



SET Boutique
www.setboutique.com
Lindsay Sullivan, President
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Dear Program Director,

As an organization that shares my values of ethical trade and fair labor, I'd like to offer you the opportunity to market your organization to and solicit donations from consumers who are passionate about the issues you work on.

[SET \(Support Ethical Trade\) Boutique](http://www.setboutique.com) is a new online retailer of stylish, fair trade merchandise. SET Boutique will provide a unique opportunity for our socially-conscious shoppers to include a donation to a like-minded organization with their purchase. The **Give & Get Program** allows shoppers to take their passion for fair trade a step further, and gives your organization visibility among a targeted group of consumers. SET Boutique does not profit from these transactions.

By becoming a selected partner in the Give & Get Program, your organization will receive:

- **The full amount of donations made by our shoppers**
- **Promotion on our web site and on cards sent to donors**
- **Links to your web site**

The only requirement for participation is that your organization adds this donation button on your web site (which links to your SET Boutique page). That's it!



SET Boutique has recently launched with a full catalog of merchandise from suppliers such as [STOPStart](#), [Alternative Apparel](#), [Acacia Creations](#), [Jillery](#), and more. We are implementing an SEO content strategy that will drive consumers to our site to find beautiful, ethically-made merchandise and valuable information about fair trade, human trafficking and sustainable design.

Thank you for considering SET Boutique's Give & Get Program. I would love to discuss details of the program with you and am happy to provide a more detailed information sheet for your convenience. I look forward to beginning our partnership!

Sincerely,

Lindsay Sullivan
President, SET Boutique

