



COMING THIS FALL! SEPTEMBER 15, 2008
THE KING SOOPERS NEIGHBORHOOD REWARD PROGRAM

A SUCCESSFUL FUNDRAISING PROGRAM RIGHT WHERE YOU LOVE TO SHOP!

- Everyone needs groceries, so why not let a percentage of that grocery bill benefit your nonprofit group?
- With a King Soopers Neighborhood Reward Gift Card, fundraising for your non-profit organization is as easy as going to King Soopers to shop.
- King Soopers Neighborhood Reward Gift Cards are perfect for any fundraising cause.
- King Soopers Neighborhood Reward Gift Cards are good for the environment since you are reusing your card rather than throwing it away.
- Every time your organization reaches \$5,000 or more in reloads and orders within King Soopers' four-week cycles, you earn 5% on the total amount.

<i>Total Purchase</i>		<i>Earnings</i>		<i>Your Organization Earns</i>
\$5,000	X	5%	=	\$250

- If your organization doesn't reach \$5,000 the money will carry over into the next four-week cycle.

WHAT MAKES THEM SO EASY TO SELL?

- There is no extra cost associated with the program. A \$25 gift card is redeemable for \$25 in merchandise.
- The public knows King Soopers. Our name will give your program the visibility and credibility that it deserves.
- Anyone who purchases groceries is a potential customer for your program!

HOW DOES THE PROGRAM WORK?

- The King Soopers Neighborhood Reward Program offers fundraising for non-profit organizations of all sizes
- Simply purchase the gift cards from the King Soopers Gift Services Department 303-698-3403 then sell them at full value.
- Your initial order needs to be a minimum of \$200. The initial discount on these orders will be the same as the current rate. When your supporters start to reload their cards you will earn 5% based on what your supporter reload on the cards.

- Gift cards may be used to purchase virtually anything at King Soopers except services. Services include Western Union, Money Orders, Ticket Master, Postage Stamps, Lottery Tickets, and other Gift Cards
- See the Frequently Asked Questions for more detail

HOW TO PROMOTE KING SOOPERS NEIGHBORHOOD REWARD PROGRAM

Your members must be made aware of what you are selling and how these gift cards benefit your organization. In order to accomplish that, here are several recommendations:

- Distribute flyers explaining what you are selling and how patrons may become involved
- Advertise the program in school, send flyers home with students
- Advertise the program in school and community newsletters, church bulletins, or any other printed medium
- Hang signs or posters around your school, meeting hall, or church to explain the King Soopers Neighborhood Reward Program

There are many more ways to promote The King Soopers Neighborhood Reward Program. Use your imagination and see what works best for you!

HOW TO SELL KING SOOPERS NEIGHBORHOOD REWARD

Once your organization has picked up the cards, simply sell them at face value. Consider the following:

- Set up in a high profile area at meetings or where parents pick and drop off their children
- Churches have done wonderfully setting up a table and selling to the congregation after worship services
- Sports teams have been selling through their concession stands

If your organization does not have the initial money to invest, please consider pre-selling.

Tell people what you are selling and request the money up front

- After collecting the money, call Gift Services and place your order at 303-698-3403
- Once you receive the cards, distribute to whomever placed the order

The possibilities are endless!

GENERAL INFORMATION:

- The King Soopers Gift Service Department is open Monday thru Friday from 8:00a.m. - 4:30p.m.
- You can reach us at 303-698-3403 to sign up for the King Soopers Neighborhood Reward Program
- Orders placed by noon will be at your local King Soopers store by the next day at 3:00 P.M.
- Pick up and pay for your order at the Customer Service Desk
- Orders must be paid for when picked up
- Orders may be paid for with cash or check
- King Soopers Gift Cards function just like cash and cannot be replaced if lost or stolen
- A card can be reloaded for any amount up to \$500 and can be used indefinitely
- The bearer of the card will be responsible for reloading their card by telling the cashier that they would like to add money to their gift card. After that transaction is paid for, their purchases are rung up and paid for using the King Soopers Neighborhood Reward Fundraising Gift Card

