



FUNDRAISING PROGRAM ***PARTNER TOOL KIT***

***The MORE you promote,
the MORE you will raise!***



Welcome to the Give & Grow Program!

We are so thrilled to have you on board.

The first and foremost key to success is sharing this program with your customers, donors/ parents, etc. The more people that know, the more people that will use your code!

The MORE YOU PROMOTE, The MORE YOU RAISE – It's that simple!

Promote through:

- Emails
- Email Signatures
- Newsletters
- Social Media
- Posters/Signs
- *You name it!*

Promotion Timelines:

Late Feb:

- Get the word out there!
- Let people know that you have your own special code and when they order, they should use that code.
- Remind folks that the \$5 discount code is added to any other discounts happening at that time (although you cannot combine codes).
- Remember, you can share our social media posts to your accounts too! (@BigYellowBag)

March:

- Even though it still “winter” – people are keen to get out in their yards.
- The more you promote your code, the more chances that they will use it when they are ready to place their order.
- First day of Spring is a great chance to promote too.
- Easter long weekend usually has people out in their yards too!
- This is all about planning and preparation. We want them to think of only BigYellowBag when they start.
- Remember, you can share our social media posts to your accounts too! (@BigYellowBag)



April:

- Now things are really happening! Promote promote promote! Weekly posts will not do any harm.
- You want to inspire people.
- Post messages or emails when the weather is sunny, warm, etc.
- Post messages when you start to see “spring” coming to life.
- Take photos of bags you see in the streets and share that to social – “Did this
- Remember, you can share our social media posts to your accounts too! (@BigYellowBag)

May:

- This is the last BIG month for gardeners.
- Promote soil AND Mulch as well.
- A lot of people mulch their gardens in May.
- Mulch helps with water retention, soil erosion and run-off and helps stop weeds!
- May 2-4 is the biggest gardening weekend of the year.

Enclosed you will find a variety of tools to help you get donors for your group.

1. **Sample Email Copy** – to use as a starting point (or use it all!) for reaching out to your contacts for donations.
2. **Sample Copy for Social Media** – various samples of emails to use, and when. Use as much or as little as you want – feel free to personalize these and make them your own. *Social Media has proven to be the most successful tool that our partners have used! People are online and, on their devices, more than ever!*
3. **Tools:**
 - Tips & Tricks – *to help you get the most donations*
 - FAQs – *to answer questions that may come up*
 - Website – *contains details of exactly how the programs works*
 - Social Media images – *a variety of images you can use to help promote your groups code through Facebook & Instagram*



EMAIL TEMPLATES:

Use these at your discretion, tweak, update, make them personal, make them yours!

<<INTRODUCTION EMAIL TEMPLATE>>

Subject: Looking for your support to help <insert group name>

Hello friends,

We have an exciting new way for you to support *<insert your organization's name>* this growing season. We're partnering with BigYellowBag®, a local company that delivers high quality garden products in a neat, clean bag straight to your door. As we are all getting into the planning for our spring/summer gardens, BigYellowBag has offered to donate \$10 to us for each bag purchased using our unique code below (this code is only valid for donations to come to our group). As an added bonus, YOU save \$5 on your BigYellowBag purchase! So, if you're in need of soil or mulch to get your lawn and garden going this year, keep us in your thoughts.

<<FOLLOW-UP EMAIL TEMPLATE >>

Subject: Re: Looking for your support to help <insert group name>

Reply to previously sent email so the information is still there.

Hi again,

I just wanted to remind you about a great way that you can help *<insert group name here>* this gardening season – when you purchase a BigYellowBag® of soil or mulch.

As I mentioned before, if you need high-quality products for the garden, we suggest you consider using BigYellowBag because \$10 from every bag purchased (using our code) comes right back to *<insert group name>*! Whether you're just starting a garden, working on the lawn, or needing to top up, please consider our partnership with BigYellowBag®. The best part is that you can get what you need, **AND** help out *<insert group name here>*.



SOCIAL MEDIA TOOLS:

We have created a HUGE variety of images and assets you can use for your social media accounts. Just download the image, and in the copy area of your 'post' you can mention your code. Unfortunately, we cannot create individual images with your code on them. But feel free to do that yourself if you're comfortable!

