

PRESIDENTIAL \$1 COIN

Information and Awareness Program

TIPS FOR HOSTING PRESIDENTIAL \$1 COIN EXCHANGE EVENTS

- HOST COIN EXCHANGES ON KEY DATES IN 2007
- MARKET YOUR COIN EXCHANGES
- CREATE CUSTOMER INCENTIVES

This guide provides retail merchants with tips for hosting local Presidential \$1 Coin exchanges. These exchanges offer patrons and members of the community an opportunity to view and receive the new Presidential \$1 Coins in exchange for other coins or bills. As the retail merchant, you have the option of creating a simple coin exchange by setting up a table at the front of your store with signage about the new coin, or create a more elaborate, larger-scale coin exchange in which you partner with local organizations such as schools, banks, and other civic groups.

The United States Mint will be issuing new Presidential \$1 Coins four times each year, providing retail merchants with ongoing marketing opportunities. Whether you want to drive traffic to a local retail location, incorporate basic outreach and marketing activities into your routine operations, or generate added customer incentives to support your retail location, this tip sheet contains information to help you achieve your goals.

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HOST EXCHANGES ON KEY DATES IN 2007

Consider hosting a Presidential \$1 Coin Exchange on key patriotic holidays and around the release date of each new Presidential \$1 Coin in 2007, in order to increase store traffic:

- Memorial Day – Celebrate the launch of the John Adams \$1 Coin
- The 4th of July – Add a new feature to your initiatives around the most patriotic holiday of the year
- Labor Day – Celebrate the launch of the Thomas Jefferson \$1 Coin
- Veterans Day – This a great time to tie in the upcoming launch of the James Madison \$1 Coin
- Store or community-specific days – These are great times to use a special attraction in support of company holidays or times that are popular in the community (back-to-school, Father's Day, homecoming, etc.)
- 1st Saturday of every month – Many Americans will be interested in finding the Presidential \$1 Coins on an ongoing basis
 - According to research commissioned by the United States Mint, about half of Americans surveyed said they will be interested in collecting the Presidential \$1 Coins and many will expect the coins to be available at retail locations and financial institutions.
 - In addition to hosting coin exchange events on the holidays suggested above, your retail location might make Presidential \$1 Coin Program information and materials available as handouts to customers throughout the year.

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MARKET YOUR COIN EXCHANGES

- 1. Customer Service Coin Kiosk**

Arrange to have a coin exchange kiosk or table at the customer service station where patrons can quickly and easily conduct cash-to-coin transactions while conducting other purchases such as stamps, lottery tickets, etc.
- 2. Family-Friendly**

Create an exhibit in which children can touch and feel various coins and observe the similarities and differences, or blindfold them and have them guess the coin they are touching. Offer contest “winners” a complimentary piggy bank and/or a new Presidential \$1 Coin.
- 3. Education**

Integrate the new coin into education efforts aimed at young adults. Host a “shop and save” program in which younger students are taught the basics of saving money and how to make smart decisions about spending money.
- 4. Attract New Customers**

Use Presidential \$1 Coins as the centerpiece of a six-month marketing program giving away new coins with each new frequent shopper account opened.
- 5. Media**

Send a press release to local media outlets about the upcoming exchange event. Invite reporters to cover the event. Download the official coin design images from the “Image Library” in the “Pressroom” section of the United States Mint website (www.usmint.gov/pressroom) for use in newspaper ads. For image terms of use, please refer to the *United States Mint 2007 Presidential \$1 Coin Design Use Policy* (also available in the “Image Library” section of the website).
- 6. Entertainment**

Hire an actor to dress up as the President featured on the new coin and distribute marketing items, such as coin collector boards, coin release schedules, etc.
- 7. In-Store Opportunities**

Capitalize on resources offered in the store. Make announcements over the PA system to remind shoppers of upcoming coin exchange events. Use coin design images available from the “Image Library” in the “Pressroom” section of the United States Mint website (www.usmint.gov/pressroom) to create ads in circulars. Hand out flyers to customers or use them as shopping bag stuffers. For image terms of use, please refer to the *United States Mint 2007 Presidential \$1 Coin Design Use Policy* (also available in the “Image Library” section of the website).
- 8. Refreshments**

Provide complimentary juice, coffee, cookies and other light refreshments to exchange attendees.

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CREATE CUSTOMER INCENTIVES

Free informational materials are available on the United States Mint website ([www.usmint.gov/\\$1coin](http://www.usmint.gov/$1coin)) and can be used to build traffic and provide incentives for customer attendance at your Presidential \$1 Coin Exchange event.

- Give away free coin collector boards (for saving and displaying the coins), bookmarks, clings and other materials to event attendees.
- Create free premium items and distribute them to customers who participate in the coin exchange event
 - e.g., customers receive coupon books when they exchange \$10 worth of coins, a T-shirt with the retailer's logo when they exchange \$25 in coins, etc.
- Host a "guess the number of coins in the jar" contest that allows customers to submit their guesses after they've exchanged bills for Presidential \$1 Coins. The grand prize drawing can be held at the conclusion of the coin exchange for a gift card, cash, or other prizes.
- Partner with local community organizations (scouting, for example) for cross-marketing of cookies and coins. Customers who buy cookies receive change back in Presidential \$1 Coins.
- Host a free car wash in your store parking lot for all customers participating in the coin exchange event.