

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 through the Vitalant donor recognition 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, 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!”

Physical 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.



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Option 2: POINTS REDEMPTION IN THE DONOR RECOGNITION PROGRAM

1

CREATE ACCOUNT

Donors must first create an online donor account.

ALL DONORS: (except NJ/NY)

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 and opt in to the donor recognition program.

NEED HELP?

Visit vitalant.org/recognition. 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: (except NJ/NY)

1. Log in to account at 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 or contact Vitalant at rewards@vitalant.org or 877-258-4825 (option 2.)