



Give as you Live™ Marketing Programme

This Give as you Live Marketing Programme provides you with all the tools for you to promote Give as you Live to your supporter base and raise further funds. This will allow you to spread the message regularly, which we have found will help acquire more shoppers.

Charity Name:

Contact Name:

Email: Phone:

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"We are excited to hear about the new initiative from Give as you Live. Give as you Live are helping us achieve our target of raising over £15,000 in additional, unrestricted income just from our supporter's existing online spend in 2012. The Give as you Live platform is fantastic, allowing our supporters to donate regularly without interrupting their everyday activities and without having to reach into their pockets once again."

Nina Gopal, Head of Fundraising, Ovarian Cancer Action

Thousands of shops will donate money to your favourite charity when you shop online.



Branding

We can brand your tools for you should you wish, so that that your supporters have your branded colours and logo appear throughout their Give as you Live experience.

Would you like us to brand Give as you Live? Y / N (Please highlight)

If so, please email your brand colours and logo to: branding@everyclick.com

Custom Emails

We can provide you with branded emails for you to send out to your supporters on a regular basis. If you would like us to do so, then please specify the 6 emails below that you require along with the dates they will be sent out. We can create full solus emails or just e-newsletter inserts for inclusion in existing emails:

	Content Examples on pages 3 - 7	Custom Email		E-newsletter insert	
		✓	Dates	✓	Dates
1	Shop at your favourite Department Stores online				
2	Renew your Insurance online				
3	Buy your Mother's Day presents online				
4	Buy your Office Supplies online				
5	Buy your Easter presents online				
6	Buy your White Goods online				
7	Buy your Father's Day presents online				
8	Buy your Beauty Products online				
9	Shop for your Children online				
10	Buy the Latest Fashions online				

How many email contacts do you have?

Would you like us to send the emails on your behalf? Y / N (Please highlight)

We offer a no cost outsourced email distribution facility. Please contact us for further details.

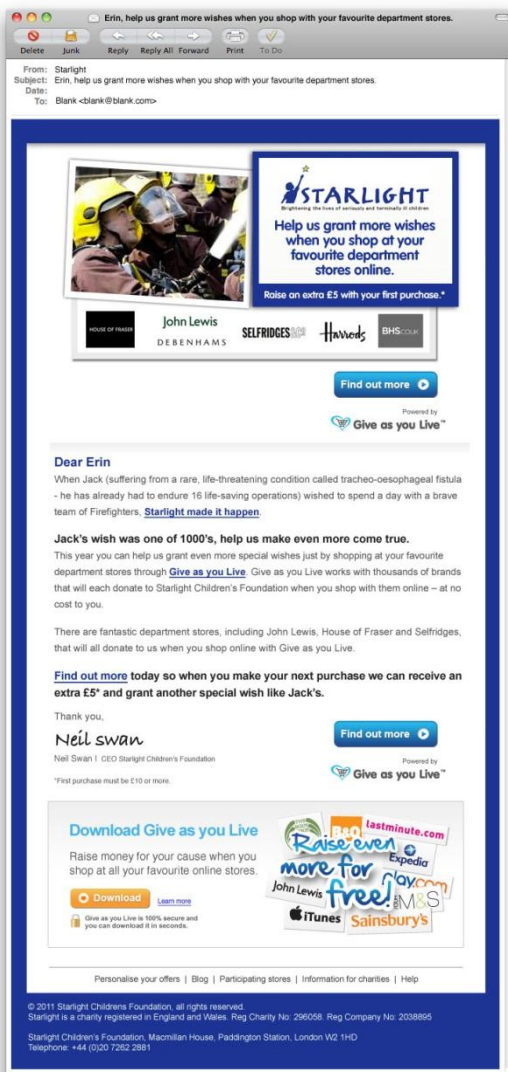
Thousands of shops will donate money to your favourite charity when you shop online.



