

Kroger Fundraising Program Frequently Asked Question

1. How does the new gift card program work?

Kroger fundraising program is for all (501c 3) non-profit organizations. Organizations purchase gift cards from the Gift Services Department and sell them for full value. When organizations' supporters recharge their cards, the organizations earn money.

2. How much of a profit can you make with the Kroger Gift Cards?

When cards are recharged at the store, organizations earn a 4% rebate from Kroger. **This needs to be emphasized with the participants since most people throw away cards after the value is depleted.** Non-profit organizations need to encourage their supporters to continually recharge (or add value to) their cards each time they go to Kroger. Gift Cards may be recharged in any amount up to \$500. Gift Services will have a check cut for 4% of ALL recharges over \$5000, which will be at least \$200.

IMPORTANT NOTE: It is important to keep activity on gift cards for organizations to earn their rebate. A gift card with a zero balance for 90 days will be voided out of the system.

3. How convenient is it to recharge the card? Do the supporters need to go to Customer Service to recharge before they start their grocery shopping?

We have made it very convenient for the organizations to recharge their card. Gift cards may be recharged up to \$100 at ANY REGISTER. To recharge for more than \$100, gift cards will have to be recharged at the Customer Service desk prior to doing their grocery shopping.

IMPORTANT NOTE:

If the supporter wishes to use the gift card to pay for his or her groceries, the gift card must be recharged AND PAID FOR prior to being used as payment for the groceries. In other words, the supporter must tell the cashier that he wishes to recharge his/her gift card before the groceries are rung. IF the gift card is recharged within the grocery order, it cannot be used to pay for them. The gift card recharge must be done as a SEPARATE TRANSACTION first.

4. What if a supporter loses or throws away their card?

Just like with the gift cards for sale at your store, we cannot be responsible for the card value if someone loses or throws away their card. If someone throws away their card they will need to purchase another card from their organization in order to have it linked to that organization. Gift cards for fund-raising CANNOT be purchased at stores.

5. What can be purchased with gift cards?

You can purchase anything, including fuel and prescriptions, in a Kroger store with the exception of services. Services include: money orders, Western Union, lottery tickets, hunting/fishing license, Ticket Master. You cannot buy any kind of gift cards with a gift card.

6. What if my gift card won't scan?

Ask the cashier to manually enter the gift card number until it gets to a zero balance. Do not recharge a card you are having problems with. When the card is at a zero balance, throw the card away and get a new card from the organization. Things that demagnetize gift card: magnetic latch on purse or wallet, eel skin wallet or purse, money clip, cell phone, and anything with a speaker. At times, the system may go down in the stores, it is usually back up in a few minutes.

Gift card fraud aversion

There is a five minute delay from the time you recharge a gift card at the customer service desk or a check lane and use it in another check lane, pharmacy or fuel station. However, this does not apply to recharging and redeeming in the same check lane.

Example: If you recharge your gift card at the customer service desk and go straight to a check lane, pharmacy or fuel station, they will get a reading of "invalid expiration". You will have to wait at least five minutes to redeem the gift card.

If you are in the check lane and recharge your gift card, you can use it after your groceries are rung up. The five minute rule does not apply to the same check lane.