



# BOMBAS

GIVING PROGRAM

EVERYTHING YOU NEED TO KNOW





## WELCOME TO THE BOMBAS GIVING PROGRAM!

We would like to thank you for all the hard work you do on a daily basis helping those in need and we are excited to work with you. Bombas launched in 2013 after our founders saw a quote on Facebook that stated “socks are the #1 most requested clothing item in homeless shelters.”

**We set out to change that.**

Working closely with our Giving Partners, we engineered a sock to specifically meet the needs of individuals who don't have the luxury of putting on a clean pair of socks every day.

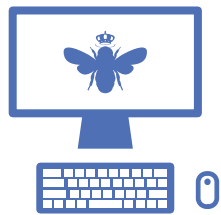
An antimicrobial treatment ensures they don't need to be washed as often, and reinforced seams and darker colors give them greater durability with less visible wear.



In this document you will find answers to any questions you may think of, as well as an overview of our Giving Program. Please read this document in full, as it provides you with very important information.

## GIVING PROGRAM ONBOARDING PROCESS OVERVIEW

1



A Prospective Giving Partner fills out the Prospective Bombas Giving Program application at [www.bombas.com/giving-partners](http://www.bombas.com/giving-partners)

2



Bombas Giving Team will review applications as they come in. Currently, there is a wait of approximately 6 months from the time you apply to when you will be contacted about a donation.

3



A Bombas Giving Team member will reach out once they have reviewed your application. They will ask you to confirm you can receive a specified quantity of socks and your shipping address.



# GIVING PROGRAM ONBOARDING PROCESS OVERVIEW

4



Once you have confirmed this information, the Giving Team will provide you with a timeline in which you should receive your socks.

Please note that things out of our control may arise, causing a delay. The Giving Team will always try their best to be 100% transparent with you and inform you of any delays/changes/updates as soon as they are made aware of them.

5



Your socks get shipped out from our warehouse.

6



The Giving Team will provide you with tracking information as soon as they have it.

Please note that we send thousands of orders out a day and sometimes we get into traffic jams. After the Giving Team has placed your order, it may take up to 1 week for the warehouse to ship it out. Again, the Giving Team tries to be as transparent as possible and will let you know of any delays/changes/updates regarding your donation.



## GIVING PROGRAM ONBOARDING PROCESS OVERVIEW

7



Along with the tracking information, you will be sent a document, with the **"Bombas Socks Received Form,"** we ask that you complete this document once you receive your socks and send it back to us.

8



Enjoy the socks and pass them out to those you serve!

9



Any pictures or stories captured may be sent to [giving@bombas.com](mailto:giving@bombas.com)





# YOUR BOMBAS DONATION SOCKS ARE ON THEIR WAY!

## SEND US YOUR CONTENT

When they arrive we'd love to share in your experience.

Send your content to [giving@bombas.com](mailto:giving@bombas.com) (with the name of your organization in the subject line) and we may use it in our world to increase awareness of your incredible work.



PHOTOS

In-focus, RAW, or JPEG format  
Largest size possible



VIDEOS

MP4, AVI, MOV, WMV Formats  
HD 720p/1080P if possible



STORIES

Like a great moment that happened,  
or a person that went above & beyond



QUOTES

Quick anecdotes shared by your  
team or community members

## TAG US IN YOUR POSTS

We'd love to be tagged in any social media content you post. If we're tagged, Bombas can reshare your post and bring even more visibility to your mission.

OUR HASHTAGS:

#BEEBETTER  
#BOMBAS

Note: We understand there are often sensitivities around capturing people and moments. Use your discretion and please only send us content you are comfortable sending, or share stories and quotes instead.

## IDEAS & EXAMPLES FOR YOUR PHOTOS

**SET THE SCENE** with establishing shots of your community, shelter, and/or event.



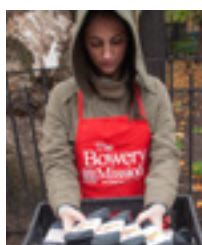
**SHOW THE ACTION** with candid shots of people receiving their socks.



