

Bottomline's Night Out, In! with Second City

Tuesday, October 20 7pm EST – Program Flow

W/O 9/1 - 10/2

Home address collection - Reps to send marketing-produced email and reg link to invitees

9/11

Toolkit Orders Placed

10/2

Address List to Vendor
Last day for kit

Outlook invite issued by Marketing including link to live event and instructions + social challenge

10/9

Kit stuffing and toolkits Ship Out

Can still invite, but no kit!

10/20

Toolkits Received

Can still invite, but no kit!

Teaser Video sent

10/21

Thank you note and 'Bottomline Blue' National Parks Calendar issued

BOTTOMLINE'S NIGHT OUT, IN!
Tuesday, October 20, 7:00 PM Eastern



Bottomline's Big Night In Toolkit

Toolkit Inserts



BOTTOMLINE'S
Big Night In with The Second City
VIRTUAL AFP, REAL LAUGHS

We're thrilled that you will be joining us for Bottomline's Big Night In with The Second City, as we have a special evening planned for you.

Serving up The Second City's best comedian improv artists, we're hosting what we know will be a fun-filled, family approved, laugh out loud event! Although we cannot be together in person, we can laugh together virtually.

This toolkit provides all you need to unwind and leave your worries behind!

On Tuesday, October 20, 2020 at 7pm EST, grab some dinner and glowsticks, and click on the link that was emailed to you. The show will start promptly at 7pm EST so be sure to sign in a few minutes early so you are ready to roll.

Seriously, Join Us For Laughs!
(and a social competition – see back for details)

Your Bottomline Team

PS – Can you guess which Bottomline teammate has a daughter on staff at The Second City... and might even be part of the show?

Bottomline + The Second City
WORKS

To sign in, click on the link in the Outlook invite that was emailed to you. If you are having trouble, type in this direct link:
[https://urldefense.com/v3/...https://secondcity.zoom.us/j/91589590855?pwd=bhPU3U2StFOWINnTlJwdUUVy9iQT09...!!03mv9RujDHgIzJMC-t8UvixE12cKgr26NanBireKig26xLLcK416MU6nm1e1tScydlyXsHeVlSbxuhhYAU\\$](https://urldefense.com/v3/...https://secondcity.zoom.us/j/91589590855?pwd=bhPU3U2StFOWINnTlJwdUUVy9iQT09...!!03mv9RujDHgIzJMC-t8UvixE12cKgr26NanBireKig26xLLcK416MU6nm1e1tScydlyXsHeVlSbxuhhYAU$)

Bottomline Gives Back!

We'd like your help in doing something a little extra to help those who have been affected by the COVID-19 pandemic. During Bottomline's Big Night In, grab your glowsticks and post a picture to social media using **#BTCares** and if we get 100 posts, **Bottomline will donate \$10,000 to Global Giving's Coronavirus Relief Fund!**

So, grab your glowsticks, post a photo and help light up social media for a great cause!

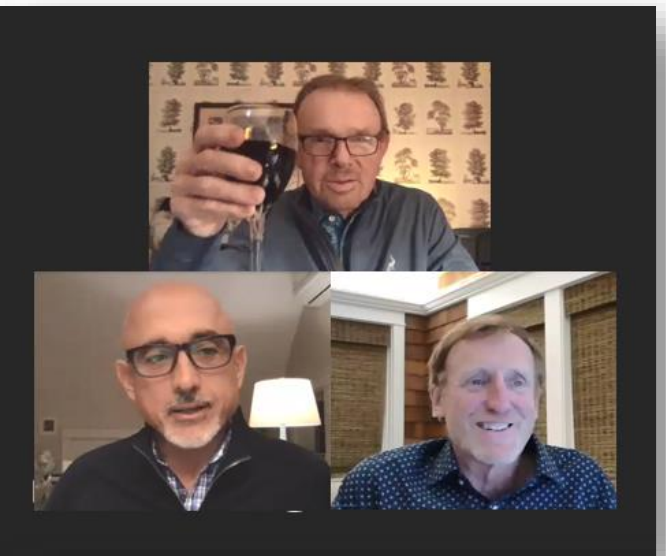
#BTCares

Global Giving is a community made up of large and small nonprofits from 170+ countries. When disasters and crises strike, they are committed to connecting donors to vetted organizations that are immediately responding to needs in the impacted communities. Their General Coronavirus Relief Fund helps with immediate needs, funding other organizations to provide aid, long-term need, general relief/aid, medical services, assistance for children, and relief supplies (providing critical non-cash items).

