



HOLIDAY GIFT ALIGNS WITH COMPANY'S FOUNDING PRINCIPLES

NPC, Inc. is a family-owned information services company that manages and distributes communications for government and other highly-regulated industries.

CHALLENGE: CLIENT GIFT THAT REFLECTS NPC'S FOUNDING VALUES

During the pandemic NPC needed to find a more meaningful customer holiday gift that would best reflect their corporate culture. At the helm of the Barnhart family's 3rd generation, NPC strives to continue the legacy of the company's founding principles. Its mission is to give back to its community and extended family – their customers. During an unprecedented holiday season they wanted to empower customers to give back to causes that mattered most to them. In the past NPC used other giving platforms to help customers support their local schools or choose from a preset list of charities. However, the choices were limited and did not reflect the diverse philanthropic interests of their customer base.

SOLUTION: GIVING BACK TO CLIENTS AND THEIR FAVORITE CAUSES

NPC transformed its annual customer holiday gift into a "deliver it forward" experience. With many customers working remotely NPC opted to email their clients digital TisBest Charity Gift Cards. Customers simply used their unique gift email link to open their individual spend page, then paid it forward to the charities of their choice. Customers could choose from over 1.8 million U.S.-registered charities on the site. That allowed customers to decide whether to support their small hometown charities or more well-known national causes.

CASE STUDY

COMPANY

NPC, Inc.

INDUSTRY

Technology & Communication

LOCATION

Claysburg, PA

SIZE

450 employees



WHY TISBEST?

- Aligns with NPC's corporate culture
- Instantly available digital philanthropic gift
- 1.8 million U.S.-registered charities

20

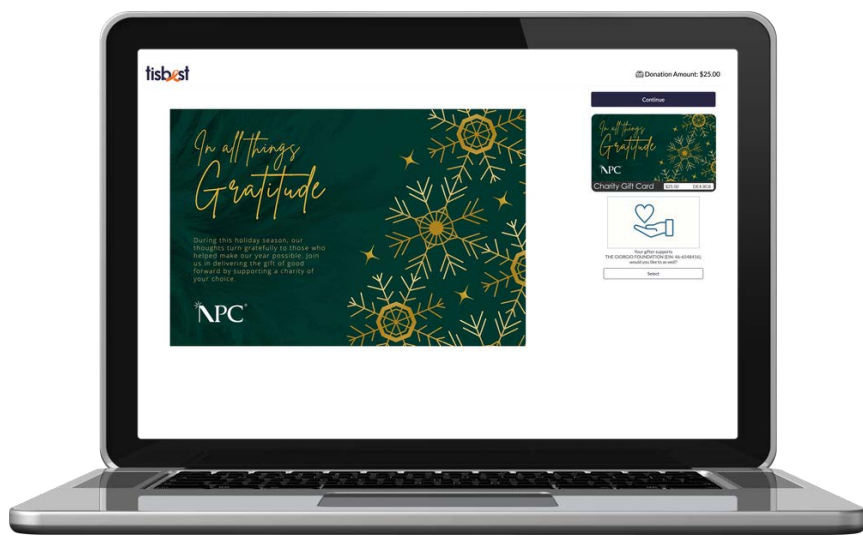
CHOSE SUGGESTED CHARITY

218

GIFTS GIVEN

\$5.6K

DONATED



“Gift-giving shouldn't be boastful or loud. It should be meaningful, thoughtful, and representative of who we are as people and a company.”

- Shelly Rice, Brand Specialist, NPC, Inc.

RESULT: MEANINGFUL, BRANDED PHILANTHROPIC EXPERIENCE

As a company that streamlines information delivery for their customers NPC was thrilled to partner with an equally efficient charity gift management service. Sending their customers a digital philanthropic gift was easy to give, receive, and pay forward, yet personal and meaningful. NPC loved the ability to custom-brand the entire experience and preview it before TisBest emailed the cards to their database. The collaboration also was a great fit as it aligned perfectly with NPC's founding values. Both NPC and TisBest Philanthropy focus on not *what* they are giving, but *why* they are giving. Best of all, the experience made the unusual holiday season a little bit merrier for the giver, the receiver, and the selected charities.

NPC selected The Giorgio Foundation to feature on NPC's branded gift card redemption page. Twenty customers used their TisBest Charity Gift Card to support NPC's suggested charity!