

## WORKING WITH NON-PROFITS

Shop to Earn is a perfect fundraiser for organizations who probably aren't receiving as many donations right now as they need or want.

People can support the organizations that they love by doing something that they continue to do anyway--→SHOP. Their favorite charity will benefit from their shopping by receiving 5-20% back.

When you present this idea to a non-profit, be sure to invite all the committee members who will be needed to make a decision to the meeting.

After they sign up:

- Arrange a roll-out meeting for volunteers so that everyone knows to shop on the organization's website. At this meeting, let volunteers know that they, too, can join.
  - Emphasize to volunteers that if they can refer other people or non-profits, it benefits their charity even more (see example of letter to other charities)
  - Let them know that prices are usually cheaper online.
  - Discuss free shipping or price-points for free shipping.
- If they have a location to ask supporters to shop on their website, distribute flyers informing those people (i.e. at their Thrift Store or other events) (see example of flyer)
- Email reminders monthly reminding volunteers to shop on their charity's website. (see examples of emails)
  - Reiterate the benefits (saves time, saves gas, saves money)
  - Feature different stores on different emails to make them familiar with the available stores.