



# Partners CARD



Remember- the more cards sold, the more kids with serious illnesses, disabilities and life challenges get to go to camp! So, please push card sales!

Jason Hammock, Store Manager for Sur La Table at Perimeter Mall discovered that the Partner's Card is more than offering a discount and driving incremental sales, it's about community. Last year, he was assisting a customer and asked if she was shopping with your Partners Card. Jason explained that the card benefits Camp Twin Lakes. Another customer overheard this story and said, "I'm sorry to sound like I am eavesdropping, but did I hear you say they have a camp for kids that have lost a parent? I am a widower and my son is having a hard time with the loss of his mom, do you know where I can get some information on that camp?" Jason was able to sell both customers a Partners Card but more importantly, he made the connection for the widower to connect with Camp Twin Lakes.

#### **Tip #1: From Limetree, all locations**

Educate your employees! Limetree's employees are well-versed in Partners Card and ask every single customer to buy a Partners Card. When shoppers know they can get 20% off of a purchase, they will likely buy more merchandise.

#### **Tip #2: From Sprout, Westside**

Send an email blast to your customers a couple of weeks before the program begins. Get your customers caught up in the Partners Card excitement— and shopping in your store with their Card!

- Note: Want a template, email Lauren at [Lauren@camptwinlakes.org](mailto:Lauren@camptwinlakes.org)

"The Partners Card greatly drives up Breadwinner's in-store traffic during the days of the event. We see customers come into the store with their Partners Card booklets, and they have all kinds of notes written in the margins, and stores circled. They map out their entire week! It's a really fun shopping event and draws significant results for us. It's a pleasure for Breadwinner to be a part of it." – Breadwinner

#### **Tip #3: From Paper Affair, all locations**

Have a sign or banner printed to hang over your storefront/on your front door stating: "Entire Store 20% off with your Partners Card".

#### **Tip #4: From The Chandlery, Historic Roswell**

Hang the Partners Card signage everywhere! Every cash register, every door!

- Note: Need more posters or window clings? Reach out to your Retail Liaison or contact Lauren at [Lauren@camptwinlakes.org](mailto:Lauren@camptwinlakes.org)

"We have a huge following in our stores for Partners Card, which results in increased sales during the promotion. We are going to have a contest this year to see which store [location] can sell the most cards. We love supporting a great charity that really stands by who they are. We are honored to be a part of such a great cause. The week of selling the card and giving the customers a discount really makes us proud and inspired to do more." – Festivity