BBB

TV Public Service Campaign

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ABOUT BBB INSTITUTE FOR MARKETPLACE TRUST

The Better Business Bureau Institute for Marketplace Trust (BBB Institute) is the 501(c)(3) educational foundation of the International Association of Better Business Bureaus (IABBB). BBB Institute's mission is to advance marketplace trust through education, innovation, and collaboration with our network of BBBs and partners.

The FTC estimates that Americans lost more than $158 billion to scams in 2023, a figure that was adjusted to address unreported scams. Gift card scams are a common tactic used by scammers to steal money that cannot be traced nor, in many cases, reimbursed for victims. It is important to know the signs of gift card scams before it's too late.

To learn more, visit BBB.org/GiftCardScams.

Learn more about BBB Institute for Marketplace Trust

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Dear Public Service Director,

The Federal Trade Commission (FTC) estimates that Americans lost more than $158 billion to scams in 2023, a figure that was adjusted to address unreported scams. In 2024, reported scam losses increased 25 percent (FTC). Scams hurt people financially, sometimes stealing a person's life savings. They can also impact emotional health, with more than 53 percent of scam victims experiencing anxiety, stress, and/or trauma following a scam incident (BBB).

Gift card scams are a common tactic used by scammers to steal money that cannot be traced nor, in many cases, reimbursed to victims. Older adults are especially at risk. To address this growing problem, the BBB Institute for Marketplace Trust, the 501(c)(3) educational foundation of the International Association of Better Business Bureaus, developed a Public Service Announcement (PSA) designed to raise awareness of gift card scams, highlight warning signs, and provide clear steps people can take to protect themselves. The message is simple but powerful: **Awareness is the best defense**. Legitimate businesses, organizations, and government agencies will never require payment using a gift card. It is important to know the signs of gift card scams before it's too late.

We hope you will join us in spreading awareness about gift card scams by airing the new PSAs titled **"Leave Scammers in the Dust" (:30, :15)** and **"Know the Signs of Scams" (:30, :15)**. These PSAs highlight two typical gift card scam scenarios based on real-life stories and feature an empowered animated character named Sue. In each PSA, Sue avoids losing money because she recognizes the signs of a gift card scam. The PSAs, which have **no end date for use**, also encourage viewers to visit BBB.org/GiftCardScams for more information. By sharing this PSA, you will help your audience stay informed, avoid financial and emotional harm, and know where to turn for assistance if they become victims.

We hope you will share these important messages with your viewers by airing these PSAs as soon and as often as possible.

Thank you, in advance, for your support of this public service campaign.

Sincerely,

Melissa Lanning

Melissa Lanning
Executive Director, BBB Institute for Marketplace Trust

TV PSA SCRIPTS

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"Leave Scammers in the Dust" (:30)
SUE V/O: The other day a man called saying my electric was way past due. He threatened to turn off my power if I didn't buy a gift card to pay the bill. I said " look fella I wasn't born yesterday, gift cards are for gifts not for paying bills. And I'm sure as heck not buying you a gift!" So, I hung up on the crook and my lights never went out. Know the signs of scams and leave scammers in the dust. If someone asks for a gift card as payment, it's likely a scam. A public service message from the Better Business Bureau.

"Leave Scammers in the Dust" (:15)
SUE V/O: A guy said I had to buy a gift card to pay my electric bill. I said "gift cards are for gifts" and hung up on the crook. Know the signs of scams and leave scammers in the dust. If someone asks for a gift card as payment, it's likely a scam. A public service message from the Better Business Bureau.

TV PSA SCRIPTS

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"Know the Signs of Scams" (:30)

TOM V/O: Hello, you need me to what? A gift card?

SUE V/O: Tom, what's going on?

TOM V/O: They are telling me I need to buy a gift card to pay for a twelve hundred dollar computer repair.

SUE V/O: Hang up right now.

TOM V/O: What the?

SUE V/O: Listen up pal. That was a scammer Tom. Gift cards are for gifts, not bills.

TOM V/O: That's true… and loud.

SUE V/O: Remember Tom – if someone asks for a gift card as payment, it's likely a scam.

Know the signs of scams and leave scammers in the dust.

A public service message from the Better Business Bureau.

"Know the Signs of Scams" (:15)

TOM V/O: They're telling me I need to buy a gift card to pay for a twelve hundred dollar computer repair.

SUE V/O: Listen up Pal. Remember Tom – if someone asks for a gift card as payment, it's likely a scam.

A public service message from the Better Business Bureau.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

https://psaconnect.c360m.com/bbb/

These PSAs have no end date for use

Leave Scammers in the Dust (:30, :15)

Know the Signs of Scams (:30, :15)

Please let us know your preferences on receiving PSAs by contacting:

Holly Mulé: via e-mail at hmule@c360m.com or by phone at (212) 624-9196.

501 (c)(3) certificate

IRS Department of the Treasury
Internal Revenue Service

CINCINNATI OH 45999-0038

In reply refer to: 0248104892
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% RONNA BROWN
3033 WILSON BLVD STE 600
ARLINGTON VA 22201

010232

Employer Identification Number: 20-8814392
Person to Contact: Jeff Seibert
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Mar. 26, 2014, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in December 2007.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

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