

Notify Your Recipients



We strongly recommend that you reach out to your recipients prior to your first gift going out. This helps them know to expect communication and that the gift isn't spam or too good to be true!

We've had people call or text their recipients, while other send an email or post on social media. However you decide to get in touch, we've seen a dramatic increase in engagement when contacts know to expect the gift email/text. Here's a template option and a few communication examples in case you get stuck on messaging.

SHARE A CONTACT CARD

Create a contact card with your information + the number **590-16** for recipients to save to their phone. This will help them identify the gift text message when it comes through.



TEMPLATE FOR EMAIL | TEXT | CALL

Hi _____,

I love finding ways to support our local business community, so I've partnered with a company called LoLo - Locals Supporting Locals - to start sending you a gift (on me!) at a local business every month.

Keep an eye out for an email or text from me with your first gift soon (it might filter to your promotions folder). When you're ready to redeem, just take your phone to the featured merchant and pull up the link to view the gift and use it when it's time to pay or check out.

I hope you'll use these gifts to explore new places around town and help me support our local community! Let me know if you have any questions about this.

Enjoy!

POST ABOUT LOLO ON SOCIAL

Let your network know when a gift is coming, and give them the option to opt in to your gift campaign!

