The Board of Visitors

Care Card

Gift of the Heart

The Board of Visitors Care Card program has contributed nearly **$3 million** to local charity, improving the health of 1000's in need. Join the cause today!

Dear Retailer,

The Board of Visitors (BOV), Arizona's oldest charitable organization, invites you to join the 18th annual Care Card program benefiting Foundation for Blind Children.

When is Care Card:

October 20 – 29, 2017. That's two weekends to SHOP. SAVE. GIVE.

How it works:

Purchase a Care Card for $60 online, from a BOV member, or at participating retailers. SHOP at more than 500 participating retailers. Participants are listed in the Care Card booklet and online. SAVE 20% on purchases made October 20 – 29, 2017. Some exclusions apply; see Care Card Etiquette and participant list for details. GIVE to the Foundation for Blind Children by participating in the Care Card program.

How shoppers buy a Care Card:

- From retailers supporting the Care Card program
- Online at **thecarecard.org**
- From Board of Visitors (BOV) members
- At Foundation for Blind Children
- By calling our office at **602.235.9554**

How will shoppers know my store is participating?

Care Card Booklet & Website: Lists all participating retailers and store details including name, phone number, location(s), website and brief description. ***This is free advertising for retailers!*** More than 5,000 shoppers purchase the Care Card and receive a booklet each year.

Care Card Marketing Materials: The (BOV) will provide you with posters, counter display cards, shopping bags and other marketing materials for your store front and register areas. Thousands of loyal shoppers are on the lookout for the Care Card logo each year!

Social Media: Use all of your social media tools to reach your customers, including email. We will provide a retailer toolkit with images and logos that you can use in your advertising and marketing campaigns. Link to us on Facebook (facebook.com/theboardofvisitors), and send us your ads for us to post on the site.
Use "#CareCardArizona2017" on Instagram and Twitter

We hope you will partner with Care Card and Foundation for Blind Children for this mutually beneficial program – you grow your sales and profits, and we raise funds for the children!

Should you have further questions, please call the office at 602.235.9554 or send us an email at carecard@boardofvisitors.org. You can also reach us at thecarecard.org. For information on Foundation for Blind Children please visit seeitourway.org.

With Heartfelt Thanks,

Katie Cummings and Jennifer Grant
2017 Care Card Chairs

HERE'S WHAT RETAILERS ARE SAYING...

Crate&Barrel · bungalow SCOTTSDALE · RH RESTORATION HARDWARE · WILLIAMS-SONOMA · The Container Store® · RELICS architectural home & garden

CRATE & BARREL (KIERLAND COMMONS AND SCOTTSDALE FASHION SQUARE)

"The morale in our stores during care card was the best it's been in years. Our sales skyrocketed above budget during the entire event. Our customers commented daily how happy they were to have us participate.