KING SOOPERS GIFT SERVICES
MONDAY - FRIDAY 8:00 A.M. - 4:30 P.M.
303-698-3403

Frequently Asked Questions

1. How does the new gift card program work?

- a. Your organization purchases gift cards from the Gift Services Department and sells them for the full value.
- b. The minimum initial order is \$200. This initial order is discounted the same as current orders for 3% - 5% based on amount ordered.
- c. Your supporters then reload (add value to) their gift card, in a separate transaction each time they shop at King Soopers.
- d. Your organization earns 5% on the amount of those reloads.

2. How much of a profit can my organization make with the King Soopers Neighborhood Reward Program?

- a. When your organization reaches \$5,000 or more with reloads and orders in our four-week cycle, you will earn a 5% rebate from King Soopers.
- b. You need to encourage your supporters to continually reload their cards each time they shop at King Soopers. **This needs to be emphasized since most people throw away their cards after the value is depleted.**
- c. Gift Cards may be reloaded in any amount up to \$500.
- d. At the end of each four-week cycle you will receive a statement detailing all reloads and orders purchased.
- e. Once your check is issued your account balance will be reset to zero.
- f. If your organization has not reached the \$5,000 threshold, the amount in your account will roll over into the next four-week cycle.

3. Do I contact Gift Services to place my orders?

- a. Yes, contact Gift Services at 303-698-3403 to place your orders.
- b. Orders placed before noon (Monday – Friday) will be available at your local King Soopers store the next day by 3:00 PM.
- c. Orders placed after noon will be available for pick up in 2 business days by 3:00 PM

4. How convenient is it to reload the King Soopers Neighborhood Reward Gift Card?

- a. We have made it very convenient for your supporters to reload a gift card. Gift cards may be reloaded at the register or Customer Service Desk for any amount up to \$500.

- b. When a card is reloaded at the customer service desk or a register other than where your groceries are scanned, there is a five-minute delay before the funds will be available.
- c. The gift card must be reloaded in a **SEPARATE TRANSACTION PRIOR TO YOUR GROCERIES BEING SCANNED.**

5. What if a supporter loses or throws away their card?

- a. Just as with the gift cards sold at King Soopers stores, we cannot be responsible for the card value if a card is lost, stolen, damaged or destroyed.
- b. A new card will need to be purchased from your organization in order to have it linked to your organization.
- c. Fund Raising gift cards **CANNOT** be purchased at the stores. They will not be linked to your organization. A new card must be purchased from your organization!

6. How do I support more than one non-profit organization?

- a. You can purchase separate cards and write the organization's name on the card.

7. How can my organization get more cards if we increase our business?

- a. If your organization needs additional cards, you simply call our Gift Services Department to place an order.
- b. Additional orders need to be a minimum of \$25. These types of orders will not be discounted unless you purchase at least \$200 worth of cards.
- c. You may want to keep a few additional cards on hand.

8. What can be purchased with King Soopers Gift Cards?

- a. Any merchandise in a King Soopers Store, with the exception of services, (Money Orders, Western Union, Lottery Tickets, Stamps, Tickets West, and other Gift Cards are considered services).
- b. **GIFT CARDS MAY BE USED AT KING SOOPERS OR CITY MARKET FUEL CENTERS!**

9. How do I find out the balance on my gift card?

- a. There are four ways to obtain the balance on your gift card. The balance will be printed on the bottom of your cash register receipt; visit www.gcbalance.com, call 866-822-6252, or your cashier may check your balance.

10. Will the gift card be identified as a fundraising card?

- a. Yes. We will supply you with stickers to use to identify the gift card as a fundraising card. **This should deter the supporter from throwing the card away.**
- b. Please put the sticker in the top left hand corner of the card as shown below.