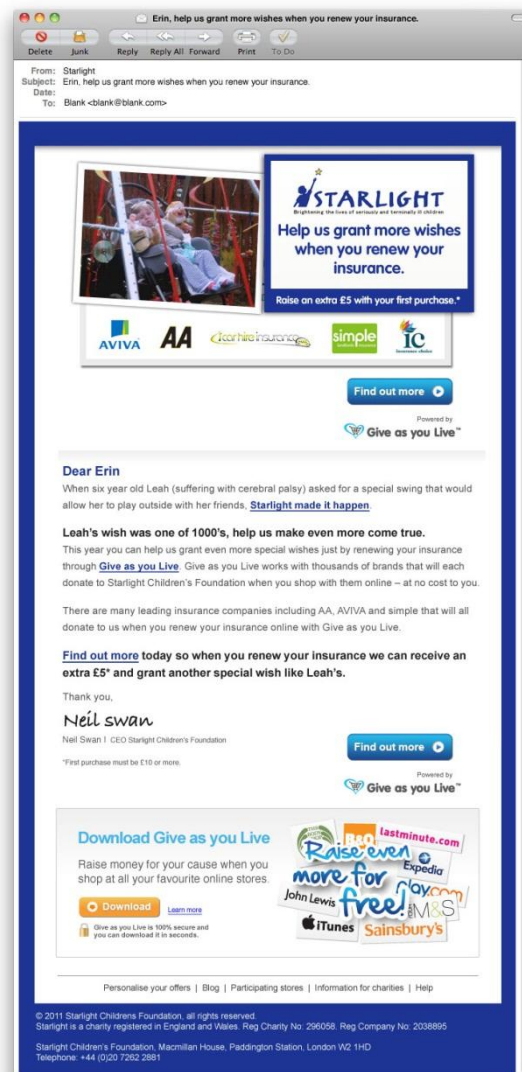
Custom Email examples

We can provide you with branded emails or e-newsletter inserts for inclusion in existing emails for you to send out to your supporters on a regular basis. These can be styled around your own charity's appeals and messaging, supplied by yourselves. The following are examples of previously created successful emails.

1. Favourite Department Stores



2. Renew your insurance



Thousands of shops will donate money to your favourite charity when you shop online.



3. Mother's Day

Erin, help us grant more wishes this Mother's Day.

From: Starlight
Subject: Erin, help us grant more wishes this Mother's Day
Date:
To: Blank <blank@blank.com>

STARLIGHT
Brightening the lives of seriously and terminally ill children

Help us grant more wishes this Mother's Day.
Raise an extra £5 with your first purchase.*

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Dear Erin

When 14-year-old Georgia (who was diagnosed with osteosarcoma, a severe form of bone cancer which commonly occurs in adolescents) wished to have her own British Bulldog puppy that she could take for walks to help her rehabilitation following major surgery to replace her knee joint and tibia, [Starlight made it happen](#).

Georgia's wish was one of 1000's, help us make even more come true.

This year you can help us grant even more special wishes just by treating your Mum this Mother's Day through [Give as you Live](#). Give as you Live works with thousands of brands that will each donate to Starlight Children's Foundation when you shop with them online – at no cost to you.

There are fantastic brands including Cath Kidston, iFlorist and Clintons that will all donate to us when you shop online through Give as you Live.

Find out more today so when you shop online for your Mum we can receive an extra £5* and grant another special wish like Georgia's.

Thank you,
Neil swan
Neil Swan | CEO Starlight Children's Foundation
*First purchase must be £10 or more.

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Starlight Children's Foundation, Macmillan House, Paddington Station, London W2 1HD
Telephone: +44 (0)20 7262 2881

4. Office Supplies

Erin, help us grant more wishes when you buy your office supplies online.

From: Starlight
Subject: Erin, help us grant more wishes when you buy your office supplies online.
Date:
To: Blank <blank@blank.com>

STARLIGHT
Brightening the lives of seriously and terminally ill children

Help us grant more wishes when you buy your office supplies online.
Raise an extra £5 with your first purchase.*

Powered by Give as you Live™

Dear Erin

Collin (suffering from a brain tumour) wants to be a Policeman when he grows up. He wished to spend a day with the Police and, [Starlight made it happen](#).

Collin's wish was one of 1000's, help us make even more come true.

This year you can help us grant even more special wishes just by buying your office supplies through [Give as you Live](#). Give as you Live works with thousands of brands that will each donate to Starlight Children's Foundation when you shop with them online – at no cost to you.

There are fantastic office supply brands including Viking, UK Office Direct and Staples Direct, that will all donate to us when you shop online with Give as you Live.

