



JUNIOR LEAGUE BIRMINGHAM

Shop Save & Share

Dear Retailer,

We invite you to join in the Junior League of Birmingham's **2019 Shop Save & Share** charity shopping event, **Wednesday, October 2 - Sunday, October 13, 2019**. Participation in this event benefits your business, your community, and your customers--a **win-win-win!** Shop Save & Share raises funds in support of the JLB's 30+ community projects which benefit women and children in Birmingham, and address some of the area's most critical issues, including literacy, domestic violence prevention, health education, and life skills for families in transition--issues fundamental to the welfare of the Birmingham area.

How Shop Save & Share Works:

- Shoppers **purchase a Shop Save & Share card** for \$40 prior to and during the event.
- Cardholders **receive a 20% discount** at participating retailers October 2 - October 13, 2019.
- Cardholders will receive a retail shopping guide that includes your business name, location(s), business description, and exclusions.
- Participating retailers benefit from the Junior League's marketing efforts via social media, television, and print exposure, which includes in-house marketing to 2,000+ JLB members.
- Additional low cost marketing opportunities are available to participating retailers interested in further promoting themselves, and their support of the community through this incredible event.
- Proceeds from the sale of the Shop Save & Share card directly support the work of the JLB in our community.

Last year, over 560 participating retailers and restaurants benefitted from over 2,500 people who purchased the card. Sign up for the 2019 Shop Save & Share card and you will share in these positive outcomes:

- Retailers observed noticeable **increases in customer traffic and sales** during the event.
- Shop Save & Share **cardholders enjoyed a 20% discount** and purchased **more** than non-cardholders.
- **Over \$70,000** was raised to benefit the JLB's 30+ community projects.

We partner with Planet, a Birmingham-based software company which makes a mobile app. Planet will host Shop Save & Share on its free mobile app to streamline the retailer sign-up process and allow shoppers to purchase a digital Shop Save & Share card online (or on their smartphone). The Shop Save & Share card can then be conveniently downloaded and used at supporting merchants. Physical SSS Cards will also be available at select locations in the Birmingham area, in addition to the mobile cards.

We ask you to partner with us to positively impact the lives of at-risk women and children in our community. While your sales grow, you will feel good about making Birmingham better. It's easy! To participate in Shop Save & Share 2019, please visit www.shopsaveandshare.net to sign up! Sign ups end July 9th!

Thank you for your consideration, and your support, and we look forward to hearing from you.

Sincerely,
Virginia Moore

Shop Save & Share Chair
ShopSaveShareJLBham@gmail.com