

Round-Up for a Cause 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-profit organizations. In 2013 our staff began asking customers if they'd like to "round-up" their purchase total to the nearest dollar in support of a different organization each month. To date we've raised over \$35,000.

The real success of the program is dependent on the participation of our Round-Up partners. Here's what your organization can do to make it a successful campaign:

- Provide an in-person informational session for our staff. Help them understand how important these donations will be to your organization and how the funds will be used. Give our staff the "elevator speech"- they'll have less than thirty seconds to pitch you to our customers.
- Inform anyone who is acquainted with your organization (family, friends, patrons, etc.) about the Round-Up. Encourage them to support you by shopping here and rounding up. We will promote you through in-store signage, social media and other mediums and we kindly request you do the same.
- Provide us with any information about your organization (such as fliers, brochures, etc.) that our staff can hand to customers. This information not only stimulates donations but helps educate the public as well.

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

Date of Application: _____

Name of organization: _____

Address: _____

501c3 number: _____

Organization's website: _____

In less than 25-30 words, please describe the vision/mission of your organization:

Who do you serve?

Have you 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 social media for example)

Will our logo be included?

If you'd like to request a particular month/year, please specify: _____

Contact Name:

Contact Phone:

Contact email:

Please send this completed form to joe@benaturalmarket.com or drop off in person at the store. Submission of this form does not guarantee participation.

Thank you for your interest in our Round-Up for a Cause program!

Be Natural Market
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