You can find all these images here: <https://www.giveandgrow.community/tools.php> - this is a peek at what they look like:

Instagram/Facebook Ads



Download Image

Note: Image will load in a new browser window. Right click on the image to save to your computer



Download Image

Note: Image will load in a new browser window. Right click on the image to save to your computer



Download Image

Note: Image will load in a new browser window. Right click on the image to save to your computer



Download Image

Note: Image will load in a new browser window. Right click on the image to save to your computer

SOCIAL MEDIA COPY TEMPLATES:

INTRODUCTION POST

Have you heard about our latest fundraiser?! We've teamed up with the **BigYellowBag® Give & Grow** Program so that you can donate to *<insert organization's name>* AND get quality garden products at the same time! **\$10** from every bag of soil or mulch that is purchased using our unique code *<insert code here>* will come right back to us. It's easier than ever to support *<insert group name here>*. #giveandgrow

FOLLOW-UP POST

Are you doing any gardening this weekend? Keep *<insert group name>* in mind – because with every BigYellowBag® you order using this code *<insert code here>*, we get \$10 donated back to us. The best part? They will deliver the bag right to your home! No lugging, no mess! #giveandgrow



FOLLOW-UP POST

This can be useful when the upcoming weather is looking great, and people might be out gardening. Or if you see a lot of posts on your own feed about people who are out doing work in their yard.

Hi Friends – I just wanted to remind you all about this great program we're participating in this year... BigYellowBag®'s Give and Grow Program! For every bag of soil or mulch that you buy, we get \$10 donated back to us. Make sure you use our unique code *<insert code here>* in support of *<insert your organization's name>*! Thank you for your support! #giveandgrow

See a bunch of examples enclosed with ways you can make this work for you!
Remember, stay true to your tone and voice when posting.



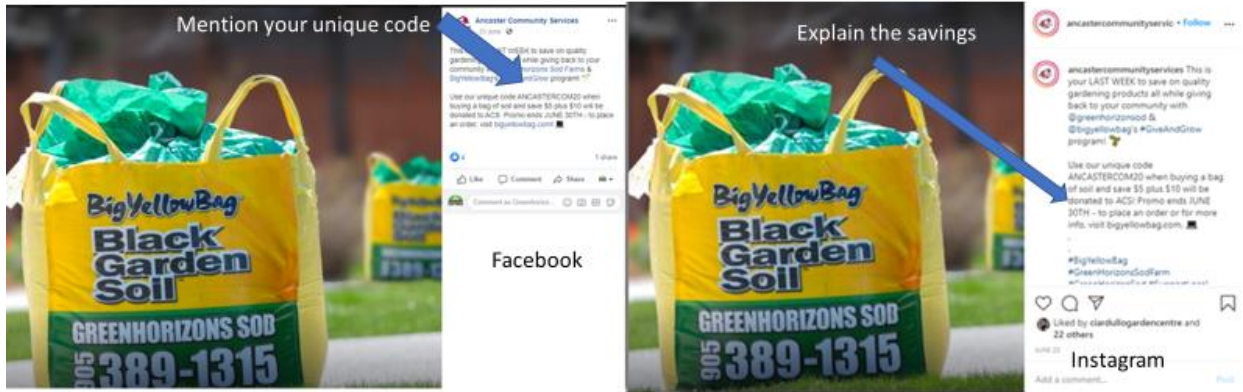
Tips for using Facebook & Instagram to promote the Give & Grow Program and how your customers/donors can help:

- Use an eye-catching image, something that will make your followers stop scrolling – key words like SAVE, DONATE, etc, will help!
- Mention your unique code and the sale in as many posts as possible, even if you've posted about something before this could be the first time someone sees it. Tag us too – we will re-share and re-post!
- Plan posts around weather and potential other sales that are occurring for BigYellowBag. Your code can be stacked onto any existing sales, so if BigYellowBag is already running a \$20 off promotion, your followers would save \$20, plus the \$5 = \$25 total saving per bag. Note: Discount dates are sensitive, so if you are sharing this information please make it VERY clear when the larger discount runs out.
- ALWAYS post on all social media channels available, if your organization has an Instagram and a Facebook page, post on both as you may have a different demographic following on each, it will reach a wider audience.
- Post multiple times throughout the sale period, the more times you post the more people you reach and the more times your code is used. We ALWAYS see a surge or increase in sales, when a new post is shared.
- Post early and post often. Get the information out there early so your followers have it in the forefront of their mind when they start thinking of their gardens. Most people will start thinking about gardening late February/early March. The ideal time to target them is in February so you are out there before they even consider buying elsewhere.
- Don't flood your feed with the same post every time. You want to keep it current & relevant. Post regular stuff, and then post stuff about the program. Intersperse sale posts with other posts you are making.


