

# CURECARD



***Campaign Highlight*** - Nearly \$50,000 raised in 3 years from local point of sale promotion

No Frills grocery store chain in Omaha, NE hosted their first small-scale CureCard campaign in 2012 and since then, has implemented the initiative company-wide (34 locations) for 2 weeks each year. Through \$1 CureCard purchases at check-out, the company raised \$20,000+ last year alone, demonstrating the program's impact.

## Partnership Strengths

- Store chain embraced the campaign and educated front-line employees about CureSearch
- The company asked “undercover” shoppers to test program and ensure the it was promoted at checkout
- Increased CureSearch exposure; engaged customers through awareness and fundraising; meaningfully involved employees