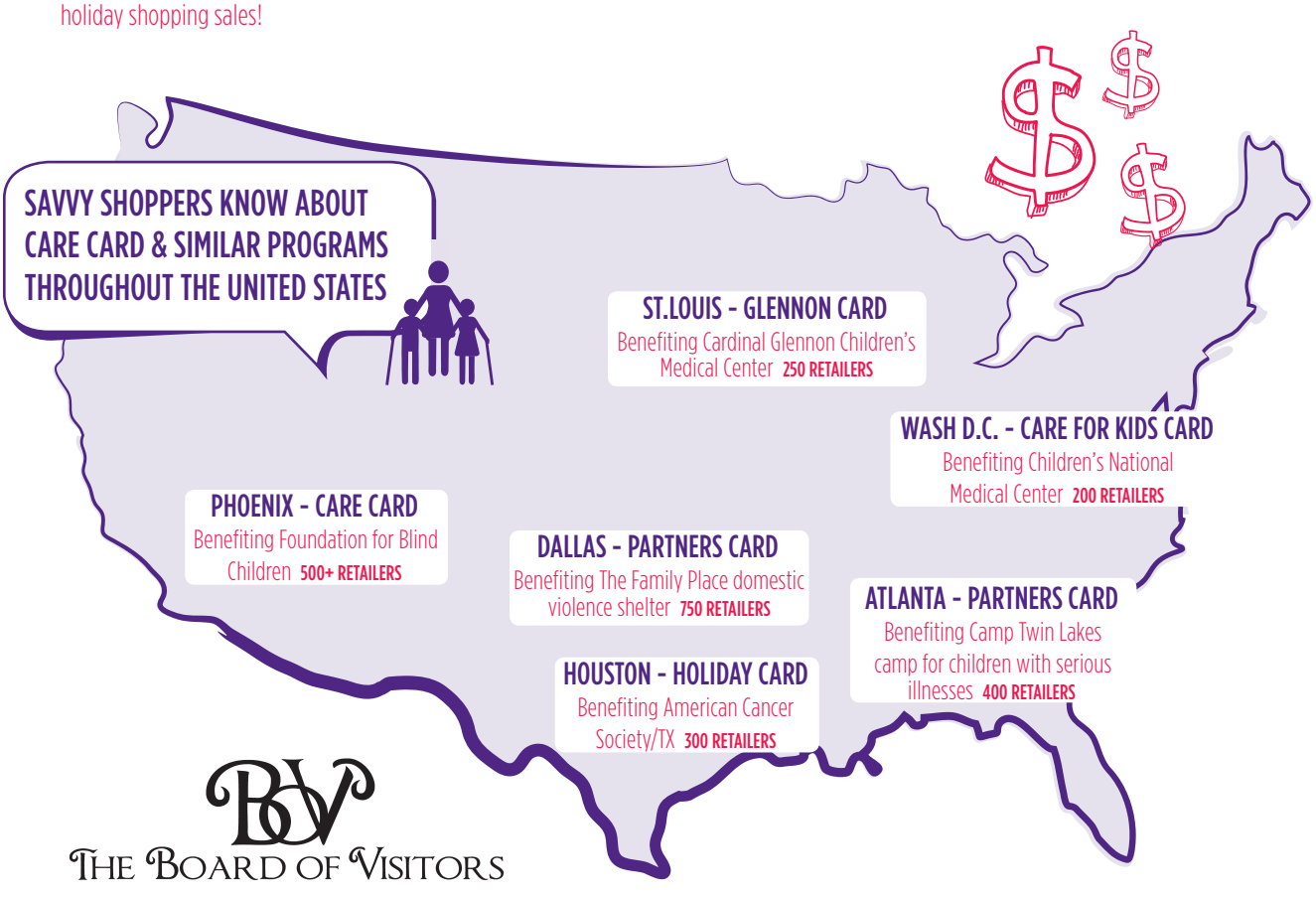
As a business leader, I'm so grateful to have this opportunity to work with my teams and learn how to manage a fundraising project in a way that is mutually beneficial. It has been a great exercise in planning, merchandising, and tapping into our creativity. This is a new opportunity for our company in this market.

We are proud to have participated in an event that matters to our local customers. We are hoping our Care Card success in Phoenix will start a new trend for our region and our whole company." **District Manager**

FUN FACTS ABOUT CARE CARD SALES

In their first year participating in the Care Card program, on the first day of Care Card shopping, Crate & Barrel had a $75,000 increase in sales over the prior year.

An established, high end watch store had $120,000 in sales the hour before the store closed. Retail sales figures during Care Card week rival those of holiday shopping sales!



THE BOARD OF VISITORS
GENERATIONS OF CARING FOR OUR COMMUNITY

The Board of Visitors, Arizona's oldest women's charitable organization, has been raising funds for more than 100 years to support nonprofits in the greater Phoenix community that serve the healthcare needs of women, children and the elderly. The net proceeds from our three fundraisers are used to award grants that support our mission.