

## The Top Reasons to Sign Up for the Kindness Monterey Gift Card Restaurant Program

1. Take advantage of your community's love and support to see you make it during these uncertain times. There is no cost to you for your restaurant to be listed on <http://www.kindnessmonterey.com/>. If you already have an online digital gift card program, then we will directly link your website page and add the gift card URL to our website. If you do not have a gift card program in existence at this time on your website, we have individuals who will assist you in easily setting one up at no cost!
2. Take advantage of our ongoing professional Kindness Monterey marketing programs that drive traffic to the website where your restaurant will be listed. We have an aggressive marketing campaign that includes print ads, e-blasts on all major local Chambers member newsletters, magazine ads in publications such as Carmel Magazine, Coastal Grower and Edible Monterey, as well as Social Media mentions. All of this marketing will drive people to the Kindness Monterey website where they can order gift cards from your restaurant.
3. Take advantage of our ongoing updated media press releases going out to over 45 publications on an ongoing basis by the professional marketing company, Chatterbox <https://chatterboxpublicrelations.com/> named best PR firm by Weekly Readers for 2020. Kindness Monterey has already been mentioned or written up in the Monterey Herald, Edible Monterey, Monterey County Weekly and there are plans to have feature articles in September in some of the major publications as well as interviews on local radio stations such as KRML <https://www.kindnessmonterey.com/press/>. We expect more media to take notice and continue to cover the success of Kindness Monterey.
4. Take advantage of ongoing Sponsorship outreach efforts to local businesses by the award-winning firm, Brickman Marketing <https://www.brickmanmarketing.com/> to raise funds to help keep this campaign strong and alive during this Pandemic and possibly years to come. American Wine and Food of Monterey <https://www.aiwfb.org/> is the 501(c)(3) Fiscal Sponsor allowing donations over \$250 to receive tax credit. AIWF is asking all their members to support the campaign by purchasing gift cards.
5. Take advantage of two initial major fundraising events being promoted and produced by Kiki Wow <https://www.kikiwow.net/> and Destination 831 (<http://www.destination-831.com/>) that will encourage you to post on your own social media. The first On line Music "Care-a- Thon" <https://www.kindnessmonterey.com/events/> is scheduled for Sunday, August 23<sup>rd</sup> from 6-9 pm. A Go Fund Me account has been created at <https://www.gofundme.com/f/kindness-monterey> and we hope to raise thousands of dollars through the generosity of our community. We need your restaurants to be included on our website so that our community will see it and buy gift cards you're your restaurant. One of the restaurants that we just signed up has already had 10 gift

cards purchased and that would not have happened if they were not listed on our website. You have everything to gain and nothing to lose. We guarantee all gift cards for a year should you unfortunately have to close your doors.

We are also hoping to raise additional funds so that Kindness Monterey can purchase gift cards from restaurants such as yours to give to those in need such as the local Food Banks, Girls and Boys Clubs and other organizations.

So, thanks very much for your participation in the Kindness Monterey Campaign! We want your restaurant to thrive and survive in the coming years!