

## MARKETING IDEAS TO HELP INCREASE FOOT TRAFFIC

We'll handle the bulk of the marketing for the big shopping event, but you can make Care Card week even more successful for your business with these easy tips:

### Email Customers

Share your excitement about Care Card to your customers through email prior to and during the Care Card shopping event. Include Care Card artwork (located on [www.CareCardOK.com](http://www.CareCardOK.com)), photos of current merchandise and details about the savings they'll receive when they use a Care Card at your store.

### Host an Event

Invite your customers to a special, Care Card-specific event at your store or restaurant such as a brunch, a trunk show, extended hours or a pre-sale. Email us at [carecard@fcsok.org](mailto:carecard@fcsok.org) with all the details, and we will include it in Care Card email marketing and share on social media.

### Advertise Locally

Do you advertise with *TulsaPeople* or another local or online publication? Make your October ads Care Card specific to let readers know you are a participating merchant. Download free artwork for your ad from our website.

### Share on Social Media

Social media is an effective (and free!) way to get the word out about your participation as a Care Card merchant. Create your own posts using Care Card graphics (downloadable from [www.CareCardOK.com](http://www.CareCardOK.com)) and share our posts from Facebook, Twitter and Instagram. You can also invite friends and customers to RSVP to our Care Card Facebook event.

*Not sure what to do? Invite us over to help with training. We can also offer tips and tricks to help you make the most of your Care Card experience!*

## 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.

### FOR MORE EVENT INFO:

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[www.CareCardOK.com](http://www.CareCardOK.com)



Family &  
Children's  
SERVICES



## 2022 Care Card Merchant Guide

Friday, Oct. 28 - Sunday, Nov. 6, 2022



## ABOUT CARE CARD

**Shopping Week: Oct. 28 - Nov. 6, 2022**

Care Card is a community shopping fundraiser benefiting Family & Children's Services (F&CS) and supporting local businesses. More than 2,000 shoppers purchase a Care Card and use it to receive up to 10 to 20% off at 200+ participating merchants during the Care Card shopping week. Care Cards cost \$60 and can only be purchased online. All proceeds from the sale of Care Cards directly benefit F&CS's life-changing programs.

## HOW CARE CARD SUPPORTS LOCAL BUSINESSES

- » Care Card keeps local dollars in Green Country and helps a local nonprofit continue to serve the area's most vulnerable population.
- » Care Card jump-starts holiday shopping. The savings encourages customers to purchase higher priced goods and larger quantities.
- » Care Card introduces new business opportunities to grow repeat business.
- » 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 nonprofit.

## MARK YOUR CALENDAR

<b>JULY 29</b>	Merchant contract deadline
<b>AUG. 1</b>	Online sales begin
<b>OCT. 28</b>	Shopping week begins
<b>NOV. 6</b>	Shopping week ends

## WHAT'S IN IT FOR YOU?

So much! In addition to making a difference to those who need hope most in our community, you'll be part of a widespread marketing campaign. And since there's no fee to participate, it's FREE advertising for your business and exposure to a new customer base. Here's what's up:

- » Your store will appear three times in the digital and print version of the Care Card shopping directory, as well as appear in marketing efforts and on our website.
- » Care Card is promoted in print and broadcast media throughout the Tulsa metro area.
- » You'll have an opportunity to sponsor the event for even more publicity, as well as opportunities to take part in special social media campaigns.

## ALL WE ASK...

Your participation and support already means so much to us, so we only have a few requests to help us make the most of the shopping event.

- » Direct customers to [www.CareCardOK.com](http://www.CareCardOK.com) to safely and securely purchase a digital card and begin saving right away.
- » Display promotional materials provided by F&CS—including posters, yard signs and clings—leading up to and during the Care Card shopping week.
- » Educate your staff. The more well-versed employees are in the program and the work of F&CS, the more likely they will ask every single customer to buy a Care Card. Once shoppers know they can receive a discount on their purchase, they will likely buy a card AND spend more dollars with YOU.

## DON'T JUST TAKE OUR WORD FOR IT. TAKE THEIRS.

"Most of our customers purchase Care Cards because they feel it is a great investment in Tulsa, and that makes them feel good."

~ Nancy Koch, Kathleen's Kids

"I can think of no singular event that generates such value for Tulsa businesses and for the community as Care Card. We are a proud partner."

~ Daniel Brunson, Hicks Brunson Eyewear

"I purchased a Care Card and loved not only supporting the small businesses but also getting the discount from local business

owners. In the past, I've done holiday shopping online and I found it lacked a whole lot of meaning and depth."

~ Carey Baker, Shopper



## SIGN UP TODAY

Becoming a merchant is simple and costs you nothing. Sign up now through July 29 at [www.CareCardok.com](http://www.CareCardok.com).