

Home > Sectors > Consumer > Giving Tree hires Barkley as first AOR

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NASHVILLE, TN: [Giving Tree](#), a for-profit social enterprise* that provides socially-responsible prepaid cards, hired Barkley PR as its first AOR, effective mid-June. The agency won the account after a month-long competitive RFP featuring five agencies, said Jeff Jacobs, founding partner of Giving Tree.

Barkley will handle all aspects of PR and communications for Giving Tree, including traditional media relations, strategic planning, and social media, Jacobs said. He declined to name the other agencies involved in the RFP or the size of the account.

Giving Tree promotes "micro-philanthropy" by donating 10% of the value of a prepaid gift card to the charity of the recipient's choice. Jacobs said the company plans to increase its presence nationally, including possibly launching in a retail environment, and it needed a professional PR agency for support.

"We were impressed by [Barkley's] cause marketing experience," Jacobs said. "But most importantly, they really understood our vision of micro-philanthropy and how to launch on a national scale."

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