



October 23 -  
November 1  
**2015**

Benefiting  
SSM Cardinal Glennon  
Children's Medical Center

**DEADLINE: APRIL 30, 2015**

Dear Business Owner/Manager,

We invite you to participate in Glennon Card 2015, the fifth annual discount shopping card program directly benefitting the children cared for by SSM Cardinal Glennon Children's Medical Center. This year's shopping days are **October 23-November 1, 2015**.

#### **Record Breaking 2014 Program Results**

With the help of the entire St. Louis community, 3,200 Glennon Cards were sold last fall, raising \$159,991 for the purchase of minimally invasive surgical equipment for SSM Cardinal Glennon operating rooms. Additional sponsor contributions resulted in a total of \$183,544 raised. Since its inception in 2011, Glennon Card has contributed more than \$450,000 for sick and injured children. Glennon Card continues to be a win-win-win for St. Louis businesses, shoppers and most importantly, the patients. We are truly grateful for your support of this program that impacts the health of thousands of children in our region.

#### **How the Glennon Card Works:**

The Glennon Card is simple, easy to use, AND helps kids!

- An individual purchases a Glennon Card for \$50.
- Participating businesses offer cardholders a 20% discount on regular priced merchandise during the 10-day shopping period, October 23 – November 1, 2015.
- 100% of card sales benefit the kids cared for by SSM Cardinal Glennon.

#### **2015 Contract Deadline**

We would love to add your name to our prestigious list of participants and card sellers! Please COMPLETE, SIGN and RETURN the enclosed two page contract. **ALL contracts must be returned by APRIL 30, 2015** to be included in the printed 2015 Glennon Card directory. We look forward to partnering with you on this exciting project and to another year of growth and success for all supporting Glennon Card. Please feel free to contact us with any questions.

Sincerely,

Cindy Brooks, Co-Chair  
Merchants  
314-630-0336  
cbrooks@glennoncard.org

Sarah Dow, Co-Chair  
Marketing  
918-619-2489  
sdow@glennoncard.org

Brigitte McMillin, Co-Chair  
Card Sales  
314-604-4988  
bmcmillin@glennoncard.org

**Cardinal Glennon**  
SSM Cardinal Glennon Children's Medical Center



# 2015 GLENNON CARD CONTRACT

Shopping days: October 23– November 1, 2015

October 23 - November 1

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**DEADLINE: Must be returned by APRIL 30, 2015**

**PUBLISHED INFORMATION:** Please complete the information requested below to be included in 2015 Glennon Card Directory. To list additional locations, see attached.

Business Name: \_\_\_\_\_ Open Sunday (Y/N) \_\_\_\_\_  
Address: \_\_\_\_\_ Telephone \_\_\_\_\_  
City/State \_\_\_\_\_ Zip \_\_\_\_\_ Facebook: \_\_\_\_\_

**Fifteen word description of business to be printed in the Glennon Card Directory.** The following BROAD DISCLAIMER will be printed in each Directory and need not be included in your description: *"Discount applies to in-stock, regularly priced merchandise only. Not good on sale items, special orders, sales tax, delivery, gratuity, or prior purchases. Regular return policy applies."* ANY FURTHER EXCLUSIONS NOT LISTED IN THIS DISCLAIMER MUST BE NOTED in your description:

\_\_\_\_\_  
\_\_\_\_\_

**NON-PUBLISHED INFORMATION:** This information serves as contact information only and will NOT appear in the Directory.

**Local Contact** \_\_\_\_\_ Email \_\_\_\_\_  
Telephone \_\_\_\_\_

**Corporate Contact** \_\_\_\_\_ Email \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State \_\_\_\_\_ Zip \_\_\_\_\_ Telephone \_\_\_\_\_

**CATEGORY: Please check ONE appropriate category listing for your business:**

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Apparel/Accessories – Children | <input type="checkbox"/> Food & Wine                   | <input type="checkbox"/> Photography            |
| <input type="checkbox"/> Apparel/Accessories – Men      | <input type="checkbox"/> Gifts/Collectibles/Stationery | <input type="checkbox"/> Restaurant             |
| <input type="checkbox"/> Apparel /Accessories – Women   | <input type="checkbox"/> Health & Beauty               | <input type="checkbox"/> Shoes – Children       |
| <input type="checkbox"/> Art & Framing                  | <input type="checkbox"/> Home– Furnishings/Accessories | <input type="checkbox"/> Shoes – Men            |
| <input type="checkbox"/> Entertainment                  | <input type="checkbox"/> Home - Garden                 | <input type="checkbox"/> Shoes – Women          |
| <input type="checkbox"/> Eyewear/Sunglasses             | <input type="checkbox"/> Home – Kitchen & Dining       | <input type="checkbox"/> Specialty              |
| <input type="checkbox"/> Fabric/Needlework              | <input type="checkbox"/> Jeweler                       | <input type="checkbox"/> Sporting Goods/Apparel |
| <input type="checkbox"/> Florist                        | <input type="checkbox"/> Monogram                      | <input type="checkbox"/> Toys & Games           |
|   | <input type="checkbox"/> Pet                           |   |

