

ROUND UP PARTICIPATION REQUEST

Since 1988, Be Natural Market has been committed to investing in the health and sustainability of our local community by supporting local non-profits. In 2013 our staff began asking customers if they'd like to Round Up their purchases to the nearest dollar for a different organization each month. So far, we've raised over \$13,000. It's not unusual to receive 1,500 donations of pennies, nickels, dimes, quarters and more in a single month.

The real success of the program hinges on the participation of our Round Up partners. Here's what your organization can do to make a successful month:

- Provide an in-person informational session for our customer service staff. Help them understand how important these donations will be to your organization. Make sure they have that 'elevator speech'—they have less than 30 seconds to 'pitch' the donation to each customer that checks out.
- Inform anyone who is acquainted with your organization (family, friends, patrons, constituents, etc.) about the Round Up. Encourage them to shop and round up. Do this through newsletters, posters, social media, etc. We try to fulfill as many requests as possible, and we ask you to please acknowledge our customer's donations before, during, and after the event.
- Provide us with any information on your organization (e.g. brochures) that our staff can give to customers. This information not only stimulates donations but helps educate the public.

In order to be considered for Round Up participation, please complete the following:

Date of Application	<input type="text"/>		
Name of Organization	<input type="text"/>		
501C-3# (if applicable)	<input type="text"/>		
Organization's Website	<input type="text"/>		
Address	<input type="text"/>		
City	<input type="text"/>	State	<input type="text"/>
		Zip	<input type="text"/>

What is the vision/mission of your organization? (Twenty-five words or less, please.)

Who is your audience/who do you serve?

Have your received a donation from us in the past? Yes No

If yes, please provide details (date, event, type of donation)

How will Be Natural Market be recognized for our donation (listed on your website, posting on Facebook/Twitter, our logo included in advertisements, listed in your brochure, etc.)?

If you have plans for the Round Up Donations, let us know how they'll be used by your organization.

Will you need a Be Natural Market logo for advertisements/publicity? Yes No

Are you requesting a specific month/year? If so please indicate.

Contact Name

Contact Phone

Contact Email

Please complete the form and email to: caitlin@benaturalmarket.com or fax to 828-262-5540 (attention: Caitlin).

Submission of the form does not guarantee participation in the program. If your donation is approved, you'll receive a follow-up email.