

Krogering for High Marks

Q. What is the Krogering for High Marks Program?

A. It is a program whereby local merchants, only Kroger presently, give a percentage rebate to LCHS if families purchase merchandise from their respective store by using a re-chargeable gift card.

Q. What incentive is there for me to participate?

A. The entire earnings from the Krogering for High Marks program will be directed to fund the High Marks program at Lexington Catholic High School. This is a free, in-school, tutoring program for any student in need of additional academic support. Students will have daily access to teachers in a variety of subject areas who can help them achieve their academic goals.

Q. Why should I get involved in the Krogering for High Marks program at LCHS?

A. For no cost and minimal effort, you can help LCHS fund the High Marks program for students benefit.

Q. Just what kind of minimal effort do I really have to put forth!?

A. You need to do the following:

- Remember to bring cash/checkbook once to purchase a re-chargeable Kroger gift card and then swipe the card at the checkout line. You can re-charge the card with cash, check, debit card, or credit card at the checkout line, service desk or the gas station window.

Q. Can you give me the highlights of the Kroger Re-Chargeable Gift Card Program?

A.

Kroger Re-Chargeable Gift Card Program						
Rebate	Initial Card Purchase Locations	Re-Charge Location	Re-Charge Payment Method	Kroger Plus Card Interaction	Allowed Purchases	Disallowed Purchases
4%	Advancement Office Nieberding House (9-3) (\$5 cash/check for card charged with \$5)	Cashier Checkout Line Service Desk Gas Station	Cash Check Debit Card Credit Card Customer still receives Credit card benefits (frequent flyer miles, cash back, points, etc!)	Customer Receives Kroger Plus Card Discounts As Well	"Everything" such as: Groceries Beer Stamps Prescriptions Restaurant Gift Cards, Airfare Gift cards, Gas	None

Q. How does LCHS get the rebate money from Kroger?

A. Kroger sends a check every four (4) weeks to LCHS based on the total re-charge amounts on all LCHS registered Kroger cards.

Q. What makes a Kroger Gift Card a LCHS High Marks registered gift card?

A. LCHS purchases gift cards from Kroger in blocks of 100 or so and Kroger registers the numbers on the cards as LCHS numbers. LCHS chose the dollar amount (\$5) to *initially* charge the cards.

Q. Do these cards allow Kroger to keep track of my individual purchases?

A. No, the cards are all registered to the LCHS account. They don't know the names of the persons using the cards.

Q. What kind of potential does the Krogering for High Marks program hold?

A. We feel the highlighted potential **scenario** in the table below is definitely a possibility. The number of families participating need not all be LCHS families. Grandparents, Alumni, Friends and family members may also use these Kroger cards in other cities where Kroger's are located. The potential is enormous! Can you help to spread the word?!?

Possible Scenarios	
Family's Kroger Spending	High Marks' Family's Help to the Program
\$400/mo	\$16/mo (\$192/yr)
\$400/mo (self) \$400/mo (parent)	\$32/mo (\$384/yr)
\$400/mo (self) \$400/mo (parent) \$200/mo (friend) \$200/mo (sister)	\$48/mo (\$576/yr)

Family's Kroger Spending ¹	Number of Families Participating at this Rate	High Marks Proceeds
\$400/mo	150 300	\$28,800/yr \$57,600/yr
\$400/mo (self) \$400/mo (parent)	100 200	\$38,400/yr \$76,800/yr
\$400/mo (self) \$400/mo (parent) \$200/mo (friend) \$200/mo (sister)	300	\$172,800/yr

Q. Isn't this Kroger Gift Card the same as the Kroger Plus card I already have?

A. No. The Kroger Gift Card and the Kroger Plus card are totally different cards. Using one does not preclude the use of the other.

Q. I've heard some of the newer Kroger gift cards fail to scan at times. What should I do if this happens?

A. Tell the person at the register that the card does not read. They will know how to override the fact that the card does not work in the reader, or they will get a supervisor that can. (It only takes a few moments extra). As long as your card still has a balance they can retrieve that information manually and apply it to your purchase. The next time you have a chance buy another card from LCHS and throw away the old one.

Q. Give me an example of how a family could really use these Kroger re-chargeable gift cards? What steps do we really have to go through to use the card?

A. A family could buy multiple cards, one for the wife and husband and possibly others for older children. The main shopper would recharge the card with say \$200 before the big haul, while the spouse who makes the small runs would recharge their card with say \$50 only once every month or two.

Example 1

- My wife goes to Kroger for groceries.
- When she finishes shopping, she goes to the checkout line.
- **BEFORE** the first item is scanned (it has to be before, since it needs to be a separate transaction), she tells the cashier that she wants to add \$100 to her gift card.
- The cashier takes the gift card, scans it and the \$100 total is presented.
- She presses Credit, swipes the Discover Card, signs the credit card slip, and puts the receipt in her purse while keeping the \$100 heavier gift card in her hand.
- She presents the Kroger Plus card to the cashier to be scanned to save money and the cashier begins scanning items.
- When the total is presented, she presses Credit, swipes the gift card, and is then handed the receipt and walks out. She does not sign a slip, since the card is essentially cash.

Example 2

- My senior in high school “volunteers” to run to Kroger to get some milk/eggs/bread.
- I give him/her my Kroger Gift Card and he/she drives to the store.
- When the total is presented, he/she presses Credit, swipes the gift card, and is then handed the receipt and walks out. He/She does not sign a slip, since the card is essentially cash (little scary huh?!).

Q. What are you going to do if Kroger cancels these programs?

A. We are confident that Kroger will continue these programs; however, no one can predict the future. We simply want to fully utilize this opportunity while it is available to us and we hope everyone will help in this effort.

Q. Does Wal-Mart have a similar program?

A. Wal-Mart does NOT have a similar program. We encourage people to ask Wal-Mart to add a program...pressure from customers can work. Maybe we should get this handout into Wal-Mart's hands?!?

Q. I've heard that the Kroger card can be used at other stores locally and elsewhere in the US. What are they?

A. Kroger, Ralphs, Fred Meyer, Food 4 Less, King Soopers, Smith's, Fry's and Fry's Marketplace, Dillons, QFC, City Market, Bakers, Cala Bell, Foods Co., Gerbes, Hilander, Owen's, Pay Less and Jay C, Meyer Jewelers, Barclay Jewelers and Littman's Jewelers.

Q. How can I help this program the most?

A. Do the following things:

- Use the cards for all of your family purchases
- Get a copy of this handout into 3 people's hands and encourage them to use the program. It is on the LCHS website.
- Ask each of the 3 people you talked to, to recruit 3 new people (growing it exponentially!)
- Maybe volunteer to buy a Kroger card for \$5 at school and sell it to your school friend for \$5 (remove the excuse of the friend meaning to get a card but always forgetting!)

Q. I'm excited about this program! However, I still have some questions. Who should I contact?

A. Contact Delaine Thiel, Director of Development at 859-277-7183 ext. 253 or email KrogeringForHighMarks@gmail.com.

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