



CONSIGN FOR A CAUSE

A Program Partnering Lifestyle
Consignment with Local Charities

Lifestyle
CONSIGNMENTS

Commitment to community

Lifestyle Consignments launched our “Consign for a Cause” program in 2015 to support this community that we love...

There are 3 elements to our program:

Consignor donation, Non-profit promotion, Lifestyle event support and marketing.

Consignor Donations: We invite all clients to bring us consignments of quality furniture and home décor, clothing and accessories, and designate the consignor proceeds to your non-profit in the month assigned.

Non Profit Promotion: As a selected non profit we provide digital marketing materials for your client base. A promotion schedule will be created and executed by Lifestyle and your non-profit for maximum impact.

Lifestyle Event Support and Marketing: We will hold a ‘Meet and Greet’ event for your cause, dedicating staff and resources. We will provide Marketing collateral for you to use (*printable files, website content and images for print*).

In addition, During the designated donation month, an additional 10% of Consignor proceeds will be donated to your non-profit from Lifestyle Consignments.



Application Process

- Non Profit must complete a short bio form to be used by Lifestyle in joint marketing.
- Non-Profit must submit press release to known outlets 15 days prior to scheduled event.
- Non Profit must agree to provide their own means to cross promote and work with our marketing specialist for maximum impact.
- Non Profit must agree to use photo representation from 'Check Presentation Event' with Lifestyle consignment.
- Awards assigned based on availability, community impact and cross promotional opportunities.



Examples of Joint Marketing

Digital Marketing

- Delivery of Targeted email to client base 4x during the month Non-profit is highlighted.
- Facebook Posts and tagging on both Lifestyle consignment and Non profit pages 4 x during the month
- Dedicated Webpage on Lifestyle consignment Website with link to Non profit webpage.
- Link on Non Profit Website promoting the Lifestyle consignment promotion.

Print or Event Marketing

- Flyer design will be delivered to Non Profit in postcard (4x6) and poster size (11x17).
- Print will be provided by Non-Profit
- Event for Nonprofit can be enhanced with Lifestyle employee event promotion.
- Event can be held at Lifestyle consignments to offer special access for Non profit clients.
- 12 month continuation consignor donations if website links are present on Non profit site.



Organization: _____

Tax Status: _____ **Tax id #** _____

Mission/ History:

Signature of Non Profit
Director: _____

Logo files (.pdf/.jpeg/.eps) will be needed to begin promotion

Number of Clients served: _____

Number in Database list (Donor & Client)

Website Address:

Preferred Month for promotion & why:

Email Marketing Tool:

Contact for Marketing Promotion:

Cell/email:

_____ We agree to cross promote on website and social media and any events happening in the month assigned.

_____ We agree to be photographed as part of the promotion and images can be used by Lifestyle Consignment