



REUSABLE BAG PROGRAM

Marketing Toolkit

RESOURCES FOR CAMPAIGN SUCCESS





Welcome

Welcome to the Hy-Vee “My Heart” Reusable Bag Marketing Toolkit, and congratulations on being selected at your local Hy-Vee!

This Marketing Toolkit is full of information and suggested content to bolster and help improve your outreach to friends, supporters and constituents.

Easy to use. Simply copy and paste what you like into your email program, social media accounts, and more. Quickly and efficiently spread the

word to create awareness and donations to your organization prior to and throughout your benefiting period in the Reusable Bag Program.

As you review the following pages and get familiar with our recommended seven-step process, click on the links to access Marketing Resources, including images and templates you can copy and paste. Customize the language to fit your needs, or feel free to create your own message.

Reach out any time. If you need any other information on the Reusable Bag Program, or assistance with this toolkit, please contact us:

 **603-380-9346**

 **hy-vee@bags4mycause.com**



Program Overview

Every \$2.50 “My Heart” Reusable Bag sold at your local Hy-Vee for your selected two-month period will generate a \$1 donation for your organization.

The information and assets in this toolkit are provided to support your efforts in raising donations and awareness for your organization.

For success as the featured nonprofit at your local Hy-Vee, we have laid out a recommended campaign, described throughout this toolkit.



7 ENJOY



Sit back, celebrate and wait for your check!*

6 BOOST



Fan the fire and motivate supporters.

5 CRUISE



With a month to go, gain more altitude.

4 IGNITE



Set the excitement ablaze.

3 LAUNCH



Let everyone know your journey has taken flight.

2 BROADCAST



Get the word out about your months.

1 EXPLORE



Learn about the Reusable Bag Program.

* Nonprofits earning \$20 or more in their benefiting period will receive a donation check approximately 6-8 weeks after their last month ends. For amounts less than \$20, a check will be issued once total earnings reach \$20 or after the end of the year, whichever comes first.



Explore

DISCOVER THE REUSABLE BAG PROGRAM



CLICK TO LEARN MORE

Get familiar with the Reusable Bag Program and reach out to your staff and supporters to help them learn about it, too. Explore the Program website to find information, campaign ideas, templates and images. You have a few weeks to steer your supporters in the right direction.

Tip #1

Make email subject lines short and punchy. Keep your visuals bright and engaging!

Sample Announcement Email

SUBJECT LINE: We've been selected by the Hy-Vee Reusable Bag Program!

PREVIEW TEXT: For all of [Month1] and [Month2] every "My Heart" Reusable Bag purchased at Hy-Vee earns us \$1!

Dear [Staff/Board/Volunteers],

We are so excited to share that [organization] has been selected to benefit from Hy-Vee's Reusable Bag Program, which makes it easy for customers to contribute to their local communities.

For the months of [month1] and [month2], whenever a \$2.50 "My Heart" Reusable Bag is purchased at the Hy-Vee located at [location], \$1 will be donated to [organization]. This is a great way to broaden awareness and help our cause.

Let's get started! Share the news to friends and family. Call, send emails and post on social media. The more people who purchase the "My Heart" Reusable Bag in [month1] and [month2], the more we can raise!

To learn more about this program, please visit hy-vee.2givelocal.com.

Best,

[Signature]





Broadcast

GET THE WORD OUT



CLICK TO VIEW RESOURCES

A couple weeks before your two-month period begins, start spreading the news! Below is a sample press release to complete with your organization's information and distribute to your local news outlets. Visit our Resource Center for more templates like this and image to create flyers to hang around your community.

Sample Press Release

FOR IMMEDIATE RELEASE: *[Name of organization] [Name, phone & email]*

Hy-Vee Reusable Bag Program Selects **[Name of organization]** as a Beneficiary

[City, State] – [Name of organization] has been selected to benefit from the Hy-Vee Reusable Bag Program for the months of [month1] and [month2].

The Hy-Vee Reusable Bag Program, which launched in October 2019, facilitates community support with the goal to make a difference in the communities where shoppers live and work.

[Name of organization] was selected to benefit from the program for the months of [month1] and [month2] by store leadership at the Hy-Vee located at [location]. During this benefit period, [Name of organization] will receive a \$1 donation every time the \$2.50 reusable Red “My Heart” Bag is purchased at this location, unless otherwise directed by the customer through the Giving Tag attached to the bag.

“[1-2 sentence quote reflecting excitement about being chosen],” said [name], Executive Director of [name of organization]. “[Short quote on how this donation will help you fulfill mission].”

[Name of organization] is a nonprofit based in [city, state]. Founded in [year], [name of organization] has [describe efforts in the community]. Learn more about [name of organization] by visiting [website].

For more information on the Hy-Vee Reusable Bag Program, visit hy-vee.2givelocal.com.

Tip #2

Once the press release hits, anticipate increased visits to your website by posting more details about the program.





Launch

TAKE FLIGHT



CLICK TO VIEW RESOURCES



Time to start benefiting! Let everyone know that they can do their part by reminding them what to buy and where. Visit your selected store, introduce yourself to the manager and check that Reusable Bags are fully stocked with the name of your organization visibly displayed.