**AREA: Please check primary area location for your business:**

- |   |  |  |  |
|---|--|--|--|
| <input type="checkbox"/> St. Louis City (1)                             | <input type="checkbox"/> Webster                           | <input type="checkbox"/> Maryland                            | <input type="checkbox"/> Wildwood (15)                                   |
| <input type="checkbox"/> Central West End (2)                           | <input type="checkbox"/> Groves/Rock Hill/ Glendale (5)    | <input type="checkbox"/> Heights/Creve Coeur (11)            | <input type="checkbox"/> North County (16)                               |
| <input type="checkbox"/> University City/ Richmond Heights/ Clayton (3) | <input type="checkbox"/> Kirkwood (6)                      | <input type="checkbox"/> Town & Country (12)                 | <input type="checkbox"/> St. Charles (17)                                |
| <input type="checkbox"/> Saint Louis Galleria (3a)                      | <input type="checkbox"/> South County (7)                  | <input type="checkbox"/> Manchester/ Ballwin/Ellisville (13) | <input type="checkbox"/> St.Peters/O’Fallon/ Cottleville (18)            |
| <input type="checkbox"/> Brentwood/ Maplewood (4)                       | <input type="checkbox"/> Ladue (8)                         | <input type="checkbox"/> Chesterfield (14)                   | <input type="checkbox"/> Edwardsville (19)                               |
|   | <input type="checkbox"/> Frontenac (9)                     | <input type="checkbox"/> Chesterfield Mall (14a)             | <input type="checkbox"/> Fairview Heights/ O’Fallon/Swansea/ Shiloh (20) |
|   | <input type="checkbox"/> Plaza Frontenac (9a)              |  | <input type="checkbox"/> Other (21)                                      |
|   | <input type="checkbox"/> Des Peres/West County Center (10) |  |  |





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### SELLING THE GLENNON CARD IN YOUR STORE

All funds from Card Sales are used to fund the services and equipment that directly impact the kids at SSM Cardinal Glennon. We strongly encourage you to sell the Card and make a difference in the lives of these patients. Our goal is to have 100% of our merchants sell the Glennon Card.

- 59% of shoppers bought their card from a merchant
- 86% of card sellers agreed 'It was easy to sell/explain the card'
- 83% 'Would be a card seller in 2015'
  
- Management & sales personnel agree to promote the purchase of the Glennon Card.
- We understand the Glennon Card is to be issued only to individuals (not families or companies).
- We agree to make the Glennon Card available for purchase in our store(s) from **October 10 — November 1, 2015.**
- Each Glennon Card has a cash value of \$50. We agree to be solely responsible for the total value of the unsold Glennon Cards, and the funds received from sold cards, until collected by a SSM Cardinal Glennon representative.
- We understand we are responsible to SSM Cardinal Glennon for the cash value of lost or stolen cards.
- We understand SSM Cardinal Glennon assumes no liability in connection with the Glennon Card.

#### We would like to sell the Glennon Card!

Yes  No thanks

#### We would like Glennon Card Sales Training!

Yes  No thanks

### APPROVAL OF YOUR 2015 GLENNON CARD AGREEMENT

This contract confirms our participation in the Glennon Card fundraising program to benefit SSM Cardinal Glennon Children's Medical Center, a 501(c)(3) organization. **We agree to:**

- Offer a 20% storewide discount on regular priced purchases made by all Glennon Card holders from Friday, October 23 - Sunday, November 1, 2015.
- Request valid ID from Card holder to prevent fraudulent use of the Glennon Card.
- Display promotional materials, advise all personnel of the Glennon Card rules/instructions, and promote the purchase of the card.
- Apply our regular return policy to purchases with the Glennon Card discount, unless noted above in 'Description of Business.'
- We are not required to, but MAY honor the 20% discount on already reduced sale merchandise.
- We acknowledge that SSM Cardinal Glennon retains all proceeds from the sale of the Glennon Card.
- We understand that the Glennon Card is non-transferable and may not be shared.
- EXCLUSIONS, IF ANY, BEYOND THE BROAD DISCLAIMER, **MUST** BE NOTED IN DESCRIPTION.