BOTTOMLINE'S Big Night In with The Second City VIRTUAL AFP, REAL LAUGHS



BT Leadership



Stacy Gardner
Sr. Director, Marketing Programs, Banking Solutions
7mo •

It's almost time for the Big Night In with The Second City and Bottomline Technologies!! #BTCares



136 Customer toolkits shipped

61 Organizations joined live

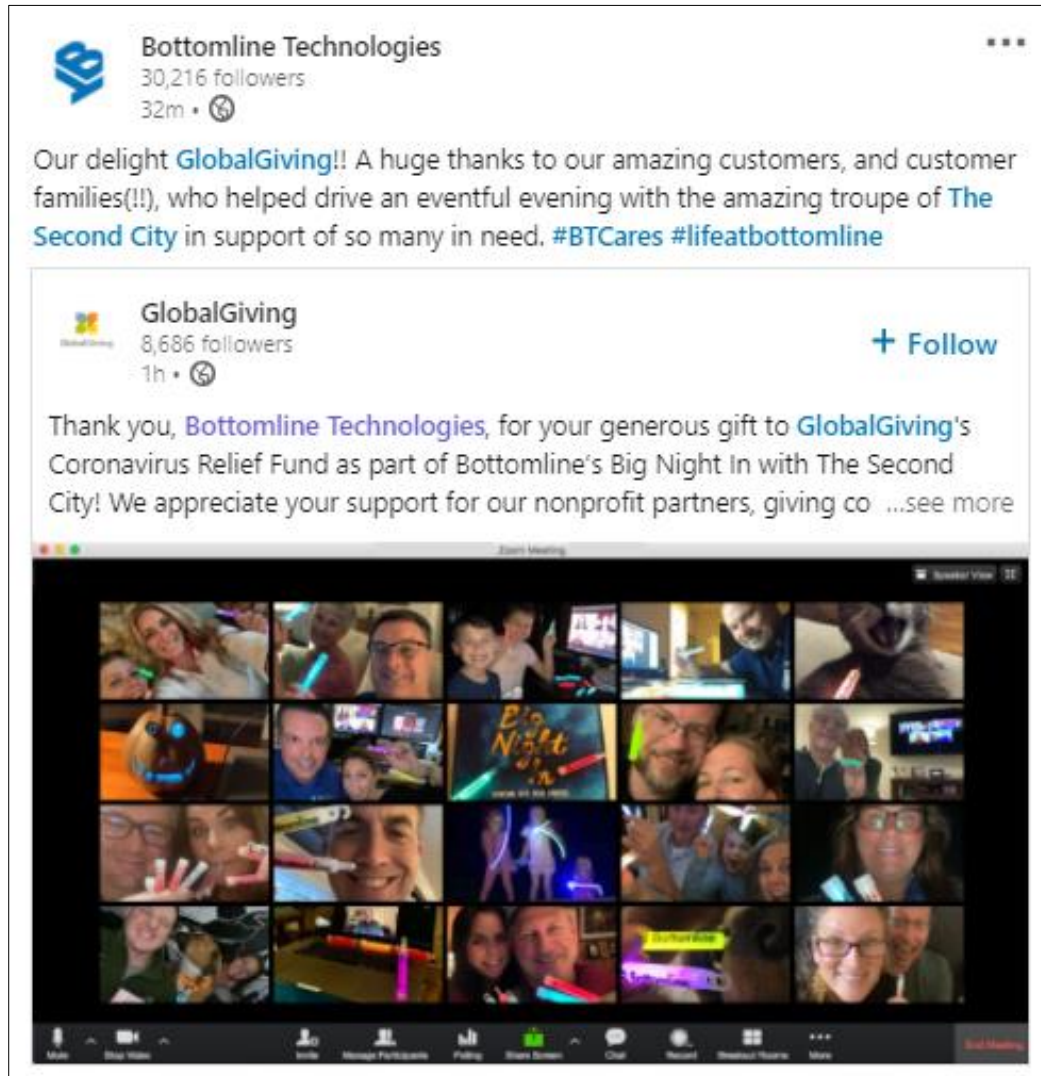
104 Customer attendees

500+ Social Interactions

50 Social Pictures

'Bottomline Blue' National Parks Calendar
Joke Reference (post event mailer)

Social Shares and GlobalGiving Thank you




Bottomline Technologies
30,216 followers
32m • 🌐

Our delight **GlobalGiving**!! A huge thanks to our amazing customers, and customer families(!), who helped drive an eventful evening with the amazing troupe of **The Second City** in support of so many in need. #BTCares #lifeatbottomline

GlobalGiving
8,686 followers
1h • 🌐 [+ Follow](#)

Thank you, **Bottomline Technologies**, for your generous gift to **GlobalGiving**'s Coronavirus Relief Fund as part of Bottomline's Big Night In with The Second City! We appreciate your support for our nonprofit partners, giving co ...see more



The screenshot shows a Zoom meeting grid with approximately 20 participants. Some participants are holding up items, and there are some text overlays on the screens. The Zoom interface at the bottom includes icons for mute, video, chat, and other controls.

Post event thank you note and national calendar.



Thank You!

Thank you for joining Bottomline's Big Night In with The Second City! It was an honor and delight to host friends and colleagues for the virtual night full of laughs and social engagement. In fact, because of you - **The Bottomline Nation** - our 'measly' goal of 100 social shares referencing #BTCares was respectfully shattered. With over **750 social interactions** during the Big Night In, Bottomline proudly donated \$10,000 USD to GlobalGiving's Coronavirus General Relief Fund on behalf of all of you. Thank you!

While we hope that in-person events will be coming back soon, we were thrilled to be able to connect with you all virtually. We wish our valued customers and your families good health, happiness, safety, sanity and prosperity.



And finally, so that you may be reminded of our time together through the year, please enjoy your **'Bottomline Blue National Parks Calendar.'**

Bottomline + **The Second City**
WORKS