**HAPPY FACES** with the socks make for great photos too!



**ANYTHING ELSE THAT MAKES YOU SPECIAL!** Your volunteers, community, activities

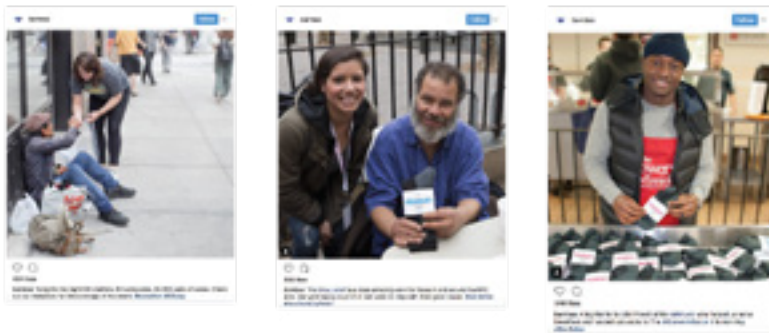


# HOW WE'LL USE YOUR CONTENT

We're able to do what we do because of people and organizations like you, and we love to highlight your amazing work. We can help boost your visibility by featuring you across our social media networks, in our emails, on our website, and in our PR efforts.

To be considered, send your content to [giving@bombas.com](mailto:giving@bombas.com) with the name of your organization in the subject line.

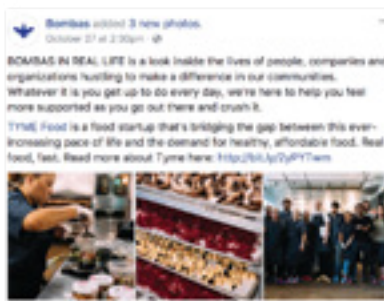
## INSTAGRAM



## EMAIL



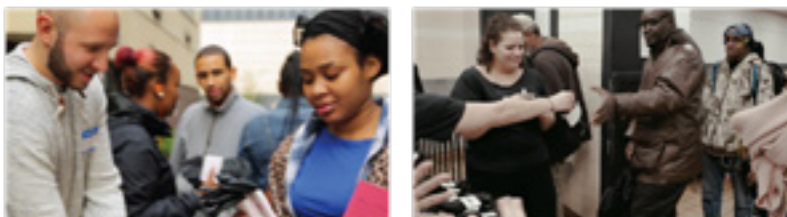
## FACEBOOK



## TWITTER



## VIDEO







## FAQ

### **When can I receive socks again?**

We reach out to our Giving Partners once a year asking them to fill out a reorder request for the following year. We usually send this around September/October for the next year.

### **What is the in-kind value of my donation?**

If you need this number for your records, please email us at [giving@bombas.com](mailto:giving@bombas.com) and we would be happy to provide you with this information.

### **I filled out the reorder request form, but haven't heard from you yet, how come?**

We reach out to Giving Partners based on each specific request with regard to timing. For example, if you answered you are looking to receive socks in Q3, we will reach out to you at least a month before then to provide you with more information regarding your donation.

### **Is there a way I can edit the Bombas Socks Received Form without printing it?**

Yes you can! If you have a Mac, you should be able to download and edit the PDF. For a PC you need to open in Acrobat or a separate PDF viewer/editor.

### **How long does it take from when I confirm my shipping address and sock quantity to when I receive my socks?**

We try to keep this within 2-3 weeks, however will always let you know if there is a delay/change/update to your order.



## FAQ (CONTINUED)

### **When will I receive tracking?**

Please note that tracking is not sent to us immediately, it usually takes a couple days, so we will send you tracking as soon as we have it.

### **Can I post about this donation on social media?**

Yes! Please use the information in this document to appropriately share on social media.

### **Where do I send pictures?**

[giving@bombas.com](mailto:giving@bombas.com)

### **Where do I send a physical thank you letter?**

Bombas Giving Team  
Bombas  
37 E 18th Street  
4th Floor  
NY, NY 10003

### **I have another question, who do I talk to?**

You can email us at [giving@bombas.com](mailto:giving@bombas.com) and our small but mighty team will get to you ASAP!

### **Reminders**

We try our absolute best to provide you with your exact request, but cannot make any promises. We also try our best to provide you with your exact time request, but cannot make any promises.

### **You are not authorized, under any circumstance, to sell these socks.**

Our donation socks, that you have received, are specifically made for the in-need, at-risk, and homeless communities and is against our mission to sell them.



**BOMBAS**

**THANK YOU!**