**I have read the terms of the Glennon Card Agreement and agree to inform store personnel of the conditions outlined therein.**

ACCEPTED BY: *Authorized Signature*

Business Name: *(Please print)*

Date: \_\_\_\_\_

**DEADLINE: APRIL 30, 2015: PLEASE RETURN YOUR SIGNED CONTRACT AND YOUR MARKETING MATERIALS ORDER FORM BY EMAIL to:** Cindy Brooks [cbrooks@glennoncard.org](mailto:cbrooks@glennoncard.org)





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**Listing of Additional Locations**  
*Published Information as you wish it to appear in the Glennon Card Directory*

**LOCATION 2**

Business Name \_\_\_\_\_ Open Sunday (Y/N) \_\_\_\_\_  
Address \_\_\_\_\_ City/ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Category \_\_\_\_\_ Area \_\_\_\_\_  
Local Contact \_\_\_\_\_ Email (one checked often) \_\_\_\_\_

**LOCATION 3**

Business Name \_\_\_\_\_ Open Sunday (Y/N) \_\_\_\_\_  
Address \_\_\_\_\_ City/ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Category \_\_\_\_\_ Area \_\_\_\_\_  
Local Contact \_\_\_\_\_ Email (one checked often) \_\_\_\_\_

**LOCATION 4**

Business Name \_\_\_\_\_ Open Sunday (Y/N) \_\_\_\_\_  
Address \_\_\_\_\_ City/ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Category \_\_\_\_\_ Area \_\_\_\_\_  
Local Contact \_\_\_\_\_ Email (one checked often) \_\_\_\_\_

**LOCATION 5**

Business Name \_\_\_\_\_ Open Sunday (Y/N) \_\_\_\_\_  
Address \_\_\_\_\_ City/ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Category \_\_\_\_\_ Area \_\_\_\_\_  
Local Contact \_\_\_\_\_ Email (one checked often) \_\_\_\_\_

**LOCATION 6**

Business Name \_\_\_\_\_ Open Sunday (Y/N) \_\_\_\_\_  
Address \_\_\_\_\_ City/ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Category \_\_\_\_\_ Area \_\_\_\_\_  
Local Contact \_\_\_\_\_ Email (one checked often) \_\_\_\_\_

**LOCATION 7**

Business Name \_\_\_\_\_ Open Sunday (Y/N) \_\_\_\_\_  
Address \_\_\_\_\_ City/ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Category \_\_\_\_\_ Area \_\_\_\_\_  
Local Contact \_\_\_\_\_ Email (one checked often) \_\_\_\_\_





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Promoting your participation drives sales in your store!

2015 marketing elements will include magazines, TV, outdoor billboards, web, email and social media.

No Cost Marketing Materials

Poster for Window - 13" x 17"

YES (quantity) No Unsure

Counter Card - 8" x 10"

YES (quantity) No Unsure

Window cling for glass surface (6" x 6")

YES (quantity) No Unsure

3" Sales Associate Stickers (to wear during 10 days)

YES (quantity) No Unsure

Email marketing copy/layouts for e-blasts

YES, we do email blasts No Unsure

Facebook copy suggestions

YES, we have a fb profile No Unsure

Twitter copy suggestions

YES, we tweet No Unsure

Please drop off materials for all our locations at this address

Attention:

Be sure to access our Digital Download Library for logos, sample eblasts and social media copy.

http://www.glennon.org/gcmerchants/



Low Cost Marketing Materials

Indoor/outdoor Vinyl Banner (Reusable) - 2.5" x 4.5"

YES (quantity) @ \$35 ea No Unsure

Kick-Off events

Kick-off/ pre-events held at your store are self-generated. We will post your event information on our website and facebook. Send details to

sdow@glennoncard.org

YES No Unsure

My event day/date will be

Sponsorship Opportunities

A Preferred Merchant listing or sponsorship starting at \$1,000 will increase your business's visibility in our marketing program. See glennoncard.org for details or contact

YES No Unsure

2015 Glennon Guild Fashion Show (Mid-October)

We are interested in participating/sponsoring

YES No Unsure





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## Wondering What Merchants Think About The Glennon Card? SURVEY RESULTS ARE IN

### MERCHANTS TOLD US:

	Survey Said:
Would recommend the program to another merchant	8.6 on a 1-10 scale
Sales were up more than 20% during the shopping period	21%
Sales were up 1% - 20% during the shopping period	53%
Are you likely to participate next year	94%
Program has great long term potential	76%

### SHOPPERS TOLD US:

- 83% spent more than \$250
- 40% spent more than \$1000
- 53% visited both local and national merchants they had never previously patronized.