



Your guide to saying 'Thank you' to key workers

The guidance is designed to support you when setting up a 'thank you' service for key workers in the NHS.

It's really easy to implement and, if managed correctly, can make sure your local community see your business as supportive during the COVID-19 crisis. This guide provides advice on the following:

- To choose the gift
- The process of handing out gifts
- Keeping you, your colleagues and your shoppers safe

Defining your 'Thank you' gift

Saying 'thank you' to key workers can be as large or as small as you feel comfortable with.

Simply decide on what your perfect 'thank you' is.

Here are some ideas:

1. Chocolate bar
2. Sweets
3. A breakfast bite
4. A cup of coffee





How do you tell your shoppers about offering a thank you gift?

It's important to let all your shoppers and local community know what you're doing; so we've created a range of point of sale, posters and flyers for you to put up in your store.

We've also created social media posts so that you can let all your Facebook followers know you're supporting our NHS.

The Process of Giving Out Gifts

Unfortunately, some people will look to exploit your generosity. You and your teams must ask to see their valid NHS identification card should they want to benefit.

Here's an example of what a valid NHS ID badge looks like.



If a shopper can't provide you with a valid NHS ID badge, we recommend that you politely decline the free 'thank you' gift and ask them to bring it to store with them in the future.

Thank you for helping to
#FeedTheNation by helping your local
communities **#ShopLocally**.