

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, visit

BigYellowBag.me/giveandgrow



GIVE & GROW

A NO-STRINGS ATTACHED, SIMPLE WAY
FOR YOUR GROUP OR ORGANIZATION TO
RAISE MONEY



*\$10 from every bag sold is
donated back to your group!*



RAISING MONEY FOR YOUR GROUP OR ORGANIZATION HAS NEVER BEEN EASIER!

We understand the amount of effort that is required when planning a fundraiser. We want to make that easier for you through our **BigYellowBag GIVE & GROW** program.

Our goal has always been to provide homeowners with the best quality garden products in the most convenient way possible. While that goal will never change, we want to share the BigYellowBag benefits with local organizations such as yours—it's our way to give back!

This program allows your supporters to help you raise funds by simply ordering a BigYellowBag for their own lawn and garden. Every time they use your unique loyalty code, not only do they save \$5 on their BigYellowBag, but we will also donate \$10 to your cause!

\$10 FROM EVERY BAG SOLD IS DONATED BACK TO YOUR GROUP!



IT'S EASY AS 1-2-3!

1 We provide you with all the tools you'll need to get donations:

- Flyers
- Printed coupons (if needed)
- Coupons for Facebook or email
- Copy ideas for emails or posts
- Webpage with info & FAQs
- Tips & Tricks



2 You provide your contacts with details that contain a \$5 savings for them, and a unique code to use when ordering

YOU1234

◀ Example

Promotion is the key to success!

3 When your contacts purchase a BigYellowBag® using your unique code, you get \$10! We take care of everything else.

IT'S THAT SIMPLE!

If they buy...



50 bags -
you get **\$500**



100 bags -
you get **\$1,000**



150 bags -
you get **\$1,500**