

# Vitalant Thank-You Gifts Process



## Option 2: POINTS REDEMPTION IN THE DONOR RECOGNITION PROGRAM

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### CREATE ACCOUNT

Donors must first create an online donor account.

**ALL DONORS:** (except NJ/NY)

1. Visit [donors.vitalant.org](https://donors.vitalant.org)
2. Click “Create Account.”

**NEED HELP?** [vitalant.org/instructions](https://vitalant.org/instructions)

2

### OPT IN

Donors must log in to their donor account and opt in to the donor recognition program.

#### NEED HELP?

Visit [vitalant.org/recognition](https://vitalant.org/recognition). Then, click the + symbol next to “Joining the program and eligibility” for opt-in instructions.

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### 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.

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### 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:** (except NJ/NY)

1. Log in to account at [donors.vitalant.org](https://donors.vitalant.org).
2. Select “Recognition” from the top menu.
3. Click “Use Points” 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!”

## FREQUENTLY ASKED QUESTIONS

### CAN THE DONOR RECEIVE POINTS INSTEAD OF A GIFT CARD OR PHYSICAL ITEM REDEEMABLE VIA EMAIL?

Gift cards and physical items that Vitalant periodically offers cannot be replaced with points in Vitalant’s donor recognition program.

However, there are times when bonus points are an option to redeem instead of a physical item during the redemption process. When donors select bonus points, they will see them in their online donor account within 7 business days after their donation.

### QUESTIONS ABOUT A THANK-YOU GIFT?

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