

IMPORTANT DATES TO REMEMBER

JULY 31	Merchant contract deadline
AUG 1	Online sales begin
OCT (TBD)	Utica Square Merchant Kickoff: Pick up packets and begin promotion and sales in store
OCT 9	Final day for online Care Card sales
OCT 30	Care Card shopping week begins
NOV 8	Care Card ends
NOV 9-12	Merchant liaisons pick up Care Card payments from stores

CARE CARD CONTACTS

Susan McCalman, Director of Development
918.560.1119 | smccalman@fcsok.org

Sean Conner, Development Assistant
918.560.1123 | sconner@fcsok.org

Melanie Henry, Communications Director
918.560.1128 | mhenry@fcsok.org

CHANGING LIVES FOR 1 IN 6 TULSANS.

Family & Children's Services is a recognized behavioral health care leader in Tulsa, Oklahoma and surrounding communities. We provide an array of specialized programs in mental health, substance abuse and family services. Our dedicated staff heal traumatized and hurting children, strengthen individuals and families, and provide hope and recovery for those battling mental illness and addiction. We give clients hope and set them on the path to recovery and, in the process, make our community a better place for all. Programs are offered through a network of convenient office locations.

PROGRAMS

- » Child Abuse & Trauma Treatment
- » Family Preservation, Visitation & Reunification
- » Children's Counseling & Mental Health Services
- » Counseling for Adults & Families
- » Mental Health & Addiction Treatment for Adults
- » Psychiatry & Pharmacy
- » Women in Recovery
- » Family Life Education & Parenting Programs
- » Marriage Enrichment Programs
- » Divorce Adjustment Services
- » Crisis Intervention



Life Changing.

650 S. Peoria Avenue // Tulsa, OK
918.587.9471 // www.fcsok.org

Family &
Children's
SERVICES



Merchant Information
A GUIDE TO SELLING CARE CARDS

ABOUT CARE CARD

Care Card shoppers receive up to 20 percent off at more than 200 participating merchant stores. And they save more than money when they shop... they save lives. All proceeds from the sale of Care Cards directly benefit Family & Children's Services' life-changing programs.

Shoppers can purchase their \$60 Care Card online August 1 - October 9. During the shopping week, Care Cards may be purchased at the F&CS Central Office and at many participating businesses.

MERCHANT BENEFITS

- » Your store will be listed three times in the Care Card directory, which is distributed to more than 2,000 shoppers, and posted to the agency website and mobile site.
- » You'll be part of social media campaigns on Facebook, Twitter, Pinterest and Instagram.
- » Care Card coverage on TV, radio and print publicity, including Petty's shopping bags and Tulsa Transit buses and shelters.
- » All Care Card merchants are listed in a *Tulsa World* advertisement.

"I was not familiar with the White Rose and probably wouldn't have shopped there if not for Care Card. Because it was listed, I knew it must be a quality store and it is. What a find."

~ Sharon King Davis, Care Card Shopper

CARE CARD WORKS

- » Care Card keeps local dollars in Green Country and helps a local non-profit continue to bring hope to those who need it most.
"Most of our customers purchase Care Card because they feel it is a great investment in Tulsa and Family & Children's Services and that makes them feel good." ~ Nancy Koch, Kathleen's Kids
- » Care Card jump starts holiday shopping, and the savings encourages customers to purchase higher priced goods and larger quantities.
- » Care Card introduces new business opportunities and the opportunity to grow repeat business.

"We had more people take advantage of the card this year. I know it stirs discussion about future purchases."

~ Nancy Medley and Dr. Joey Manduano, Professional Skin Care

- » Care Card exposes customers to a variety of stores, many of which they may not have frequented recently or ever.
- » Customers appreciate that merchants support a well-respected non-profit.

"Care Card is a win-win situation! Everybody benefits — the store, customers and a great cause. I'm so happy to co-brand with Family & Children's Services."

~ Rebecca Joskey, Owner Urban Furnishings

MERCHANT RESPONSIBILITIES

- » Designate a merchant contact for the Care Card liaison.
- » Instruct employees how to complete customer information sheet at time of Care Card purchase.
- » Display signage, such as posters, yard signs, clings and point of sale, during Care Card.
- » Acknowledge that each Care Card has a value of \$60. Agree to be responsible for total value of Care Cards in merchant possession, funds received from sales and cash value of lost or stolen cards. Additional Care Cards must be countersigned for and merchant is financially responsible.
- » Attend merchant kick off event at Utica Square in October.
- » Promote Care Card through customer-driven events.* (F&CS can provide examples upon request)
- » Promote Care Card on store's social media channels and share, retweet and repin F&CS's Care Card posts.*

SELLING CARE CARDS

There are two ways to sell Care Cards:

1. Collect money or credit card information, complete customer information sheet and provide to Family & Children's Services for processing.
2. Run Care Card purchase through your store system. If interested in this option, please contact Family & Children's Services for more information.

**Recommended, but not required*