

TYPE OF FUNDRAISING: CONSUMER GIVING (POS) PARTNERSHIP

Email 1: Introduction and Charity Overview

Subject: Unlock the Power of Consumer Giving: Partner with [Charity Name]

Dear [Prospect's Name],

I hope this message finds you well. I am writing on behalf of [Charity Name], a non-profit organization dedicated to [Briefly explain the charity's mission and impact].

We have been inspired by your company's commitment to corporate social responsibility and the impact you've made in your industry. We believe that a partnership between our organizations could create a powerful synergy, enabling your company to engage your consumers in a meaningful and socially responsible way.

At [Charity Name], we are passionate about [Describe the charity's mission and the difference it makes]. We have seen the transformative power of consumer giving at the point of sale, where small contributions can collectively drive significant change. Did you know that over 2/3 of consumers have increased loyalty to brands that allow them the opportunity to give back while shopping? Check out more consumer preferences on POS giving here [insert link to Accelerist POS trends one-sheet].

I would love the opportunity to discuss how your company can play a pivotal role in furthering our mission while providing your consumers with a unique and impactful way to give back. Please let me know a convenient time for a brief call, or if you prefer email correspondence, I'd be delighted to provide more information.

Thank you for considering [Charity Name] as a potential partner. Together, we can empower your consumers to make a difference with every purchase.

Warm regards,

[Your Name]

[Your Title]

[Charity Name]

[Phone Number]

[Email Address]

Email 2: Consumer Engagement and Shared Benefits

Subject: Elevate Consumer Engagement with Social Responsibility

Dear [Prospect's Name],

I hope you're having a productive day. I wanted to follow up on my previous email regarding the opportunity for your company to engage your consumers in a meaningful and socially responsible way through a partnership with [Charity Name].

By partnering with us, your company can achieve several benefits:

1. **Consumer Engagement:** Providing consumers with the opportunity to donate at the point of sale can enhance their shopping experience, foster loyalty, and increase brand affinity.
2. **Enhanced Brand Reputation:** Demonstrating your commitment to social causes can boost your company's reputation and attract socially-conscious consumers.
3. **Customized Initiatives:** We can work closely with your team to design tailored consumer engagement programs that align with your brand and corporate values.
4. **Measurable Impact:** Together, we can set clear goals and metrics to track the impact of our partnership on both your consumers and our community.

I am eager to explore how we can tailor this partnership to align with your company's specific goals and objectives. You can learn more about the success other partners like [insert 3 corporate donor names] have witnessed here [insert case study].

Please let me know if you would be available for a brief call, or if you'd like to continue the conversation via email, I'm here to assist.

Together, we can empower your consumers to become agents of positive change while achieving your company's corporate social responsibility goals.

Best regards,

[Your Name]

[Your Title]

[Charity Name]

[Phone Number]

[Email Address]

Email 3: Call to Action

Subject: Act Now: Transform Consumer Purchases into Impactful Donations

Dear [Prospect's Name],

I hope this message finds you well. This is a friendly reminder of the opportunity for your company to create a meaningful and transformative impact by engaging your consumers in charitable giving at the point of sale through a partnership with [Charity Name].

We are at a critical juncture in our mission to [Describe the charity's mission and the current need]. Your support can empower your consumers to make a difference with every purchase while enhancing your brand's reputation as a socially responsible organization. Check out this story of how consumer giving has impacted our mission [insert link to mission story or video]

Here's how you can take action:

1. **Partner with Us:** Secure a partnership with [Charity Name] today and transform your consumers' purchases into meaningful contributions to our cause.
2. **Immediate Impact:** Your support will drive immediate change in our community and provide your consumers with a powerful way to give back.

3. **Customized Approach:** We are ready to collaborate closely with your team to design consumer engagement initiatives that resonate with your brand.
4. **Deadline:** The opportunity to engage your consumers is now. Don't miss the chance to create a lasting impact.

I am available at your convenience to discuss this opportunity further, answer any questions you may have, or provide additional details. Whether through a brief call or email correspondence, I'm here to assist you in taking this important step.

Thank you for considering [Charity Name] as a partner in engaging your consumers in charitable giving. Together, we can transform purchases into purpose, inspire action, and create a legacy of positive change.

Warm regards,

[Your Name]

[Your Title]

[Charity Name]

[Phone Number]

[Email Address]