



## Switch to Kindness! Campaign

In this difficult time, it's more critical than ever to support each other.



That's why the Vegas Chamber created an unprecedented partnership with [Switch](#), the Las Vegas Metro Police Department (LVMPD) Foundation and ItsOnMe® to launch the "Switch to Kindness!" campaign.

This partnership not only supports Southern Nevada's businesses by infusing cash into their coffers, but it also supports Southern Nevada's frontline first responders like

law enforcement, healthcare, fire and emergency medical services personnel, to name a few.



As a thank you for their selfless dedication and commitment to care for others in our community, we've crafted this unique campaign that gives back directly to the first responders in Southern Nevada.

Powered by [Switch](#) and through the infrastructure and credibility of the LVMPD Foundation, the Vegas Chamber has partnered with ItsOnMe® to offer a one-stop shop platform to purchase electronic gift cards from local businesses, which will then be distributed to Southern Nevada first responders by the LVMPD Foundation.

### How can you help and how does "Switch to Kindness!" work?

- Go to [VegasChamber.com](http://VegasChamber.com) and click [Donate Now](#)
- Choose a participating business to buy an electronic gift card in your desired amount (amounts in increments of \$25, \$50 and \$100; unlimited number)
- Follow instructions for payment
- Through the ItsOn.Me portal, the electronic gift card will be delivered directly to the LVMPD Foundation through an email system that leads to the LVMPD Foundation.
  - The LVMPD Foundation administers the distribution to Southern Nevada first responders through its existing, proven distribution network.

## How can Vegas Chamber members become a business on the site that users can buy e-gift cards from?

- Vegas Chamber members may elect to participate in this campaign as a vendor from whom donors can purchase e-gift cards.
- Businesses who are NOT Vegas Chamber members may participate by receiving a temporary FREE membership to the Vegas Chamber, and then elect to become a participating vendor.
- Interested businesses that would like to be listed on the site for e-gift card purchase can [register here](#).

## Frequently Asked Questions (FAQs)

*Subject to change*

### Who is the Vegas Chamber?

As the largest business organization in Nevada, the Vegas Chamber is focused on helping Nevada businesses succeed and create jobs. We are the voice of business – your voice – helping to amplify the needs, challenges, and opportunities for our employers and entrepreneurs. Our values (Advocacy, Accessibility, Vegas-ness, Community, Tenacity, Empowerment) lead us to our core essence, which is **Cultivate: We are here to cultivate the growth and success of our businesses and our community, through passionate and effective advocacy.** Follow us on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

### Who is the Las Vegas Metropolitan Police Department (LVMPD) Foundation?

The Las Vegas Metropolitan Police Department Foundation (LVMPD Foundation) is a 501(c)3 nonprofit organization that raises funds to support and supplement the Las Vegas Metropolitan Police Department programs and initiatives.

The LVMPD Foundation was established in 1999 and is dedicated to supporting programs that help keep our community safer. This includes programs that prevent crime, save lives and make Southern Nevada a safer place to live, work and visit.

### What is Switch and how is the company involved?

Switch is a global technology infrastructure corporation that designs, builds and operates the world's most advanced hyperscale data center ecosystems. Headquartered in Las Vegas, Nevada, Switch is built on the intelligent and sustainable growth of the Internet. Switch Founder and CEO Rob Roy has developed more than 500 issued and pending patent claims covering data center designs that have manifested into the company's world-renowned data centers and technology solutions.

Switch was founded on the principle of karma - putting good energy out into the world and getting good energy back. As Switch builds more data centers to respond to the rapid growth of the Internet, it works to ensure that the surrounding communities, economies and the planet also benefit.

Vegas Chamber President's Club Member Switch stepped up to the plate by providing the lead sponsorship for this new campaign aimed to support local businesses and to show gratitude for first responders in Southern Nevada.

### What is ItsOnMe®?

ItsOnMe® is a Las Vegas company that is the eGift card partner for thousands of businesses across the U.S. in all 50 states. At its core, the ItsOnMe® ethos is to Gift Local and support the local businesses that make cities and neighborhoods special and unique. From neighborhood gem or Michelin Star restaurant to local salons and golf courses, ItsOnMe strives to help each merchant partner a 3% increase in gross annual

revenue. Users can sign up for ItsOnMe with zero out of pocket cost or risk and start selling gift cards online within 24 hours. [www.itson.me](http://www.itson.me)

### **Why did the Vegas Chamber partner with the LVMPD Foundation?**

As two community-focused organizations in Southern Nevada, the Vegas Chamber and LVMPD Foundation found it a great and natural fit to partner on this endeavor and in ensuring the donations are received and distributed appropriately.

### **I'm a local business and want to be included in the vendor list for donors to choose from. How do I do that?**

Interested businesses that would like to be listed on the site for e-gift card purchase can [register here](#).

### **What if I don't want to buy a gift card and instead do a straight donation to the cause?**

Please donate directly at <https://lvmpdfoundation.org/donate/> Please indicate "Vegas Chamber Switch to Kindness campaign" in the Special Notes section or contact LVMPD Foundation Executive Director Tom Kovach at [tkovach@donorbasis.com](mailto:tkovach@donorbasis.com) or 702.523.1797.

### **Is there a limit to how many gift cards I can buy for a first responders?**

No, please donate as many gift cards as you desire (amounts of \$25, \$50 and \$100).

### **Is there a processing fee associated with my gift card purchase?**

Yes. ItsOnMe® charges a five percent processing fee.

### **How do I know that my contribution will reach the first responder?**

You will receive a confirmation letter from the LVMPD Foundation indicating that your contribution has been received.

### **How does the first responder(s) receive my contribution?**

The first responder(s) will receive their gift card(s) through the LVMPD Foundation distribution network that was established following 1 October.

### **How do I specify who/what industry I want to receive my gift card?**

You can specify that information when you purchase your gift card(s) in the Message section of at point of online purchase or when you make your donation at <https://lvmpdfoundation.org/donate/> by indicating the LVMPD Unit or other first responder agency that you would like to receive your gift card(s) in the Special Notes section.

### **Can I specifically name a first responder to receive my gift?**

No. The donated e-gift card will be distributed through the LVMPD Foundation process.

It is not possible to specify the name of a particular first responder when donating through the LVMPD Foundation site, but you can specify the LVMPD Unit or other first responder agency (see previous question).

### **Can I receive a donation receipt for tax purposes?**

Donors are unable to receive a donation receipt through the e-gift card platform.

All donations made directly to the LVMPD Foundation will receive a letter from the LVMPD Foundation that could be used for tax purposes.

**How long will this campaign be in effect and how can I share the information?**

Indefinitely. Utilize the [Switch to Kindness! social toolkit](#).

**Where can I find more information?**

VegasChamber.com and LVMPDfoundation.org