**Instructions**:

1. Contact businesses in your community that may have a need for gift cards this holiday season (employee/volunteer appreciation gifts).
2. Introduce yourself in person or by sending an email or letter using the templated messaging provided below. Include specific information about your organization and how opportunities are created for your organization’s families through gift card fundraising.
3. If a business is interested in learning more or ordering gift cards, have them contact you directly. They can sign up online using your organization enrollment code as a new ‘family’ account so they can order directly. Or, if they are placing a single order, you can also set them up as a proxy family account so the earnings from their order are tracked separately.

**Letter/Email Template**:

Hello < Insert Contact Name >,

I am reaching out to you on behalf of < Your Organization Name > here in < City, State >. We partner with RaiseRight, a gift card fundraising company that supports non-profit organizations by providing gift cards that give back to create opportunities for our community’s families.

If your organization has a need for gift cards this holiday season, we’d love to help.

**How it works**

By buying gift cards through our organization, you could save time and effort by placing one order, with hundreds of retailers to choose from. Gift cards are purchased at face value, you receive the full value gift card, and our organization receives a percentage back from the retail brand. We use the earnings to <purpose>. It’s a great way to support the community in more than one way, all at no extra cost to you or your business.

We have access to hundreds of popular brands, including Amazon, Starbucks, Target, Walmart, Bath & Body Works, Instacart and Visa. Gift cards from RaiseRight don’t have any activation fees like you pay when you buy them at a store, and they never expire!

If you’re interested in buying gift cards through our organization or to learn more, please call or email me.

I look forward to hearing from you.

Sincerely,

< Coordinator Name >, Program Coordinator

Phone: < Coordinator phone number >

Email: < Coordinator email address >