Find out more today so when you buy more office supplies we can receive an extra £5* and grant another special wish like Collin's.

Thank you,
Neil swan
Neil Swan | CEO Starlight Children's Foundation
*First purchase must be £10 or more.

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Need help? Call us on 0870 005 5050

5. Easter

Erin, help us grant more wishes this Easter.

From: Starlight
Subject: Erin, help us grant more wishes this Easter.
Date:
To: Blank-cblank@blank.com

STARLIGHT
Brightening the lives of seriously and terminally ill children

Help us grant more wishes this Easter.
Raise on extra £5 with your first purchase.*

Green & Black's Organic, M&M's, Thorntons, Butlers, CHOCOLATE TRADING CO.

Find out more

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Dear Erin

When eight-year-old Tamzin (who was diagnosed with cystic fibrosis shortly after birth) wished to meet Ashley Tisdale, who plays Sharpay Evans, her favourite High School Musical character, **Starlight made it happen**.

Tamzin's wish was one of 1000's, help us make even more come true.

This year you can help us grant even more special wishes just by buying your Easter treats through **Give as you Live**. Give as you Live works with thousands of brands that will each donate to Starlight Children's Foundation when you shop with them online – at no cost to you.

There are fantastic brands including Cadbury's Direct, Thorntons and Green and Blacks that will all donate to us when you shop online through Give as you Live.

Find out more today so when you shop online for your Easter treats we can receive an extra £5* and grant another special wish like Tamzin's.

Thank you,
Neil swan
Neil Swan | CEO Starlight Children's Foundation

Find out more

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lastminute.com, Raise even more for free!, John Lewis, Sainsbury's, Expedia, M&S

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6. White Goods

Erin, help us grant more wishes when you buy white goods.

From: Starlight
Subject: Erin, help us grant more wishes when you buy white goods.
Date:
To: Blank-cblank@blank.com

STARLIGHT
Brightening the lives of seriously and terminally ill children

Help us grant more wishes when you buy your next washing machine or other white goods.
Raise on extra £5 with your first purchase.*

appliances direct, electricshop, John Lewis, Comet, M&S Large Appliances

Find out more

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Dear Erin

When six year old Clara (suffering from Wilms Tumour) asked for a tour of the CBeebies studio and to meet the presenters, **Starlight made it happen**.

Clara's wish was one of 1000's, help us make even more come true.

This year you can help us grant even more special wishes just by buying your white goods through **Give as you Live**. Give as you Live works with thousands of brands that will each donate to Starlight Children's Foundation when you shop with them online – at no cost to you.

There are fantastic brands including Marks & Spencer, The Kitchen Appliance Store and John Lewis that will all donate to us when you shop online through Give as you Live.

Find out more today so when you buy your next white good we can receive an extra £5* and grant another special wish like Clara's.

Thank you,
Neil swan
Neil Swan | CEO Starlight Children's Foundation

Find out more

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7. Father's Day

Erin, help us grant more wishes this Father's Day.

From: Starlight
Subject: Erin, help us grant more wishes this Father's Day.
Date:
To: Blank <blank@blank.com>

STARLIGHT
Brightening the lives of seriously and terminally ill children

Help us grant more wishes this Father's Day.
Raise an extra £5 with your first purchase.*

BOSE
Fishtec
GADGETS.co.uk
SCOTTSDALE
John Lewis
Give as you Live™

Dear Erin

When nine-year-old Jack (who was diagnosed in 2009 with a life-threatening brain tumour) wished to have the caravan in his garden made in to a home cinema, [Starlight made it happen](#).

Jack's wish was one of 1000's, help us make even more come true.

This year you can help us grant even more special wishes just by treating your Dad this Father's Day through [Give as you Live](#). Give as you Live works with thousands of brands that will each donate to Starlight Children's Foundation when you shop with them online – at no cost to you.

There are fantastic brands including Bose, John Lewis and Gadgets.co.uk that will all donate to us when you shop online through Give as you Live.

Find out more today so when you shop online for your Dad we can receive an extra £5* and grant another special wish like Jack's.

Thank you,
Neil Swan
Neil Swan | CEO Starlight Children's Foundation
*First purchase must be £10 or more.

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8. Beauty Products

Erin, help us grant more wishes when you buy your beauty products online.