Tip #3

Connect with the store and see how you can spread the word together.

Sample Launch Day Email

SUBJECT: Launch Day: Hy-Vee Reusable Bag Program!

Hello,

Today is launch day for the Hy-Vee Reusable Bag Program! Starting today and for the entire months of [month1] and [month2], when you purchase a \$2.50 “My Heart” Reusable Bag at the Hy-Vee located at [location], \$1 is donated to [name of organization].

Our goal is to sell [goal of bags bought e.g., 200] bags, equivalent to \$[insert donation equivalent e.g., \$200] raised. We are confident that with the help of our dedicated supporters, we can reach this goal.

We strongly encourage you to share this news with family and friends as well!

The “My Heart” Reusable Bags are located on displays around the store and at the checkout. For more information about the program, please visit hy-vee.2givelocal.com.

Thank you for your support,

[Signature]





Ignite

SET THE EXCITEMENT ABLAZE



CLICK FOR THE IMAGE BANK



The press release you sent in Step 2 Broadcast, works hand-in-hand with social media and website posts. Link to that press content through your posts and promote with shout-outs and hashtags. Below are some sample posts for you to use or to inspire your own.

Tip #4

Include an image from our image bank and tag Hy-Vee in social posts to increase reach.

Sample Social Media Posts



Have you heard the news? [organization name] has been selected to benefit from the @Hy-vee Reusable Bag Program! Each time the \$2.50 “My Heart” Reusable Bag is purchased at the Hy-Vee at [location] during the [month1] and [month2] we will receive a \$1 donation. #hyveereusablebagprogram

We’re excited to share that every \$2.50 “My Heart” Reusable Bag purchased in [month1] and [month2] at the @Hy-vee located at [location] will send a \$1 donation to us! #giveback #dogood

Want to give back? Support the community and the environment! Go to the @Hy-vee located at [location] and purchase the \$2.50 “My Heart” Reusable Bag. We will receive a \$1 donation for every bag sold in [month1] and [month2]. #myheartbag





Cruise

GAIN MORE ALTITUDE



CLICK TO VIEW RESOURCES

With one month to go, check in with everyone to keep it smooth sailing. Check in with supporters, reminding them to purchase bags. Doesn't hurt to visit your selected store again, check in with the manager and see that Reusable Bags are still fully stocked with the name of your organization visibly displayed.

Sample Check-in Email

SUBJECT: One more month in the Hy-Vee Reusable Bag Program!

Hello,

After one month of benefiting from the Hy-Vee Reusable Bag Program, we've raised \$xxx, so far, with a whole other month to go! Just a reminder that a \$2.50 "My Heart" Reusable Bag purchased at the Hy-Vee located at *[location]* will send \$1 to *[name of organization]*.

Please go pick up your bags today and tell all your friends! For more information about the program, please visit hy-vee.2givelocal.com.

Thank you for your support,

[Signature]

Tip #5

If you've been promoting all along, keep the reminders short and sweet just to inspire and stay top-of-mind.





Boost

FAN THE FLAMES



CLICK TO DOWNLOAD IMAGES

Keep the fires burning! Now's the time for the last big push to motivate your supporters to pick up their first—or additional—"My Heart" Reusable Bags.

Tip #6

Sustained communication keeps supporters engaged and interested.

Sample Social Media Posts



Happy [month]! Go to the @Hy-vee located at [location] and purchase a \$2.50 "My Heart" Reusable Bag to send a \$1 donation to our organization this month! #hyveereusablebagprogram

Support [organization name] this month! Visit your local @Hy-vee and purchase a \$2.50 "My Heart" Reusable Bag. For every bag sold we will receive a \$1 donation. #dogood #giveback

Want to give back? Support the community and the environment! Go to the Hy-Vee located at [location] and purchase the \$2.50 "My Heart" Reusable Bag. We will receive a \$1 donation for every bag sold this month. #myheartbag





Enjoy

SIT BACK AND CELEBRATE



[CLICK TO DOWNLOAD GIVING TAG TOOLKIT](#)

Your benefiting period is complete and it's time to thank your supporters. If you earned \$20 or more*, you'll receive a check in about 6–8 weeks. The opportunity to raise funds isn't over! Visit our website to learn about how you can make the Giving Tag that comes attached to the "My Heart" Reusable Bag continue to work for your organization.

Tip #7

Thanking supporters inspires loyalty and future generosity.

Sample Thank You to Your Supporters

SUBJECT: Thank you! Hy-Vee Reusable Bag Program

Hello,

We would like to extend a HUGE thank you for your participation and support during our benefiting months in the Hy-Vee Reusable Bag Program. In [month1] and [month2], \$[money raised] was donated to our organization through the Hy-Vee Reusable Bag Program. Whether you bought a bag or helped spread the word, we couldn't have done this without you. The money generated will help us to [share what you will do with the funds raised]. Thank you again for making this a fun and successful experience for [name of organization]!

