



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 Kroger Cares Card, fundraising for your worthy cause is as easy as going to Kroger to shop. KrogerCares Gift Cards... they're perfect for any fundraising cause.

What makes them so easy to sell?

- There is no extra cost associated with the program. A \$5 gift card is redeemable for \$5 in merchandise.
- The public knows Kroger. 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 Kroger Cares program offers fundraising for non profit organizations of all sizes. Simply purchase the gift cards from the Kroger Gift Services Department. Your profit will continue to build when your group purchases additional cards or adds value to their existing cards. You can participate in the program as long as you wish.

How to promote Kroger Cares

The public 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 and community newsletters, church bulletins, other printed medium.
- Hang signs or posters around your school, meeting hall, or church to explain the Kroger Cares program.
- Sponsor a contest to recognize members of the organization who sell the greatest dollar amounts in a given period of time.

There are many more ways to promote the Kroger Cares program. Use your imagination and see what works best for you!