

# Oakland Grown Gift Card Program

Providing Fun Local Gifts | Strengthening Oakland's Economy

## The Ask

Choose Oakland Grown Gift Cards as your standard gift for employees & clients for the 2011 holidays (and perhaps other uses). Or at least buy a stack and give 'em a try!

## Why It's Good to Give this Card

- Unique – more character than a generic or chain card
- Easy – buy in bulk and have them delivered to you!
- Cheaper than a generic card (\$2-4 vs. \$5-\$7 at local drug stores)
- Builds community pride and awareness of local businesses & artists
- Show your company's commitment to Oakland

## Why It's Good to Receive this Card

- More choice – can be used at multiple places
- Unique & fun – use at many businesses or artists that are creative and unique to Oakland, including clothing & home boutiques, bookstores, art galleries and more
- Practical – can be used at restaurants, cafés, movies and other businesses people frequent every day

## Program Details

We are currently signing up anchor businesses and artists, popular places that Oaklanders love and spend money on frequently. To this list of anchors, we will continue to add lots of other fun, high quality businesses and artists.

Gift recipients will be able to use the card to buy products or services at any participating business, can check their card balances, and even re-load the card if they want.

Gift cards do not expire; in compliance with California law, the card will reduce in value by a small amount if it is not used for an entire year, and will continue to reduce by that amount each year the card goes unused.



## Our Organization

Oakland Grown and the Oakland Grown Gift Card are programs of the Sustainable Business Alliance, a nonprofit organization dedicated to building a just and thriving green economy. Gift card fees are used by the Sustainable Business Alliance to operate the card program. Find us at <http://sustainablebusinessalliance.org>

## Our Program & Goals

Our goals for this program are to build the Oakland economy, support local jobs, increase local ownership of assets, and celebrate Oakland's creativity by increasing the consumer dollars that stay in and re-circulate within Oakland.

We estimate that each holiday season, Oaklanders spend **\$26 million in gift cards outside of Oakland's neighborhoods**. We believe that these gift cards offer a familiar yet powerful tool that, at scale, can redirect millions of dollars back to our economy. We are piloting this program in the fall of 2011 and plan to grow it quickly in 2012 to make an even greater impact going forward.



## Costs

The cost is \$3 per card for bulk purchases over 50, and \$4 per card for smaller orders. This is generally \$2 cheaper than cards at the local drug store and big box stores. Fees are used to build, operate and market the program. The shopper does not pay anything to use the card.

## Suggest Favorite Places to Redeem

Have some favorite locally-owned businesses or artists that you or your staff, colleagues, friends or family love to support? Tell us – if they meet our criteria, we'll ask them to accept the card!

## How to Buy

Fill out the attached order form. When the cards are ready we'll deliver them to you (and charge your card or invoice you as you choose).

## Sponsor – Get Your Company Name on Card Materials

Businesses and nonprofits that meet Oakland Grown criteria can become Oakland Grown gift card sponsors, and get their name featured as a Local Economy Supporter, featured prominently on the gift card packaging, website listing, and on other promotional materials. Ask us if you are interested.



## Gift Cards & the Oakland Economy

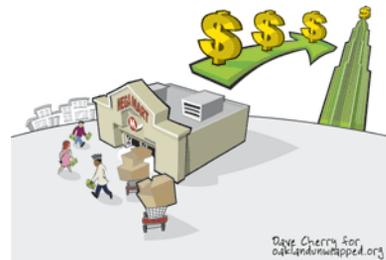
### Gift Cards are Significant: National Trends

- 77% of shoppers buy gift cards
- Average spent on gift cards: \$140
- Most requested holiday gift for past 4 years

### Local Shopping in Oakland

- Oakland local businesses are missing out on as much as \$26 million in gift card spending by Oaklanders each holiday season
- Right now over \$1 billion worth of retail shopping dollars is being leaked out of Oakland each year as Oaklanders shop elsewhere
- Re-capturing this money means more jobs, more money for libraries, parks, police and other services
- Spending on locally-owned independent businesses means more money re-spent in the community as those businesses support other local businesses. See illustration below.
- Oakland has over 50 shopping districts with boutiques, restaurants, cafés & movie theatres

## Gift Cards at Local Independent (Oakland Grown) Businesses Have a Much Bigger Impact



**Local Independent (Oakland Grown) Businesses & Artists Re-spend their Money in the local community**, supporting jobs for graphic designers, accountants, and all kinds of other service providers. They also put their money in local banks, which lend locally to support other local businesses.

**Non-local chain stores and cafés spend much of their money back at headquarters where services are consolidated to save money.** They also are less likely to stick around during hard times, and they give less back to the local community per dollar of revenue.

# Oakland Grown Gift **Card** Order Form

Company / Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Delivery Address \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

## Card Pricing

Orders of 50 or more cards:  
**\$3 / card**

Orders of 49 or fewer cards:  
**\$4 / card**

Orders placed before October 1  
are reduced by \$1 /card

**These are \$2-4 cheaper than  
generic Visa cards!**

## Number of Cards You Need

\_\_\_\_\_ Cards x \$20 = \$ \_\_\_\_\_

\_\_\_\_\_ Cards x \$40 = \$ \_\_\_\_\_

\_\_\_\_\_ Cards x \$50 = \$ \_\_\_\_\_

\_\_\_\_\_ Cards x \$100 = \$ \_\_\_\_\_

\_\_\_\_\_ Cards x \$200 = \$ \_\_\_\_\_

\_\_\_\_\_ Cards x \$500 = \$ \_\_\_\_\_

+ \_\_\_\_\_ Cards x \_\_\_\_\_ = \$ \_\_\_\_\_

= \_\_\_\_\_ **Total Cards**      \$ \_\_\_\_\_ **Subtotal**

**Fees (Covers program costs for our non-profit)**

+ \$ \_\_\_\_\_ Total cards x \$4 if less than 50 cards  
\_\_\_\_\_ Total cards x \$3 if 50 cards or more

= \_\_\_\_\_ **Total**

## Method of Payment

Cash     Check     Invoice Me

Credit Card # \_\_\_\_\_

Exp Date: \_\_\_\_\_ Sec# \_\_\_\_\_ Zipcode \_\_\_\_\_

## Details & Terms

All sales are final. Gift cards cannot be returned. If there is a technical defect with a card, we will replace the card at no cost. If the gift card program is not launched as promised by Dec 1, 2011, we will refund the entire pre-order amount. Card fees go to Sustainable Business Alliance, a non-profit organization, to cover program and organizational operations.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date