

Mark your emails with Stamps for Good and support a charity

Advertising agency M&C Saatchi Abel and its client, RocketSeed, have launched a newly launched initiative, Stamps for Good, which is made up of ten virtual stamps (tiny pieces of art embedded in every email the subscriber sends), linked to ten different charities.



The subscriber visits the Stamps for Good website, picks a cause, pays for the stamp that will be embedded in the emails and the proceeds go straight to the chosen charity. At present, Stamps for Good is available to companies only, with each subscription lasting a year, but there are plans afoot to extend this to individuals in the near future.

The charities that users can choose from are The Haven Night Shelter, Apple-a-Day Foundation, WWF, Habitat for Humanity SA, Project Literacy, The Sunflower Fund, Reach for a Dream, Cotlands, Learn to Earn and the Animal Anti-Cruelty League.

Gordon Ray, heading up the creative team at M&C Saatchi Abel adds, “People these days are looking for simple ways to show they care about issues. Stamps For Good enables this. By having one of the Stamps for Good stamps embedded in every email sent, your company is showing that it cares, is making a meaningful difference in the world and encouraging others businesses to do the same.”

For more information, go to www.stampsforgood.com.

For more, visit: <https://www.bizcommunity.com>