

# Vitalant Thank-You Gifts Process



## Option 1: EMAIL REDEMPTION

All national thank-you gifts are fulfilled through either an email redemption process OR with points (or, specific promotional items) redeemed through the Vitalant Donor Rewards program.

Thank-you gifts fulfilled through the email redemption process will have “redeemable via email” on all promotional materials.

### STEP ONE

#### REDEMPTION EMAIL:

Within two weeks of donation (or attempted donation), an email is sent to the email address on the Vitalant donor record with redemption instructions. *(Double check the email address on file at check in!)*

- Within this email, donors may select a “Claim Gift” button, which takes the donor to a website to complete their order. Or, they may choose to not receive the gift by clicking a “No, Thank You” button.
- Redemption emails are sent on Fridays. The email comes from **Vitalant Rewards - donotreply@vitalantthankyou.org** with the subject line “Thank You.” Be sure to check spam or junk email folders.

### STEP TWO

#### ONLINE REDEMPTION FORM:

After clicking the “Claim Gift” button in the redemption email, the donor will complete an online form to redeem their thank-you gift. They will be asked for:

- *Gift Cards:* Contact information, including email address to send electronic gift card.
- *Physical Items:* Contact information, including mailing address (and size details for apparel items).
- After submitting the order, the donor will receive a confirmation email from **Vitalant Blood Donor Redemption - donotreply@vitalantthankyou.org** with the subject line “Your Vitalant Donor Redemption order has been received!”

### STEP THREE

#### DELIVERY OF GIFT CARD OR ITEM:

After completing the online form, the thank-you gift will be delivered to the donor based on the item.

##### **Gift Cards:**

- Sent via email; they are not given to the donor at the donation site.
- Up to 2 business days after completing the online redemption form, the donor will receive the e-gift card via email.
- Gift card email will come from **Vitalant Rewards - noreply@tangocard.com** with the subject line “Thank you from Vitalant Rewards!”

##### **Other Promotional Items:**

- Up to 3 weeks after completing online redemption form, the donor will receive the item via USPS mail.

Must complete online redemption form by due date in redemption email.

