



The Gift Card Initiative

THON™ PENN STATE IFC/PANHELLENIC
DANCE MARATHON

The Gift Card Initiative

- ❖ The Gift Card Initiative (GCI) is an effort by Supply Logistics, Hospitality, and other THON volunteers to ask for and receive gift card donations from now until THON weekend. These gift cards are used to purchase items that we are unable to be get donated.
 - ❖ For instance, last year we used these gift cards to buy the foam boards for total reveal THON weekend!
- ❖ GCI has a vital role in lowering THON's internal costs, helping make sure 96¢ of every dollar is donated For The Kids™

Accepted Stores

❖ **Greatest Need:** Ace Hardware, Aldi, Amazon, Home Depot, Lowe's, Staples, Visa/MasterCard gift cards, Walmart, Wegmans

❖ **General Need:** Bed Bath and Beyond, Dick's Sporting Goods, Giant, iTunes, Sam's Club, Target, Weis

The logo for Giant Food stores, featuring the word "GIANT" in a bold, red, sans-serif font with a black outline and a registered trademark symbol.The Walmart logo, consisting of the word "Walmart" in a blue, sans-serif font followed by a yellow six-pointed starburst icon.

TARGET

Guide to Getting Gift Cards

Step 1: View the Gift Card Initiative on THINK

❖ Supply Logistics tab → Gift Card Initiative

★ Dashboard **Gift Card Initiative (GCI)**

Welcome to the Gift Card Initiative! The Gift Card Initiative (GCI) is an effort by Supply Logistics, Hospitality, and other THON volunteers to apply for 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.

For additional resources regarding GCI, see the [GCI Resources Folder](#).

Below is a list of currently accepted stores based on need:

Greatest Need:

- Ace Hardware
- Aldi
- Amazon
- Home Depot
- Lowe's
- Staples
- Walmart
- Wegmans
- Visa

General Need:

Guide to Getting Gift Cards

Step 2: Scroll Down on the GCI page to see stores other volunteers have already visited.

Stores Already Visited

Store Name City

Zip Code THON Year

[FILTER](#) [VIEW ALL OF MY SUBMISSIONS](#) [RESET](#)

Store Name	Address	City	State	THON Year	Submitted At	View
Walmart	250 Route 59	Suffern	New York - NY	2020	Oct. 7, 2019, 3:28 p.m.	View
Target	900 Bergen Town Center	Paramus	New Jersey - NJ	2020	Oct. 7, 2019, 3:20 p.m.	View
Giant	901 S West End Blvd	Quakertown	Pennsylvania - PA	2020	Oct. 7, 2019, 11:38 a.m.	View

Guide to Getting Gift Cards

Step 3: Check to see if the store you want to visit has been visited already, if so please do not go again.

Stores Already Visited

Store Name City

Zip Code THON Year

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Step 4: Call the store

- ❖ Ask to speak with a manager about a potential charitable donation
 - ❖ There is a script on THINK: **Resources Tab → Fundraising folder**
- ❖ Explain what THON is and why we are asking for gift cards
- ❖ If they say they are interested in making a gift card donation, ask for who you should ask for when you get to the store location
- ❖ If they say no, thank them for their time and consideration

Guide to Getting Gift Cards

Step 5: Prepare/Print the GCI Letterhead

- ❖ Can find this on THINK
 - ❖ Resources tab → Fundraising folder
- ❖ Change the red text to fit the store
- ❖ Print the letterhead in color

The 2023 Penn State IFC/Panhellenic Dance Marathon

Gift Card Initiative



{Date
Store
Address}

To Whom It May Concern: {you can change it, if you have name of manager}

Since 1977, the Penn State IFC/Panhellenic Dance Marathon (THON) has raised more than \$203 million to help children in their fight against childhood cancer. THON, the largest student-run philanthropy in the world, is a yearlong fundraising effort by Penn State students, which culminates in a 46-hour, no sitting, no sleeping dance marathon each February. THON benefits Four Diamonds at the Penn State Health Children's Hospital in Hershey, Pennsylvania, which provides outstanding patient care while continuing to foster innovative childhood cancer research initiatives. Last year, THON raised over 13.7 million dollars, "For The Kids!"

As a THON volunteer, I assist in procuring in-kind donations that are necessary at all pre-THON events and throughout THON weekend for the Four Diamonds children and their families. Though THON is completely student-run, it would not be made possible without the help of several generous donors. While we are able to obtain a variety of donations, there are still many necessities that we do not receive. Thus, we reach out to the community in hopes of finding local support.

{Store Name} has the opportunity to help make a difference. We rely heavily on gift card donations that allow us to obtain all necessities that we cannot otherwise get donated. I am hoping you would be willing to provide THON with a gift card donation, as these contributions are of immeasurable value to THON. We would greatly appreciate any donation you are able to provide to help us keep THON a growing success. All contributions and in-kind donations are fully tax-exempt. **The Federal ID Number is 24-6000-376.**

On behalf of the more than 16,500 THON volunteers, I would like to thank you for considering our request. We sincerely value the support we have received from {Store Name} in the past and hope to continue working together in support of THON 2023.

If you have any questions about making a donation or about THON in general, please feel free to contact me, {your name}, at {your phone number} or {your email}. Again, thank you for your consideration and we hope you join us in the fight against childhood cancer.

Guide to Getting Gift Cards

Step 6: Go Pick up the Gift Card

- ❖ Go to the store to get the gift card
- ❖ Wear THON attire
- ❖ Bring the printed GCI letterhead to give to the store's representative
- ❖ Thank the stores representative!



Be Sure to Register Stores

Step 7: Register all stores you approach, even if they don't donate

- ❖ Click the purple "+" button in the bottom right corner of the GCI page on THINK

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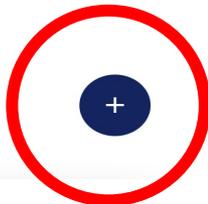
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- Staples
- Walmart
- Wegmans
- Visa

General Need:

- Bed Bath & Beyond



What to do with a donated card

- ❖ Take the gift card to the THON Office! (227D HUB)
- ❖ If you have a receipt please bring it



100% Crediting

- ❖ All gift cards from the list of accepted stores can be **100% credited** to your Org, IDC, or Committee!
- ❖ Bring the gift card to the THON office. You will be given a crediting slip (pictured below) to quickly fill out

GCI Crediting
If you have a receipt, please submit it and register the store on think.thon.org
Name & Phone #: _____
Org/Committee/IDC: _____
Crediting #: _____
Last 4 digits of card: _____
Store & Value: _____

Getting Donations Recap!

- 1) Search on THINK to see if your store has already been visited
- 2) Call the store
- 3) Prepare and print the letterhead
- 4) Go to the store for the gift card
- 5) THANK YOU
- 6) Register all stores on THINK
- 7) Turn card and receipt into the THON Office



Other accepted Cards

Donated cards aren't the only cards accepted!

- ❖ Cards that are purchased or given as gifts can also be turned in and credited if someone wants
- ❖ But getting cards donated is how the vast majority of gift cards are acquired

How Can GCI Help You?

- You can earn points!
 - Color Wars
 - Spirit Points
 - Race for The Chug
 - Etc.
- Great way to bond with your committee!
- Ask your Captains for more specifics about incentives for GCI



Questions? Comments? Concerns?

Contact us at
gci@thon.org or in our Teams Channel
(coming soon)