



2022 Merchant Liaison Guide

Care Card Shopping Event: Oct. 28 - Nov. 6



Welcome to Care Card

Thank you for participating in this year's Care Card shopping event. Everything you need to know about being a Care Card Liaison is right here in this booklet. We appreciate your dedication to helping making Tulsa a brighter place for all.

About Family & Children's Services

Since 1921, F&CS has been the place to turn for help with problems that seem overwhelming and too difficult to handle alone. We promote, support and strengthen the well-being and behavioral health of adults, children and families. Today, we provide hope and healing to more than 120,000 individuals each year, or one in six Tulsans. We heal hurting and abused children, strengthen families and provide hope and a path to recovery for those battling mental illness and addiction.

About Care Card

For 26 years, Care Card has been one of F&CS's premier community fundraisers, raising more than \$130,000 every year for abused and hurting children, families in crisis and those battling mental illness and addiction

Shoppers purchase a Care Card online for \$60 and use it to receive 20% off (10% food, art, antiques and furniture) at more than 200 local merchants during the 10-day shopping event — **Oct. 28 - Nov. 6, 2022**. One hundred percent of the \$60 Care Card purchase benefits F&CS.



Help Merchants Create a Buzz

Become familiar with our website, social media channels and all materials in the merchant packets so you can better help merchants have a successful Care Card event.

What is a Merchant Liaison?

We rely heavily on Care Card Merchant Liaisons (ML) as the main source of communication with merchants leading up to and during the shopping event. We trust you to take this commitment seriously as your participation greatly effects the outcome of the fundraiser. We will provide you with everything needed to make this volunteer opportunity as fun and easy as possible. After all, Care Card wouldn't be successful without you!

Responsibilities

- » Attend one of the mandatory volunteer trainings during late summer 2022. Dates to be announced.
- » In early October, you'll be assigned 8 to 12 merchants. You'll make introductory phone calls to the managers to thank them for participating and strongly encourage them to attend one of the scheduled packet pickups.
- » If a merchant cannot attend packet pickup, you will be responsible for delivering the packet directly to them. Exchange contact information and provide any training, if needed.

Event Timeline

Early Fall 2022

Volunteer training

Early October

Receive store assignments

Mid-October

Deliver packets not picked up by your assigned merchants

October 28

Care Card begins

November 6

Care Card ends

Answers to Frequently Asked Questions

- » Care Card is valid ONLY during the Care Card shopping week — **Friday, Oct. 28 - Sunday, Nov. 6, 2022.**
- » Shoppers receive a 20% discount at each participating store (10% for food, art, antiques and furniture).
- » If any merchandise is excluded from the 10-20% discount, it is listed in the Care Card Shopping Directory.
- » A shopper may use the card as often as he/she chooses during the Care Card shopping week.
- » Only the cardholder can use the Care Card. Cards should not be shared.
- » Shoppers must present their digital card at the time of purchase.
- » Special orders are not subject to the discount unless permitted by the store.

Liaison Contact

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To learn more about Care Card or how your work makes a difference to our community, please visit:

www.CareCardOK.com

