

Vitalant Thank-You Gifts Process



Option 2: POINTS AND PROMOTIONAL ITEM REDEMPTION IN THE DONOR REWARDS PROGRAM

1 CREATE ACCOUNT

Donors must first create an online donor account.

ALL DONORS:

1. Visit donors.vitalant.org
2. Click “Create Account.”

NEED HELP? vitalant.org/instructions

2 OPT IN

Donors must log in to their donor account, click “Rewards” and click the link to opt in to the Donor Rewards program.

NEED HELP?

Visit vitalant.org/rewards. Then, click the + symbol next to “Joining the program and eligibility” for opt-in instructions.

3 RECEIVE POINTS

After opting in, donors will begin receiving points for every subsequent successful (or attempted) donation and qualifying bonus points.

Important Note:

- Points will remain active and redeemable within a rolling 15 months from the date of the donor’s last visit. Points will only expire after 15 months of inactivity, or if the donor opts out of the program.
- Appointments are recommended for seamless assignment of points.

4 REDEEM POINTS

When enough points are accrued, donors can redeem their points for a gift card of their choice in the online donor store.

ALL DONORS:

1. Log in to account at donors.vitalant.org.
2. Select “Rewards” from the top menu.
3. Click “Redeem Rewards” to access store, then select gift card.
4. Order confirmation email comes from rewards@vitalant.org with the subject line “Vitalant Rewards Order Confirmation.”
5. Actual e-gift card email comes from **Vitalant Rewards - noreply@tangocard.com** with the subject line “Your Vitalant reward is here!”

OR

5 ORDER PROMOTIONAL ITEM

1. Donors who qualify for a specific promotional item will be notified via the post-donation Thank You email that they can order their item in the online donor store.
2. Within two days of donation, qualifying donors can log in to their donor account, click “Rewards” and enter the store via the “Redeem Rewards” button to select the item and order it.

QUESTIONS ABOUT A THANK-YOU GIFT?

Visit vitalant.org/PromoDetails or contact Vitalant at rewards@vitalant.org or 877-258-4825 (option 2.)