

TOUCHPOINT OPPORTUNITIES

Before Gift Delivery

- Notify new recipients that they've been enrolled in the program. Learn more [here](#).
- Share about the upcoming gift on social media, in your newsletter, or at open houses so folks can opt in to your list.



After the Gift Campaign Ends

- Reach out to anyone who hasn't interacted with the monthly gift campaign.

During the 60-day Campaign

- Check in once the gift has been delivered
- Reach out to recipients who haven't engaged with the gift
- Invite your list to join you at the local business
- If a recipient responds to the gift campaign, use their response as an opportunity to engage in conversation
- Reach out before the gift expires as a reminder