From: Starlight
Subject: Erin, help us grant more wishes when you buy your beauty products online.
Date:
To: Blank <blank@blank.com>

STARLIGHT
Brightening the lives of seriously and terminally ill children

Help us grant more wishes when you buy your beauty products online.
Raise an extra £5 with your first purchase.*

John Lewis
Boots
benefit
AVON
THE BODY SHOP.
DIRECT COSMETICS
SELFRIDGES
Give as you Live™

Dear Erin

When Lydia (who suffers from hole in her heart and pulmonary atresia, a form of congenital heart disease) wished "to be a princess and wear a tiara and lots of jewellery and princess shoes." [Starlight made it happen](#) Complete with a visit from a real life Prince – Prince William.

Lydia's wish was one of 1000's, help us make even more come true.

This year you can help us grant even more special wishes just by buying your beauty products through [Give as you Live](#). Give as you Live works with thousands of brands that will each donate to Starlight Children's Foundation when you shop with them online – at no cost to you.

There are fantastic brands including Benefit, The Body Shop and Selfridges that will all donate to us when you shop online through Give as you Live.

Find out more today so when you buy your next beauty products we can receive an extra £5* and grant another special wish like Lydia's.

Thank you,
Neil Swan
Neil Swan | CEO Starlight Children's Foundation
*First purchase must be £10 or more.

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9. Children

Erin, help us grant more wishes when you shop for your children online.

From: Starlight
Subject: Erin, help us grant more wishes when you shop for your children online.
Date:
To: Blank <blank@blank.com>

Dear Erin

When five year old Rhianna (suffering from heart disease) wished to go to Disneyland, Paris and meet the princesses with her Mum and brother Ethan, [Starlight made it happen](#).

Rhianna's wish was one of 1000's, help us make even more come true.

This year you can help us grant even more special wishes just by shopping for your children through [Give as you Live](#). Give as you Live works with thousands of brands that will each donate to Starlight Children's Foundation when you shop with them online – at no cost to you.

There are fantastic children's brands including Hamleys, Early Learning Centre and Party Pieces that will all donate to us when you shop online through Give as you Live.

[Find out more today so when you shop for your children we can receive an extra £5* and grant another special wish like Rhianna's.](#)

Thank you,
Neil swan
Neil Swan | CEO Starlight Children's Foundation

[Find out more](#)

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10. Latest Fashions

Erin, help us grant more wishes when you shop the latest fashions online.

From: Starlight
Subject: Erin, help us grant more wishes when you shop the latest fashions online.
Date:
To: Blank <blank@blank.com>

Dear Erin

When 14 year old Callum (suffering from Lennox Gastout Syndrome, a severe form of epilepsy) wished to meet Barney and sing the 'I Love You' song with him, [Starlight made it happen](#).

Callum's wish was one of 1000's, help us make even more come true.

This year you can help us grant even more special wishes just by shopping for the latest fashions through [Give as you Live](#). Give as you Live works with thousands of brands that will each donate to Starlight Children's Foundation when you shop with them online – at no cost to you.

There are fantastic fashion brands including Boden, Topshop and Selfridges that will all donate to us when you shop online through Give as you Live.

[Find out more today so when you shop online we can receive an extra £5* and grant another special wish like Callum's.](#)

Thank you,
Neil swan
Neil Swan | CEO Starlight Children's Foundation

[Find out more](#)

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*First purchase must be £10 or more.

