



**To all Morristown Food Establishments:**

The Mayor's office in conjunction with Atlantic Health System is setting up a Restaurant Gift card buying donation drive called **Serve It Forward**<sup>™</sup> to help support our health care providers in this time of crisis. We will be asking the public to purchase gift cards from our local restaurants to be donated to Atlantic Health System and distributed to the hospital workers.

**Win Win Scenario:**

The **Serve It Forward**<sup>™</sup> program will help with infusing much need revenue to support our local food establishments as well as aid our health care workers on the front lines of this crisis.

**How it will work:**

Through our vast partnership with our Social Media outlets we will be asking people to buy gift cards from their favorite restaurants and donate them to the hospital workers. ***The restaurants will keep the cards on hand until we send out our volunteer staff to collect them daily.***

We have set up a system to collect the cards and deliver them to our contact at the hospital.

**Pick up:**

Please contact us when you have donated gift cards and we will pick them up.

Please email me at: [dwalters@smartworldcoffee.com](mailto:dwalters@smartworldcoffee.com) or you could **text me** at 973.698.1881.

The hospital administration staff will distribute the cards to the workers most affected by this crisis.

**How customers can purchase gift cards:**

Online Purchase: Restaurants that have online GF purchasing can use this medium to acquire the cards.

Call in: Patrons can call in and buy cards

Add-on: Restaurants staff can act as brand ambassadors while taking orders to ask patrons if they are interested in buying a gift card to support the hospital staff.

**Marketing:**

**Other than working through our social media outlets, the Mayor's office and local news outlets**

We will be sending out JPEG/GIF artwork for restaurants to add to websites and social media to introduce/inform customers of the program.

We will be printing up flyers to be distributed with take-out order pick-ups to advertise the program.

**On-Boarding:**

We ask that all participating restaurants please email/text me your contact phone number and email address so we could include you in our correspondences and distribution of marketing collateral. Additionally, please let us know how customers could purchase gift cards i.e. online, over the phone etc. so we could include that on our list.

Please send your info and any questions to: [dwalters@smartworldcoffee.com](mailto:dwalters@smartworldcoffee.com)

Additionally, you could **text me** at 973.698.1881.

Thank you all for participating in this program and supporting our local health care workers that are the front lines in facing this unprecedented crisis.

We have set up a website for this program [www.serveitforward.today](http://www.serveitforward.today) that will go live today. It will include information to the public about the program and how to participate including participating restaurants. Please email me or text me if you will be a participating restaurant.

Thanks so much for your support!

Dave Walters  
SmartWorld Coffee