

**Suggested Ideas for Creating a Gift Certificate**

Consider offering to create a gift certificate featuring items donated in support of your Safe Routes to School program. When a business or organization donates a service (rather than a physical product), we suggest developing a gift certificate with exactly what is being offered. There are pre-designed blank certificates at many stationery stores, or you can use the suggestions below to develop something simple on a computer.

**Good things to include are:**

* Business name
* Business name and address
* Contact information (phone, mailing address, email - whatever is relevant to the business)
* The exact item(s) donated
* The retail value of the donation
* An expiration date (if relevant)
* The more graphically interesting your certificate, the more notice it will get!
* Attach the donator’s business card as well. This way the recipient can retain contact information for future ref­erence and recommendations.

**Thanking our donors:** All donors must receive a mailed thank you letter. Hand-written tax deduction receipts should be available immediately to act as a reminder for donors, if requested with the mailed certificate.