

Express Feedback[®] Copy Points & Ways to Talk About the Opportunity

- Express Feedback for Good™ is a program that allows people to support a cause they’re passionate about by sharing their opinions on companies and brands. You can use YOUR voice to create real impact for [your cause]. It’s a way to give without spending!
- How does Express Feedback™ for Good work? Sign up in about a minute. Pick a company from 1,500+ options and share your opinion in 60-seconds. Each quality opinion you share creates \$2 to support [your organization]. Share up to 75 opinions and create \$150. It’s that easy!
- Express Feedback for Good™ is committed to respecting and protecting your information. Your contact information is not sold to 3rd-parties, there are no products to buy, and you won’t be contacted without your permission. During the 30-day campaign, you’ll simply be asked to share opinions you have on companies and brands using an emoji-based, 60-second process.
- Express Feedback for Good™ is totally free! Sharing honest feedback on companies and brands you interact with every day creates funds to help [your cause].
- You can support your cause with confidence using Express Feedback for Good. When you sign up to support [your organization], your information is never sold or shared with third-parties.
- When you choose Express Feedback, personal information you submit is encrypted and remains confidential. You will NOT be marketed to, asked to buy a product, or contacted without your permission.

Approved Phrasing and Wording	Non-Approved Phrasing and Wording
Share... Give... ...an experience ...a brand opinion ...a piece of feedback ...a piece of Express Feedback [®]	“Survey” as a descriptor of the program (e.g., take surveys, do a survey, complete surveys, etc.)
Create / Generate... ...financial impact for [cause name] ...financial resources	
Support... ...[cause name] in 60-seconds	
We execute campaigns, programs, initiatives...	“Fundraise” (has connotations that do not reflect the reality of the value exchange between 100X, program partner, and feedback provider)