



GIVING STREET

Bishop's Stortford

Local Loyalty,

the way it should be.

www.givingstreet.co.uk



In partnership with



Bishop's Stortford
Town Council



Bishop's Stortford
Independent

Giving Street – an introduction

Giving Street is a "buy local, give local" initiative piloting in Bishop's Stortford from October to December 2018. TheGivingMachine is already well established in this area with over 50 local schools, charities and community groups and over 4,000 of their supporters involved.

Our charity (TheGivingMachine) already enables online purchases to generate free donations for these causes and now we want to partner with local businesses too. After extensive consultations, we're ready to launch Giving Street to help local businesses generate more sales while supporting the community in a way that makes good business sense.



How does it work?



For local businesses:

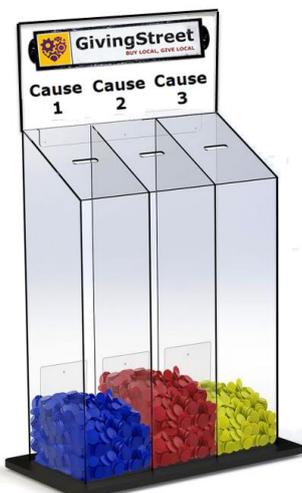
- Giving Street is a way to support local schools, charities and communities as a reward for buying your products and services. Now you can say YES to every local cause that asks for your support in return for their supporters buying from you. It's a win-win.
- Your business will be promoted by local causes and local media. You'll get a window sticker to clearly identify your participation.
- Giving Street Tokens are provided in 20p or £1 values from TheGivingMachine charity. Simply make a minimum donation of £25 and get the same value back in tokens to give them to your customers as you feel appropriate for your business. For example:
 - Ask customers "Are you collecting Giving Street Tokens?"
 - For every £10 spent, give a standard token (20p), for every £50 spent, give a gold token (£1).
 - We'll provide simple flyers and online details explaining where customers can give them to the causes they choose.



For local causes (schools, charities and non-profit organisations):

Giving Street is a way for you to gain additional regular donations by encouraging your supporters to buy from participating local businesses.

- It's FREE to join, just make sure that you are registered with TheGivingMachine.co.uk as a cause. For many local causes, you'll already be generating funds via our online service so this is just another way we can help you.
- All you have to do is promote the scheme to your supporters.
- We'll supply you with a collecting jar for your locations (e.g. school foyer, charity shop, front desk etc.). You'll also get a window sticker to say you're accepting Giving Street tokens!
- Just collect the tokens and contact us to redeem them at the same value as they were sold to businesses. We'll credit your cause account accordingly.
- We'll also have a Giving Street Donation Station featuring several causes every few weeks in both Premier Travel & the Bishop's Stortford Independent's Offices.



For local shoppers

- It's an easy way to see which businesses are participating.
- Collect your tokens and choose where to give them:
 - Via our Donation Stations in the centre of town
 - Via a charity shop.
 - Give to kids to take into school.
 - Or directly to your favourite local cause.
- Sign up to the Giving Street email newsletter to stay on top of who's involved, any special offers going and what difference you're making.
- Help spread the word.

About TheGivingMachine

- Building on the success of TheGivingMachine to refer over £30m in sales revenue and generate over £1.6m for causes big and small, we're keen to work with local businesses too via Giving Street.
- Our social purpose is all about enabling companies, customers and communities to thrive together – this is another way of doing that.
- We already work with over 2,200 online retailers to convert sales commissions into free donations for over 8,000 UK schools and charities. Buyers have changed their shopping behaviour for small amounts if they can give to the causes that matter to them.

Frequently asked questions

- **What will it cost?** For businesses, we're asking for a minimum commitment of a £25 donation to get started and hope that this becomes a regular commitment over 3 months. For the pilot we'll make the proposed 10% additional service fee optional with a minimum of £1. For customers and causes, there is no additional cost.
- **How will Giving Street help participating businesses?** We'll have a regular feature in the Bishop's Stortford Independent newspaper. We'll also have our existing channels with over 50 local causes and we'll be setting up a new email newsletter to let local people know what's happening. Businesses may want us to promote offers for more tokens (e.g. double donation evening/day on Tuesday).
- **Where will the Donation Stations be located?** The Bishop's Stortford Independent and Premier Travel have kindly offered to host a Donation Station in their North Street and South Street offices respectively to get us started.
- **Who's already involved?** Check out www.GivingStreet.co.uk or our @Giving_Street for the latest news.

www.GivingStreet.co.uk

twitter.com/@Giving_Street

facebook.com/GivingStreet

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