

Subject: Last Minute Shopper - We salute you!

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From: Mother Jones

To: ML-Ad_Ops

The following sponsored message from TisBest Charity Gift Cards has been sent to you via *Mother Jones*. We're a nonprofit, and a majority of our budget comes from readers like you—but revenue from companies and organizations that advertise with *Mother Jones* helps us run a stable business, maintain independence, and produce more of the hard-hitting journalism you expect from our publication.



We get it. Life is busy with work, family and friends, and the shopping season is shorter this year. No really - it's shorter by a whole week!

We are there with you – celebrating the coming of the holidays, and in need of Just-in-Time (that's JIT for those under 20, and experts on manufacturing efficiency) gift solutions. You are not alone: at least [70% of Americans](#) still have gifts to buy the week before Christmas.

But maybe there's more to it. If you had found the perfect gift idea already, you wouldn't be a "last minute shopper" – right? Perfect gifts are harder to find every year. [Surveys show](#) that more than 50% of Americans receive gifts they don't want and will never use, creating \$13 billion in wasted gifts. Terms like #MeaningfulGifts and #MinimalistGiftIdeas and #ZeroWasteGiftwrap are trending for a reason.

We're here for you with a [personalized, meaningful gift](#) option for kids, parents, relatives, co-workers, friends, teachers or even the mail-person!

Meet Charity Gift Cards:



1

Buy a Charity Gift Card

Customize the style, image,
& dollar amount of your gift.



2

Give the Card as a Gift

Gift recipients pick charities
& we send the donations.



3

Create a Better World

Your purchase & gift help
create a better world.

100% of your money will go to the [charities](#) your gift recipients choose (they choose among 1.5 million charities).

And you can select between formats:

- [Biodegradable plastic](#) cards shipped directly to your recipients or shipped to you (pictured here)
- [Email cards](#) emailed directly to your recipients
- [Downloadable PDFs](#) you can print

Every TisBest Charity Gift Card option has low/no carbon footprint, is low waste and is 100% biodegradable. You can customize your card with a favorite photo, or choose from our gallery of holiday (and other) images. Here are some popular card designs:



What is TisBest?

TisBest Philanthropy is a 501(c)(3) non-profit on a mission to provide an alternative to gifts of stuff and encourage giving gifts of good. Founder, Erik Marks invented the Charity Gift Card concept in 2007, and to date, TisBest Charity Gift Cards have helped hundreds of thousands of Customers + Spenders make a positive impact on the world, raising over \$18,000 for charity. That's \$18,000 diverted from traditional gifting (and its harmful ecological footprint), into worthy and meaningful [charitable causes](#).

Charity Gift Cards are a one-of-a-kind experience gift that's available through Christmas Day (for serious JIT gifters), and beyond (ahem... Happy Hanukkah and Happy New Year!).

With a TisBest Charity Gift Card, you find out which charities your gift recipient chooses, so you and your gift recipient can celebrate doing good together.



Share the goodness of TisBest Charity Gift Cards with your friends! They'll love learning about this gift option and choosing causes to support, you'll look like a hero, and together you'll help make the world better!



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