GIVE & GROW

Sample Social Media Posts from Previous Partners:

How the same post appears of Facebook and Instagram



This is an example of using an eye catching photo to get someone's attention and then explaining everything in the text of the post itself. If you are communicating multiple different messages at one time this may be the best option to use.

Always include a link or the URL to the website so they can click & book right away: www.BigYellowBag.com

Promo code in both text of the post and photo

This post tells everything in the picture while additionally informing your followers of an existing sale if they purchase before a certain date.

Note: the pictures are a set size, you do not want to include TOO much information in the image itself, as it can be hard to read.

BigYellowBag®
GIVE & GROW

Photos from Hamilton/Burlington SPCA's post
as Tanciana Photos

SAVE \$5
For every bag sold, we'll get \$10!

Use this promo code!

BigYellowBag®
GIVE & GROW

Visit BigYellowBag.com and enter the code below to receive an additional \$5 off any current promotions.

HBSPCA20

Cannot be combined with any other loyalty code offers. Must have delivery in BigYellowBag.com Delivery zones.

Hamilton/Burlington SPCA
15 April

Since you're staying close to home, get your gardens ready for brighter days ahead!

Order your soil from BigYellowBag Save \$5 and they will donate \$10 to the HBSPCA

How to redeem... See more

23 likes 2 comments 27 shares

Like Comment Share

Most relevant

Janet Kennedy Shared
Like Reply 13w

"Most relevant" is selected, so some comments may have been filtered out.

Write a comment...

- This organization created their own graphic while incorporating something they know will have their followers stop scrolling (pets!). They also explain the sale and how to order in the text of the post.

TOOLS:

We've put together some overall tips and tricks you can use to help!

TIPS & TRICKS

Below are some ideas to help you get the most donations as possible.

- ✓ **Define your audience**
 - Put together a list of potential donors – family, friends, co-workers, social media friends, team members, you name it!
- ✓ **Communicate – share, share, share**
 - Tell as many people as possible about this partnership.
 - Use everything at your disposal: Facebook, Instagram, Twitter, email, events, family dinners, face-to-face, text messages.
- ✓ **Get personal**
 - Put a face to your fundraiser – let them know WHO or HOW their support will help.
- ✓ **Be Relevant**
 - Choose the best time to let your contacts know.
 - Gardening season starts in March-April, so make sure they know about your program before they begin planning.
 - Remind them a few days before the weekend.
 - Remind them when the sun is shining and people feel inspired.
- ✓ **Follow-up**
 - Stay on top of your potential donors – life gets busy.
 - If someone mentioned they are interested, keep reminding them so they don't forget.



For more information, contact
GiveAndGrow@BigYellowBag.com | 855-424-4224

GreenhorizonsSod.com/giveandgrow



FREQUENTLY ASKED QUESTIONS:

Q: Is there any cost to me?

A: Absolutely none. We will provide you with printed materials (if needed) and everything else you need to promote this. You do not have to pay for anything.

Q: What do I have to do?

A: Once you've confirmed your participation on the Give & Grow program, you just have to promote this deal to your groups' parents/members/friends/family/co-workers/colleagues – whoever! *Remember to ensure that your group members/parents promote to their networks too!* It can be as successful as you want it to be. If you promote the heck out of it, the more bags people will order using your code, and the more money you get for your group.

Q: Is this too good to be true?

A: No! We promise this is a totally legitimate offer. We want to help out members of our community with the fundraising efforts, this is our way to give back.

Q: Does my group get the full \$10 from every bag that is purchased using my code?

A: Yes, they do! Once all the bags are redeemed, we will cut your group a cheque for \$10 per bag. So, if your coupon code resulted in 50 bags sold, you will get \$500. It's that easy.

Q: What if my contacts receive their own discount codes in the mail too?

A: They can totally take advantage of any sale offer they receive. But it's important that your contacts use the \$5 discount code YOU provided to them, otherwise the donation will not be matched to your group. They cannot use more than one \$5 discount code.

Q: When do we get the cheque?

A: We will cut the cheque for your group at the end of our regular season. You should expect to receive your donation payment in the first week of July. *Note: please ensure you have completed the form found on page 2 of this document and sent it back to us for our files.*

Q: How will I know how many donations our group is getting?

A: At the end of each month (April, May & June) we will be able to send you quick note that outlines how many donations you have to date. Please let us know if you'd like to opt-in to this.

Q: What's the catch?

A: There is no catch – if you want to raise money for your group, you simply promote this program (and your unique code) & wait for the donations to come. The more you promote, the more successful it will be for you.



WEBSITE:

www.GiveAndGrow.Community