11. How does my organization sign up?

- a. Fill out the form at the end of this information sheet and send to:

King Soopers Gift Services
P.O. Box 5567
Denver, CO 80217
Fax 303-715-4532

Office Hours: Monday thru Friday
8:00am- 4:30pm (Mountain Standard Time)

Additional Information

KING SOOPERS GIFT CARDS ARE ACCEPTED AT MOST KROGER AFFILIATED STORES THROUGHOUT THE U.S. THESE INCLUDE KROGER, FRED MEYER, RALPHS, FRY'S AND FRY'S MARKETPLACE, KING SOOPERS, DILLONS, SMITH'S FOOD & DRUG, CITY MARKET, QFC, FOOD 4 LESS, OWEN'S, FOODSCO., HILANDER, PAY-LESS, CALA-BELL, BAKER'S, JAYC, FRED MEYER JEWELERS, LITTMAN & BARCLAY JEWELERS. (LOAF AND JUG DOES NOT ACCEPT THESE CARDS)

CARDS WITH A ZERO BALANCE FOR 90 DAYS WILL BECOME INACTIVE. A NEW CARD WILL NEED TO BE PURCHASED FROM YOUR ORGANIZATION.

IF A GIFT CARD CANNOT BE RELOADED, A NEW CARD HAS TO BE PURCHASED FROM THE ORGANIZATION. OCCASIONALLY A CARD IS DEMAGNETIZED. THIS IS RARE BUT IT DOES HAPPEN. HAVE THE SUPPORTER USE THE BALANCE ON THE CARD AND SELL THEM A NEW ONE. A CARD PURCHASED IN A STORE CANNOT BE LINKED TO YOUR ORGANIZATION. CALL OUR GIFT SERVICES DEPARTMENT WITH ANY PROBLEMS YOU MAY HAVE WITH GIFT CARDS.

Buyer's Log

You will receive a buyer's log with your initial order. It is important to put the supporter's name next to the card number they purchase. KEEP this log for your records. When you get your statement, use the buyer's log to compare the reloads made by your supporters. This is your record of who is reloading their card.

Statements

Every four-week cycle, we will send you a statement of your account. This statement tells you which cards have been reloaded and the balance in your account. Compare the statement to your buyer's log. **It's important we have a correct address to mail your statement.**

Payouts

If you reach \$5,000 or more in our four-week cycle, you will receive a check for 5% of those funds with your statement. If you have less than \$5,000 the amount will roll over to the next four-week cycle.

In order for you to make a profit, your supporters need to reload their cards. Educate your supporters and please pass this information on to your successor.

KING SOOPERS NEIGHBORHOOD REWARD PROGRAM

Name of Organization: _____

Address: _____

City, State, Zip _____

Phone Number: _____

E-Mail Address _____

1) Please write a brief description about your organization including your membership size and your goals/purpose for fund raising.

Approx size of your membership: _____ Type of organization

_____ School

_____ Church

_____ Athletics

_____ Civic Group

_____ Other: Explain _____

Goals/purpose for fund raising:

2) PLEASE LIST THE NAME OF THE CHAIRPERSON AND TWO OR THREE ALTERNATE MEMBERS WHO ARE APPROVED TO PLACE AND RECEIVE GIFT CARD ORDERS:

Chairperson: _____ Phone Number: _____

Alternate #1: _____ Phone Number: _____

Alternate #2: _____ Phone Number: _____

Alternate #3: _____ Phone Number: _____

3) PLEASE ACKNOWLEDGE THAT YOUR ORGANIZATION WILL PURCHASE / RELOAD A MINIMUM OF \$5,000 PER YEAR:

4) PLEASE INDICATE IF YOU WOULD LIKE TO RECEIVE YOUR STATEMENTS VIA E-MAIL:

YES _____ NO _____

E-MAIL ADDRESS _____

PLEASE MAIL THIS FORM TO:

KING SOOPERS
P.O. BOX 5567
DENVER, CO 80217-5567
(303) 715-4532 FAX