

Checklist



Orient

1 month prior to the start of your month, explore and share information about the Program



- ☐ Visit the nonprofit Resource Center
- ☐ Download the Marketing Toolkit
- ☐ Read the FAQs on the Program Website
- ☐ Send an Internal Email blast
- ☐ Inform volunteers/supporters
- ☐ Set a goal for your month in the Program
- ☐ Reach out to Program Manager with questions

Broadcast

2 weeks prior to the start of your month, get the word out



- ☐ Download the Campaign Calendar
- ☐ Post/schedule out Social Media posts
- ☐ Use Image Bank templates or create your own
- ☐ Send a press release to a local newspaper
- ☐ Introduce yourself to the store manager
- ☐ Post the news in your town bulletin
- ☐ Print and post flyers around town

Ignite

1 week prior to the start of your month, set the excitement ablaze



- ☐ Visit the store to see the bag display
- ☐ Follow up your press release with reminders
- ☐ Update your website
- ☐ Post/schedule out Social Media posts
- ☐ Use Image Bank templates or create your own
- ☐ Share photos of the bags

Launch

The 1st of your month, take flight



- ☐ Visit store to check that your sign is displayed
- ☐ Send out a Launch Day email blast
- ☐ Post/schedule out Social Media posts
- ☐ Encourage supporters to buy bags

Boost

2 weeks into your month, fan the flames



- ☐ Visit the store to check the sign display
- ☐ Post/schedule out Social Media posts
- ☐ Send sales updates out to supporters
- ☐ Share photos of supporters with bags
- ☐ Encourage supporters to buy more bags!

Enjoy

After your month ends, sit back and celebrate!



- ☐ Thank your supporters for their help
- ☐ Share your donation total on social media
- ☐ Confirm the address the check will be sent to
- ☐ Receive check in the mail in 10–12 weeks

HAVE QUESTIONS? WE'RE HERE TO HELP!



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