



DAWSON'S MARKET

5% DAY RECIPIENT GUIDELINES

CONGRATULATIONS! Your organization has been chosen to be included in Dawson's Market 2018 5% Day donation list. Not sure what this means? We've explained it below...

WHAT IS 5% DAY?

5% Day is an effort to recognize and give back to small organizations that create the backbone of our local community. During 5% days, we donate 5% of that day's sales directly to the chosen organization. It's as simple as that.

HOW DOES IT WORK?

Volunteers from these local non-profits join our staff members to help bag groceries, do carry-outs, and speak with customers about their organizations and their role in the community. These organizations spread the word to friends and neighbors about the event and invite them to support through their patronage.

WHO GETS SELECTED?

Our outreach areas include the arts, education, environment, animal welfare, music, food donation, and more. We encourage smaller organizations that are in need of funding to apply.

HERE'S WHAT WE NEED FROM YOU: Now that you've been chosen, we want to do everything we can to let our customers and your followers know about this special day.

YOUR LOGO

We'll need your logo to include on the promotional graphic we create. File types accepted are .AI, .EPS, .PDF, Hi-Res JPEG, .TIFF

Any vector files (.Ai and .EPS) are preferred. If you have any photos of your organization, feel free to send those over as well.

SPREAD THE WORD!

Send the graphic (provided by us) to your email database at least one week prior to your designated day. Post that graphic on your organizations Facebook, Instagram, and Twitter, at least one-week prior as well. Spread the word to all friends and family, the more the merrier!

SPONSORSHIP.

In return for 5% of our daily sales, Dawson's Market will receive sponsorship of an event or program throughout the year. For more information on this, please contact Colin Beirne.

WRAPPING EVERYTHING UP:

Please contact Colin Beirne, Marketing Director, to confirm your organization's date and responsibilities, as well as the submission of photos and graphics.

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