



October
18-27
2019

Benefiting
SSM Health Cardinal Glennon
Children's Hospital



RETAILERS AND RESTAURANT FREQUENTLY ASKED QUESTIONS

What is the Glennon Card?

The **GLENNON CARD** is a unique discount shopping program of the SSM Health Cardinal Glennon Children's Foundation and the Glennon Guild, a 350 member women's organization serving the children cared for by [SSM Health Cardinal Glennon Children's Hospital](http://www.ssmhealth.com/cardinal-glennon-childrens-hospital). An individual purchases a Glennon Card for \$50 which entitles the cardholder to a 20% discount on regularly priced merchandise at more than 320 participating stores, salons and restaurants for the 10-day shopping period.

When is the Glennon Card valid?

Glennon Card 2019 begins Friday, October 17 and ends Sunday, October 28. A shopper may use the card as often as he/she wishes throughout the 10-day period.

Do I have to pay to participate?

Glennon Card participating retailers agree to either sell at least 2 Glennon Cards at \$50 each for total of \$100 or buy 2 Glennon Cards at \$50 each for a total \$100 per business location. Restaurants are not required to sell or buy Glennon Cards.

How do we process Glennon Card sales?

We make processing Glennon Cards easy. At the end of the discount shopping period, Glennon Card representatives will collect reconciliation forms given to you at the start of the program, payments for processing and any unsold cards.

What are the rules and exclusions when accepting a Glennon Card?

Shoppers are entitled to a 20% discount ONLY during the 10-day shopping period from Oct. 18-27, 2019. Retailers' exclusions and restrictions are listed in the alphabetical business directory listing given to each card buyer. Merchandise cannot be discounted in advance or held for purchase before Oct. 18. Card is not valid with any other offer. Sale merchandise, special orders, sales tax, delivery and layaway payments are not eligible for discount. Regular return policy applies. For restaurants, discount applies to meals for a maximum of two guests per card bearer. Not valid on alcohol, gratuity or sales tax.

Who does it benefit?

Funds raised from the 2019 Glennon Card program will benefit the patients and families served at SSM Health Cardinal Glennon Children's Hospital. **Due to the generosity of our sponsors** 100% of card sales benefit the kids cared for by SSM Health Cardinal Glennon Children's Hospital

Will you help train our employees?

Your retail liaison will provide Glennon Card sales training for your staff. We also have a sales training video available on the website. Visit GlennonCard.org and click on the *For Retailers & Restaurants* link and login to the site using the password: **Glennonkids2019**



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May a customer use the card early or share their card?

No. Customers may only redeem the card from October 18 - 27 or during a pre-sale event at the discretion of each individual store. Glennon Cards cannot be shared. They are only valid when used and signed by the person who purchased the card. We encourage retailers and restaurants to ask for ID to validate the use of the card. Remember this is a fundraiser for Cardinal Glennon Children's Hospital. Please encourage shoppers to purchase their own card.

How is the Glennon Card program promoted in the Community?

- *Social Media* – We promote the Glennon Card participants and the Glennon Card program on Facebook: facebook.com/cardinalglennon and Twitter: @cardinalglennon
- *TV* – Our advertising campaign includes ads on KSDK and features on Show Me St. Louis.
- *Print Media* – We have a feature story and advertising including a listing of all participants in Town & Style.
- *Direct Mailing* – We mail 12,000 Glennon Card order forms with a listing of participating businesses.
- *Email blasts* - We send emails to promote buying the Glennon Card and using the card to patronize our wonderful participating businesses.
- *Radio* – Listen for our PSAs on 93.7 The Bull, Z107.7, 103.3 KLOU and 100.3 The Beat.

What about marketing, logos and social media?

In early fall, you can download logos and Glennon Card graphics to use for marketing the program to new and existing customers, visit **GlennonCard.org** and click on the *For Retailers & Restaurants* link and login to the site using the password **Glennonkids2019**

Are there opportunities to network with other Glennon Card Businesses?

All Glennon Card businesses are automatically members of the **Glennon Card Business Association** (GCBA) and are encouraged to attend meetings and events. We meet to share ideas and ways to promote the program. The GCBA seeks to fully leverage the Glennon Card program to drive positive brand equity, increase retail effectiveness, drive strong business results and forge important community connections for all participating members.

Any other questions?

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