

Please add any questions you can think of:

Questions:

What is the Hannaford Gift Card Program/Initiative?

When a customer purchases \$1,000 or more in Hannaford gift cards they get a 5% discount. This means that if \$1,000 was purchased the customer will only pay \$950. It is that easy!

Who can take advantage?

Anyone can take advantage of this program, there is no organization too large or too small. All you need is the legal organization name, and the Federal Tax ID.

What are the gift card minimum and maximum purchase amounts?

Nope, the gift cards come in quantities anywhere between \$5-\$500

Does Hannaford themselves offer this discount, or is this through a third party?

This is a Hannaford based initiative!

How long has this program been around?

What other organizations have taken advantage of this program?

Cape Elizabeth High School  
Maine Medical Center  
University of New Hampshire  
Dartmouth University

What types of gift cards are available (charitable)?

There are two types of cards availability, regular cards which gives the users the ability to purchase anything. There are also charitable gift cards which limits the users ability to purchase alcohol and tobacco products.

Are there any costs or fees?

None!

How will I receive my gift cards? Are they digital or physical?

You can decide which type of cards you would like to purchase they are available in both digital or physical

How can these gift cards be used?

These gift cards can be used at any Hannafords location.

Do these gift cards expire?

What do I need to purchase the gift cards?

All you need is the legal name of the organization and the Federal tax ID to verify the company.

How do I pay for the gift cards?

You can pay online with a credit card or can send in a check. If paying with a check, the gift cards will not be released until arrival of the check.

How soon will I receive my gift cards upon purchasing?

For digital gift cards they will arrive 1 business day after purchasing. Physical cards will be sent in the mail and can take some time to arrive.

\_\_\_\_\_ for the following, we will add in templates and links as needed \_\_\_\_\_

I want to use this initiative for fundraising, how do I do that?

I want to give these gift cards to charity, how do I do that?

I want to provide these gift cards to my employees, how do I do that?

Past copy, will be updated, no review needed at the moment:

We've Made Your Hannaford Bulk Gift Card Ordering Easier!

It's simply a matter of semantics. . .

As of July11, 2016, Hannaford is implementing a new software system for Gift Card Orders.

As part of this change, Hannaford Bulk Gift Card orders of \$1,000 (minimum order) or more will receive a 5% discount (instead of the previous 5% incentive card).

For example, if your group purchases \$1,000 in gift cards (in any increment), you will only have to pay \$950! You can continue to use the Bonus \$50 card (the 5%) to use for your organization's grocery needs, other charitable purposes or simply sell the card and put the proceeds into your organization's fundraising bank account.

### **Important Information for Reloading Gift Cards**

We know that many of our Non-Profit Customers make use of our Gift Card Reloading Feature when ordering cards for your organizations.

We will continue to offer this feature under the new system. However, because this is a new system, all old gift cards (issued before July 11, 2016), must be retired after use and replaced with new cards (which can then be reloaded as before).

In order to accomplish this, we recommend that you instruct your members to fully use their existing cards at their local Hannaford. And then when you place your next monthly order, Hannaford will mail you new gift cards for your entire group, which can then be reloaded in future months as before.

### **Special Incentive Bonus**

At Hannaford, we appreciate your continued business and customer loyalty. As a special thank you for working with us through this technology transition, we will be providing all our existing Non-Profit customers with an additional \$20 gift card on your next bulk gift card order of \$1,000 or more.

We hope you will find this process with the 5% discount more efficient as you continue to earn money for your fundraising program!

Please call me if you have any questions.

Sincerely,

Jade Christensen

(207)- 671-9416

2012

## ANYTOWN REGIONAL SCHOOL FUNDRAISER

Are you concerned about how budget cuts are going to affect your child's education? Do you want to help our school raise money to support programs for the children but feel constraints from your own budget? If so, here is a great way to contribute without spending money outside of your budget.

Thank you in advance for helping us reach our 2011-2012 fundraising goals! Please contact Jane

Smith at 555-5555 or [jsmith@anytownpto.com](mailto:jsmith@anytownpto.com) with any questions.

\*After your first order has been processed and you have received your gift card(s), all future orders may be "reloaded" onto the card(s) you have so you do not need to get new cards each time an order is placed. You may also order in any denomination from \$1 - \$500. Checks will still need to be received by the 10 th of the month.

\*\* If your card(s) are being reloaded, the money will be available on your card(s) on the 17 th of the month.

2012

### Sample Fundraising Checklist

#### HANNAFORD BULK GIFT CARD PROGRAM

Checklist for  
Fundraising Committee Chair

(1) Send fundraising flyer home with students and/or post flyers around the school. Flyer will have deadline date for when checks need to be received. (e.g. 10 th of the month)

We recommend you select one denomination, such as \$100 increments, with which to work to keep it simple. If you choose to use multiple denominations we recommend that you designate a specific Hannaford gift card picture for each denomination. (e.g. Tomato = \$100, Blue Cheese = \$200, etc.)

(2) On the 11 th of the month, compile order list from checks received from parents/community members. The list should include name of parent/community member and dollar amount received.

(3) Deposit checks in organization's fundraising account on the 11 th of the month.

(4) On the 13 th of the month, check balance of organization's account to be sure all checks cleared.

(5) On the 13 th of the month, call Hannaford's gift card team to place order for gift cards in the predetermined denomination. (888) 646-2577

You may ask customer service to build your 5% bonus into your order if it is over \$1,050.

(6) After the order has been placed, write a check payable to Hannaford Bros. for total amount of gift cards purchased and mail the check to Hannaford at the address provided by customer service.

Gift cards should arrive within 3-5 business days and will not be activated.

If you plan to use our reload feature for future orders, you will want to compile a list consisting of the gift cards' numbers and to whom they belong.

When you place your next order you can use the list to fill in the desired amounts for each card reload. Orders can consist of new cards, reloaded cards or both.

(7) On the 17 th of the month parents/community members will pick up their gift cards. Call Hannaford to activate the cards per the instructions included with the cards.

(8) Distribute cards to parents/community members.

(9) If your order was for \$1,000, the additional 5% in gift cards earned can be factored into the next order.

Credit card payments are also accepted. Your organization will still need to collect payment from supporters and supply Hannaford with a single credit card number.