But... we're not done! You can continue to help raise funds for [name of organization] by using the Giving Tag attached to the "My Heart" Reusable Bag! Purchase a "My Heart" Reusable Bag at any Hy-Vee and follow the instructions on the attached Giving Tag to direct the \$1 donation to our organization.

Thank you for your support,

[Signature]

Sample Social Media Post



Thank you! We raised \$[donation amount] through the Hy-Vee Reusable Bag Program! Guess what? You can still support us! Visit any Hy-Vee, buy a "My Heart" Reusable Bag and use the attached Giving Tag to send a \$1 donation to us any time. #myheartgivingtag #hyveegivingtag



* For amounts less than \$20, a check will be issued once total earnings reach \$20 or after the end of the year, whichever comes first.

FAQs

What is the Hy-Vee Reusable Bag Program?

The Reusable Bag Program makes it easy for shoppers to support their community and environment by buying durable, reusable shopping bags. A portion of each purchase goes to a local nonprofit organization focused on education, civic, health & wellness, hunger relief or military/veterans.

How much does a bag cost?

Each bag costs \$2.50, with \$1 of that purchase going to support a benefiting nonprofit in your community.

What are the bags made of, and where are they made?

The bags are made from 95% recycled materials from either non-woven or woven Polypropylene. They are manufactured in China and Vietnam in factories that follow the strictest guidelines for employment and production standards.

How do you calculate the amount of meals a \$1 donation provides?

We work with local food pantries and food banks to provide nourishing meals to those in need. According to Feeding America, every \$1 donation allows partners to secure and distribute 10 meals to those in need. To learn more, read this article by Feeding America: www.feedingamerica.org/ways-to-give/faq/about-our-claims.

If we have been selected as a two-month beneficiary, do shoppers need to use the Giving Tag attached to the bag to send the \$1 donation to us?

No. If you have been selected as the two-month beneficiary at a particular store location, the \$1 donation will automatically go to you upon purchase. The Giving Tag is only used to redirect the \$1 donation to a different nonprofit, other than the one selected to benefit during any given two-month period.

How are nonprofits selected as beneficiaries?

Every two months, leadership at each store location chooses a local nonprofit to be the default beneficiary from the Hy-Vee Reusable Bag Program. The organization's name is posted on the reusable bag rack during their benefiting period.

Can I submit my nonprofit to participate in this Reusable Bag Program?

Yes. Hy-Vee is committed to serving the communities in which we live and work, so if your nonprofit is 501 (c)(3) certified, then visit our Submit Your Organization page (hy-vee.2givelocal.com/submit-your-organization/) to sign up to participate, or visit our website to learn more about our other community programs.

How do you calculate the number of single-use bags not used?

We estimate that one purchased reusable bag will be used at least six times per year. We also estimate that each time a reusable bag is used it equates to five single-use bags that are not used. This means that for every reusable bag that is sold, 30 single-use bags are not used. We are confident in this assessment, as it is a very conservative estimate compared to other findings.

Where can I buy a bag?

"My Heart" Reusable Bags are available at all Hy-Vee locations (visit hy-vee.com/stores/). Look for them at registers and on the reusable bag rack. If you can't find them, just ask a staff member where they are. They'll be happy to show you! To find the Hy-Vee nearest to you, visit our site. You can also purchase these bags in bulk—they make great gifts for friends, family, colleagues, and group members. Show them you care about them, the community, and the environment! For information on bulk orders, please contact us at hy-vee@bags4mycause.com.

When are donations distributed?

Selected nonprofits earning \$20 or more in their two-month period will receive a donation check approximately 6–8 weeks after their last month ends. For amounts less than \$20, a check will be issued once total earnings reach \$20 or after the end of the year, whichever comes first. Nonprofits participating in the Giving Tag Program will receive a donation check approximately 6–8 weeks after the close of the month in which funds earned reach or surpass \$20 or, for any remaining balance, after the end of the year, whichever comes first.

How can I use the Giving Tag to direct my \$1 donation?

When you buy the “My Heart” reusable bag, you’ll find a tag attached. Simply follow the instructions on the back:

- Scratch and reveal the unique code
Note: there are no numbers in the code.
- Visit MyHy-VeeCause.com within 7 days of your purchase
- Fill out the necessary information on the website form
- Select a nonprofit to receive the \$1 donation

If the donation is not directed within 7 days of purchase, the \$1 automatically goes to the store’s selected nonprofit two-month beneficiary.

Does the Giving Tag replace the Reusable Bag Program?

No. The ongoing Giving Tag Program is separate from the Reusable Bag Program. As a selected two-month beneficiary, you will automatically receive any funds from the purchase of the “My Heart” Reusable Bag that are not otherwise directed by the Giving Tag. If you are selected as a two-month beneficiary, you will be notified. The Giving Tag provides an ongoing opportunity for shoppers at any store to direct the \$1 donation to the nonprofit of their choice at any time.





Still have questions?

We're here to help!



hy-vee.2givelocal.com



hy-vee@bags4mycause.com



603.380.9346



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