

## FOODCITYCOMMUNITYCASH

is the fund raising program that sells the one thing everybody needs:

## groceries!

HOW IT WORKS: When your non-profit organization buys \$500 or more in Community Cash cards to sell at face value, Food City gives you a 5% discount.

(This means your supporters enjoy getting 100% of their money back in Food City merchandise.)

Community Cash cards are available in \$10, \$25, \$50 and \$100 denominations, and can be used just like cash to purchase items at any of our locations.

When a supporter buys a card from your non-profit organization, they get the full face value to spend at Food City, while you RAISE THE FUNDS YOU NEED FOR SPECIAL PROJECTS.

\$5,000 worth of Community Cash cards
\$4,750
L: \$5,000 (Face Value)
DFIT: \$250

The community cash program is perfect for both long-term and short-term fund raising. Whether your church needs a new roof or your baseball team needs new uniforms, Food City Community Cash cards can help you to get the money you need to make it happen. K S

PLANNING makes the ultimate difference in the success of any fund raising program. Here are a few suggestions on how to set up and manage a Food City Community Cash program.

First, select a chairperson to oversee the entire campaign. This person will help organize all phases of the program, including appointing additional people to head up three committees that function as follows:

Advertising/Marketing-This committee is responsible for getting the word out about the sale of Food City Community Cash Cards to the membership in general as well as others in the area. Encouraging participation on everyone's part is the key to generating sales. This can be done through newsletters, emails, flyers, mailers, posters, even phone calls. The more the program gets talked about, the more enthusiasm you create for it.

**Sales Committee**-Will order, sell and collect payment for all Food City Community Cash Cards. There are two ways to place an order. You can pre-sell the cards by using the order form found on the "Participant Registration" page in this booklet. That way, you know the exact number and denominations to order based on what people have signed up for. Some organizations feel comfortable in ordering a set amount of Community Cash cards to sell. Either way, cards can be ordered by calling the Food City Community Cash Coordinator at 1-800-826-8451. Your cards will be delivered upon receipt of your payment. Never give out a card that has not been paid for.

**Finance Committee**-The Finance Committee does all the accounting work involved in collecting checks and cash throughout the program.

Once your committees are in place, launch an information program to kick off your fund raising efforts within the organization. Set goals for yourselves and get everyone excited.



You can raise interest in the program among your members, friends and family through SPECIAL MAILINGS, CREATIVE POSTERS OR ANY OTHER MARKETING MATERIALS.

**Food City Community Cash Flyers**-show the name of your organization, where and when the cards can be purchased and the name and number of a contact within your organization. These flyers can serve as a direct mail piece or they can be handed out at meetings.

**Food City Community Cash Posters**-larger posters can be displayed in windows of businesses, churches, schools, you name it, any place that would call attention to your efforts.

**Sales Incentives**-A great way to increase your sales is to offer a little friendly competition. To fire up the troops, you could give away prizes to the highest sellers. Some suggestions might be dinner for two at a local restaurant, movie tickets, t-shirts, the possibilities are endless and not as expensive as you might think when you consider the end results.

**Kennergy**. Pre-selling your Food City Community Cash Cards can be an easy way to promote higher sales. For example, if your group has 50 people and each person sells one \$25 card to 16 people, you will net \$1,000 in profit. This can be easily organized by giving each member a copy of the order form (which can be found on the "Participant Registration" page in this booklet), and asking them to return 16 orders by a given deadline. Once the sale is completed, the cards can be picked up at a Food City location.

If your organization did not pre-sell cards, the sales committee needs to decide how, when and where to sell them. Once the cards have been ordered and delivered to your organization, selected members of the sales committee can take them out and sell them. You might set up a booth at a certain location every week to sell the cards. Whether the cards have been pre-sold or not, you must NEVER give out cards that have not been paid for.



Q: How do we start our Food City Community Cash program?

A: Begin by selecting a chairperson and establishing committees to handle Advertising/ Marketing, Sales, and Finances. Then determine the total amount of cards you wish to order by either pre-selling them or by setting a realistic sales goal and purchasing that amount. Remember, your Food City Community Cash Cards must be paid for at that time.

Q: How do we place our order?

A: Simply contact the Food City Community Cash Department at 1-800-826-8451. They will let you know when your cards will be ready for pick up.

Q: Are there any limitations on the program or cards?

A: Cards are good for one year on all Food City merchandise. They cannot be redeemed for cash. The minimum order required to start a Food City Community Cash program is \$500, but there is no limit to the profits your organization can earn.

Q: What if we need a long-term fund raising program?

A: No problem. Food City Community Cash can help you raise money for as long as you need it. Simply continue placing your orders on a monthly basis or whenever your orders reach \$500 or greater, if you decide to pre-sell your cards.

Q: When should we begin to sell Community Cash cards?

A: People need groceries all the time, so really, your start date is up to your organization. The holiday season is generally a good time to sell your cards because your customers can use them or give them as gifts.



ADVERTISING MADE EASY...we know that you will be working hard to reach your goal, and Food City wants to make it as easy as possible for your organization. We've created a flyer and a poster that are available for you to download for FREE.

You can download them online at FoodCity.com under the Community Cash link. Once you have downloaded them, you can fill them out with your personal information and print out copies to post throughout your community. We hope you find this useful and good luck reaching your goal!

For any questions, please contact the Food City Community Cash Coordinator at 1-800-826-8451.





## Organization Name:

(Please make copies of this form for future orders.)

Name	Phone	\$10	\$25	\$50	\$100	TOTAL
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		_				
<u></u>						
		_			_	
		_			_	
		_	_		_	
		_				
		_				
	Total:					

We will be distributing these cards on:

Payment must be made at that time. Thank you for your support.



DATE:			
NAME OF ORGANIZ.	ATION:		
CONTACT PERSON:		PHONE:	
STREET ADDRESS:		P.O. BOX:	
CITY:	STATE:	ZIP:	
DATE CARDS NEEDED:		EMAIL:	
PICK UP STORE:			

CONTACT THE COMMUNITY CASH DEPARTMENT AT 1.800.826.8451, OPTION 2, WITH ANY QUESTIONS ON YOUR ORDER. **PAYMENT MUST BE MADE AT THE TIME YOU PLACE OR PICK UP YOUR ORDER.** PLEASE INCLUDE INVOICE NUMBER ON YOUR CHECK.

TOTAL ORDERS FOR CARDS:

\$10	\$25	\$50	\$100	TOTAL \$

MAIL FORM WITH PAYMENT TO:

K-V-A-T FOOD STORES, INC. OPERATIONS DEPARTMENT ATTN: COMMUNITY CASH PO BOX 1158 ABINGDON, VA 24210

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