

Checklist



This Checklist corresponds to information provided in the Hy-Vee Reusable Bag Program Toolkit, which can be downloaded from the Program website at hy-vee.2givelocal.com.

Explore



1 month prior to the start of your two-month benefit period, learn 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 months in the Program
- Reach out to Program Manager with questions

Ignite



Halfway through your first month, keep the excitement blazing

- Link your published press release in promotions
- Update your website
- Post/schedule out Social Media posts
- Use Image Bank templates or create your own
- Share photos of the bags

Broadcast



2 weeks prior to the start of your two-month benefit period, 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

Cruise



The 1st of your SECOND month, gain altitude!

- Check in with the store to ensure inventory
- Remind supporters they have another month
- Send sales updates out to supporters
- Share photos of supporters with bags

Boost



Halfway through your second month, fan the flames

- Post/schedule out Social Media posts
- Encourage supporters to buy more bags!

Launch



The 1st of your FIRST 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

Enjoy



After your benefit period 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 6–8 weeks

HAVE QUESTIONS? WE'RE HERE TO HELP!

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