

**GIVING TAG PROGRAM**



Sample Email



[**DOWNLOAD IMAGES**](https://stopandshop.2givelocal.com/resources/giving-tag-image-bank/)

**Subject Line:** Buy a Bag, Fill Out the Tag and We’ll Get $1!

**Preview Text:** Look for the Giving Tag on every reusable Community Bag purchased at Stop & Shop and direct $1 to us!

Dear [*Staff/Board/Volunteers*],

We are so excited to share that [*organization*] is participating in Stop & Shop’s Giving Tag Program, which makes it easy for customers to contribute to a local community organization of their choice.

At any Stop & Shop, just purchase a $2.50 reusable Community Bag, follow the instructions on the Giving Tag that comes with it, select [*organization*] and we’ll receive a $1 donation!

Let’s get started! Share the news with friends and family. Call, send emails and post on social media. The more people who purchase the Community Bag and use the Giving Tag to direct the donation to [*organization*], the more we can raise!

To learn more about this program, please visit [stopandshop.2givelocal.com](https://stopandshop.2givelocal.com/).

Best,

[*Signature*]



[stopandshop.2givelocal.com](https://stopandshop.2givelocal.com/)