



My Charity Shop promotion pack

- Page
- In-Store Posters & Flyers 3-6
 - Donor Emails 7
 - Till Receipts 8
 - Till Customer Display 9-11
 - Appendix of Images 12



In Store A4 Posters & A6 Flyers





Printer ready versions on pages 3-6





















Bac



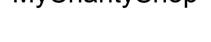






Keep your donor card on your phone and you'll never forget to gift aid











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













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



MyCharityShop





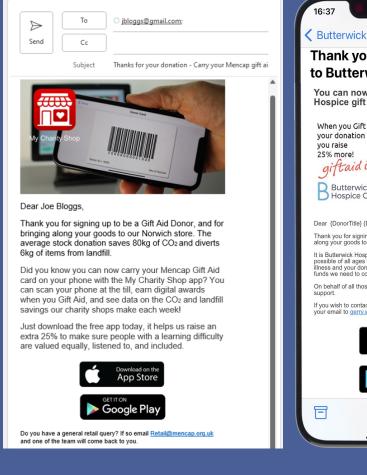
Gift Aid Donor Thank you Emails



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

1

7



Thank you for your donation to Butterwick Hospice

You can now carry your Butterwick Hospice gift aid card on your phone



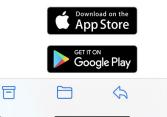
Dear {DonorTitle} {DonorSurname}

Thank you for signing up to be a Gift Aid Donor, and for bringing along your goods to our {ShopName} store

It is Butterwick Hospice's mission to care for as many people as possible of all ages who are living with a progressive life limiting illness and your donation is really important in helping us raise the funds we need to continue this work.

On behalf of all those who need our help - a big thank you for your

If you wish to contact us please do not reply to this email, but send your email to gerry y



10:37

 $\wedge \vee$

All Inboxes

You can now carry your Priscilla Bacon gift aid card on your phone



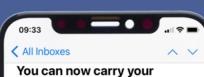
Dear {DonorTitle} {DonorSurname}

Thank you for your recent donation of goods to our {ShopName} shop

Did you know you can now carry your gift aid donor card on your phone, scan it at the till, and earn awards every time you Gift Aid a donation? You can view volunteering opportunities and even print off your barcode and stick it on your donation before you get to the shop

Just download the free app today and give Priscilla Bacon 25% extra every time you gift aid your donation!





gift aid donor card on your phone



Dear Ms Blogs

Thank you for your recent donation of goods to our Bognor Regis shop.

Did you know you can now carry your donor card on your phone, scan it at the till, and earn awards everytime you Gift Aid a donation? You can even print off your barcode and stick it on your donation before you get to the shop!

Just download the free app today, help support Break and make gift aiding super simple.





Till Receipts



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



Printed example promoting the app





Customer Facing Displays



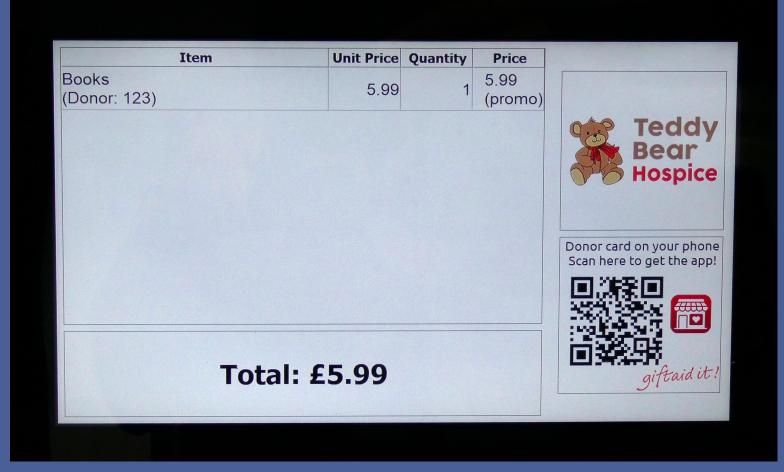
Till & customer display showing CO2 saving post purchase, and QR code to download app





Customer Facing Displays

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



Customer Facing Displays



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





Appendix of Images



Larger original image files supplied on request







