

Subject: Small change, BIG IMPACT!

Dear [name],

Just following up on the email we recently sent you about our roundup donations program. As we mentioned, this is an easy and affordable way to give during the hectic holiday season! And during this busy shopping time, you will be solicited at many checkout counters for a donation to the store's selected charity. Now you can say 'no thanks' and send your change to the cause you care about most!

You can quickly and securely register a credit or debit card [here](#) [insert your CaringCent donation page url here], and purchases made on that card (online or in-store) will be rounded up, and that change will be donated to [your organization]. Plus, you will receive a tax receipt for the donations!

Please take a moment to [sign up](#) [insert your CaringCent donation page url here] now to support [the homeless, the xyz program, etc.] with your spare change, every bit helps!

Thank you!