

Gift Card Initiative Solicitation Instructions 2027

Thank you for your involvement with the Gift Card Initiative! The Gift Card Initiative (GCI) is an effort by Supply Logistics, Hospitality, and other THON volunteers to solicit and receive gift card donations from now until THON Weekend. The Supply Logistics and Hospitality Committees use these gift cards to get items that are not already donated. The THON Community can help Supply Our Mission by soliciting businesses for gift card donations.

Instructions:

1. Visit the Supply Logistics tab on think.THON.org
 - a. Supply Logistics → Gift Card Initiative
2. Review stores already visited
 - a. If the store you'd like to visit has already been visited by someone else, please **do not** go again
3. Call the store
 - a. Ask to speak with a manager about a potential in-kind charitable donation
 - i. Review stores already visited
 - ii. If the store you'd like to visit has already been visited by someone else, please do not go again
 - b. Explain what THON is, our mission, and how gift cards help us achieve our goals throughout the year
 - c. If they say they're interested in making a gift card donation, thank them and ask who you can speak to when you visit the store in person
 - d. If they say no, thank them for their time and consideration
4. Prepare and print the GCI Letterhead
 - a. Find this on THINK, Resources Tab → Supply Logistics
 - b. Change the red text to include your name, the current date, etc.
 - c. Print letterhead in color
5. Pick up the Gift Card
 - a. Go to the store and pick up the gift card if granted a donation
 - b. Wear THON Merchandise
 - c. Bring printed letterhead and give to the store's representative/manager
 - d. Thank them for their generosity!
6. Register the store on THINK
 - a. Register every store you contact, even if they do not donate
 - b. Supply Logistics tab on THINK
 - c. Click the purple "+" in the bottom right-hand corner

If you have any questions about the Gift Card Initiative, please reach out to gci@thon.org.
Thank you for your continued support!

THON is a student-run philanthropy committed to enhancing the lives of children and families impacted by childhood cancer. Our mission is to provide emotional and financial support, spread awareness and ensure funding for critical research—all in pursuit of a cure.