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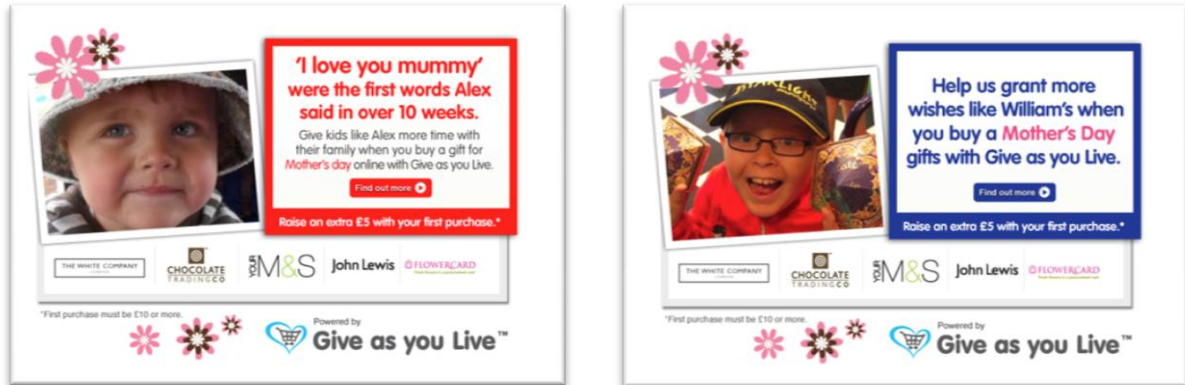
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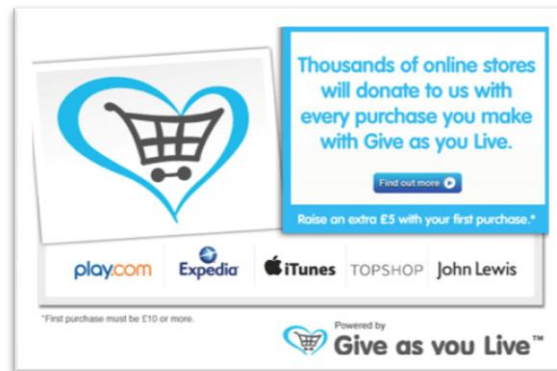
E-newsletter Insert examples

We can provide you with branded E-newsletter inserts for you to include in your existing emails. These are a pre-formatted size (581x 376 pixels) for easy inclusion within your own communications.

Branded version



Generic version



Thousands of shops will donate money to your favourite charity when you shop online.

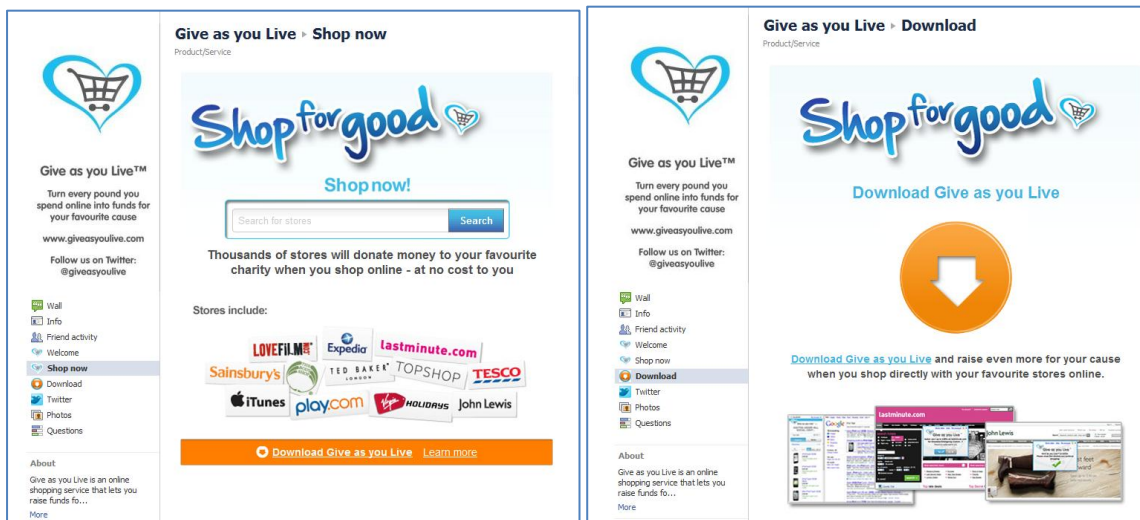


Social Media

We can also help you spread the message through Social Media and provide you with Facebook Tabs and messaging.

Facebook Tab examples

On both the 'Shop now' and 'Download' page, your charity name will be mentioned. You can see a working version at <http://www.facebook.com/arthritisresearchuk>



Would you like a Facebook Tab created for your account with suggested FB messages provided to you each week? Y / N (Please highlight)

If yes, who is your Facebook contact?

We will send you weekly suggested Facebook posts

Name:

Email:

Who is your Twitter contact?

We will send you weekly suggested Twitter posts

Name:

Email:

When complete, please return to annabelle@everyclick.com

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