



My Charity Shop

My Charity Shop promotion pack

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Keep your donor card on your phone and you'll never forget to gift aid

MyCharityShop

GET IT ON Google Play

Download on the App Store

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Printer ready versions on pages 3-6

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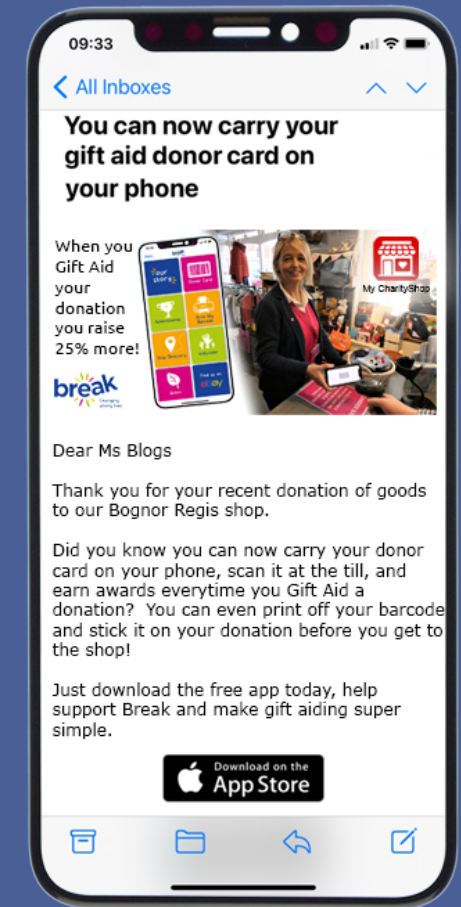
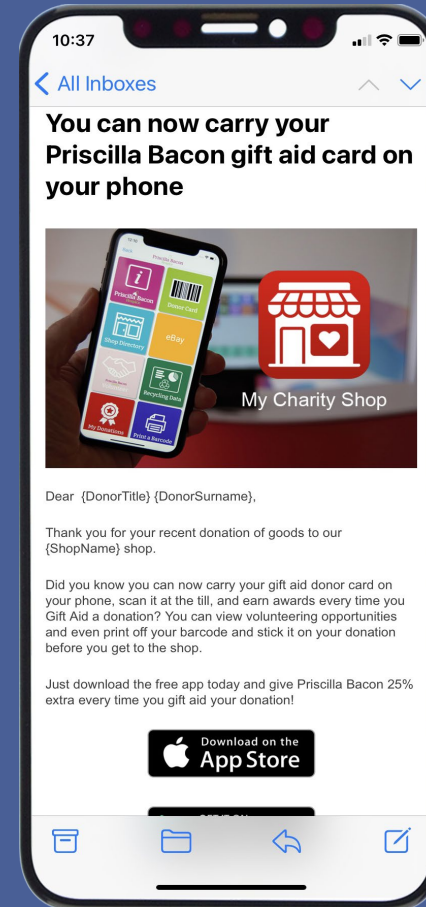
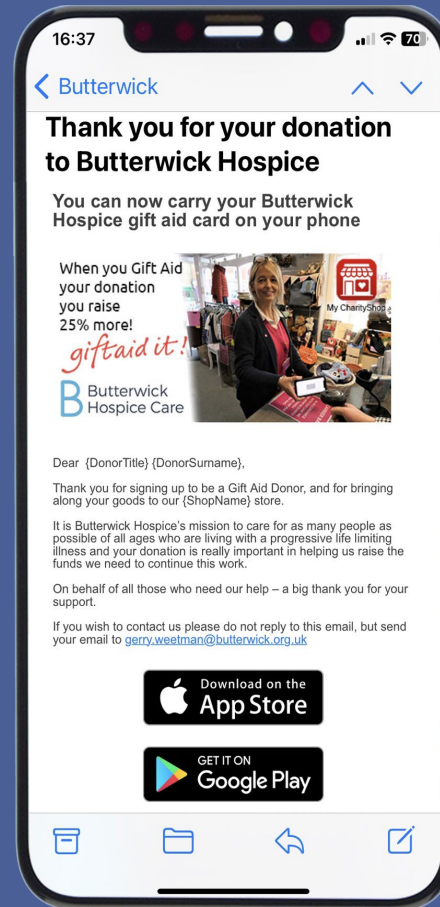
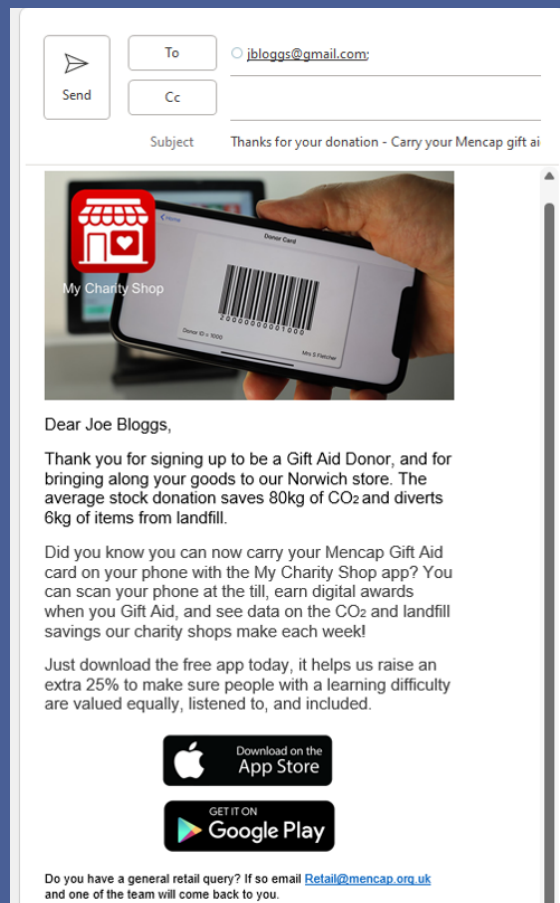
MyCharityShop





Gift Aid Donor Thank you Emails

Examples of automated donation thank you emails encouraging donors to download the app
Branding, photographs & wording are customised and controlled by the charity





Till Receipts

Text & images shown at the bottom of the till receipt can be customised

Printed example promoting the app

Keep your Gift Aid Donor card on your phone so you never forget to gift aid!



My Charity Shop

www.mycharityshop.com





Till & customer display showing CO2 saving post purchase, and QR code to download app





10" customer display shown during a transaction

Two square images are customised to your charities' requirements



Top right image
showing example logo
Min Size: 250x250px
Aspect ratio fixed at 1:1

Bottom right image
showing QR code linking
to mycharityshop.com
from where you can
choose to download the
Apple or Android app
Min Size: 250x250px
Aspect ratio fixed at 1:1



Example promotional ideas for 10" customer facing display showing *Teddy Bear Hospice branding*

**Teddy Bear
Fun Run**
Down in the woods
Saturday 4th June 2022



**Get fit &
help the hospice**
Sign up on-line
funrun@teddyhospice.com



**25%
off**

25% off
all books
& DVDs

Offer ends
December 1st 2022



**Teddy
Bear
Hospice**



Don't forget to
giftaid it!



**Teddy
Bear
Hospice**



Get the app & keep
your donor card
on your phone



My Charity Shop



**Teddy
Bear
Hospice**





Larger original image files supplied on request



My Charity Shop

