPLE
[Click here to browse all Images](#)

Your month begins! Throughout the next few weeks, post frequent reminders of what to buy and from where. Feel free to use the examples below and enhance with images from our Image Bank. Be sure to tag Hannaford in your posts to increase reach!

Sample Social Media Posts



CAMPAIGN TIP

Visit your selected store to introduce yourself to the manager and to check that Community Bags are fully stocked with the name of your organization visibly displayed.

Have you heard the news? *[organization name]* has been selected as the beneficiary of the @Hannaford Community Bag Program! Each time the \$2.50 reusable Community Bag is purchased at the Hannaford at *[location]* during the month of *[month selected]* we will receive a \$1 donation.

We're excited to share that every \$2.50 Community Bag purchased in *[month]* at the @Hannaford 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 @Hannaford located at *[location]* and purchase the \$2.50 Community Bag. We will receive a \$1 donation for every bag sold in *[month]*.



Boost

FAN THE FLAMES



CLICK TO BROWSE & DOWNLOAD IMAGES

APRIL IMAGE EXAMPLE
[Click here to browse all 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—Community Bags.

Sample Social Media Posts



Happy [month]! Go to the @Hannaford located at [location] and purchase a \$2.50 reusable Community Bag to send a \$1 donation to our organization this month!

Support [organization name] this month! Visit your local @Hannaford and purchase a \$2.50 reusable Community Bag. For every bag sold we will receive a \$1 donation. #dogood #giveback

Time is running out! Support us by buying the \$2.50 Community Bag at the Hannaford located at [location]. We will receive a \$1 donation for every bag sold this month.



CAMPAIGN TIP

Ask supporters to post and tag your organization in pictures of themselves with their bags. Seeing these encourages others to make purchases in these final days.



Enjoy

SIT BACK AND CELEBRATE



SEND YOUR FEEDBACK!



MAY IMAGE EXAMPLE

[Click here to browse all Images](#)

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. We'd love to hear from you! Reach out and let us know about your experience.

Sample Thank You to Your Supporters

SUBJECT: Thank you! Hannaford Community Bag Program

Hello,

We would like to extend a HUGE thank you for your participation and support during our benefiting month in the Hannaford Community Bag Program. Our organization received *[\$money raised]* in donations from the purchases of Community Bags made in *[month]*. 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]*!

Thank you for your support,

[Signature]

Sample Social Media Post



Thanks to all who bought bags! We raised *[\$donation amount]* through the Hannaford Community Bag Program!



CAMPAIGN TIP

Thanking supporters inspires loyalty and future generosity.

FAQs

What is the Hannaford Community Bag Program?

The Community Bag Program make 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, or military/veterans.

How much does a bag cost?

Each bag costs \$2.50, 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.

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 Hannaford Community Bag Program. The name of the organization is posted on the reusable bag rack during their benefitting month.

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

Conservatively, we estimate that each reusable bag is used at least six times per year and replaces five single-use bags with each usage. This translates to 30 single-use bags not used for every reusable bag sold.

Where can I buy a bag?

Community Bags are available at all Hannaford locations (visit hannaford.com/locations). 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 Hannaford 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 hannaford@bags4mycause.com.

When are the donations distributed to the benefiting nonprofits?

We will send donation checks directly to selected nonprofits in the Community Bag Program approximately 10-12 weeks after their selected month ends.



Still have questions?

We're here to help!



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