

### **How to sell Kroger Cares**

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 up 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.

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

- Tell people what you are selling and request their money up front.
- After collecting the money, call Gift Services and place your order.
- Once you receive the cards, distribute to whomever places the orders.

The possibilities are endless!

### **Important Facts**

- The Kroger Gift Services department is open Monday - Friday from 8 a.m.- 4:30 p.m. Call 540-563-3623 or 1-800-409-4438 to sign up for The Kroger Cares Program. Or e-mail us at [midatlanticgiftcards@kroger.com](mailto:midatlanticgiftcards@kroger.com)
- Orders placed by noon will be processed on the same day.
- Orders will be shipped UPS 2-day air to a Kroger store convenient to you by 12 p.m. unless other arrangements are made.
- We pay all shipping charges.
- Pick up and pay for your order at the customer service desk.
- Orders must be paid for when picked up.
- Orders may be placed in any denomination or combination. Orders may be paid with cash or credit card.

Kroger Gift Cards function just like cash and cannot be replaced if lost or stolen. The Kroger gift card is essentially a pre-paid debit card you can buy in any denomination. Electronic gift cards are becoming increasingly popular as a convenience over paper gift certificates. Gift cards are more durable and can be carried in a wallet like a credit card.

A card can be purchased for any amount up to \$500 and can be used indefinitely. Should a supporter want to add value to their card, they can recharge or "reload" the value of the card up to \$500 at any time at any Kroger store. The bearer of the card will be responsible for reloading their card by telling the cashier or customer service clerk that they would like to add money to their gift card, and then paying for that amount.

### **Good Selling Point**

**Gift Cards can be used at the Fuel Centers to purchase gas!**