



October
18-27
2019

Benefiting
SSM Health Cardinal Glennon
Children's Hospital



Glennon Card Playbook Owner/Manager Guide

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Proceeds Benefit:





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Glennon Card Playbook Contents

Table of Contents

Page 3	About SSM Health Cardinal Glennon Children's Hospital
	What does the Glennon Card Benefit?
	Glennon Card Impact on Retailers
Page 4	Glennon Card Quick Facts and Figures
Page 5	Honoring the Glennon Card
Page 6	Instructions for Selling and Recording a Paper Glennon Card Sale
Page 7	Instructions for Selling the Digital Glennon Card
Page 8-9	Retailers and Restaurant Frequently Asked Questions
Page 10	Tips for a Successful Glennon Card Promotion
Page 11	Information about sample Facebook, Instagram, Twitter Posts and Eblasts
Page 14	Social Media – Suggested Posts
Page 17	Eblasts – Suggested Wording



About SSM Health Cardinal Glennon Children's Hospital

In 1956, SSM Health Cardinal Glennon opened its doors as the world's first freestanding Catholic children's hospital and today remains the leading provider of faith-based pediatric services in the region:

- Providing lifesaving care to all children in need, regardless of ability to pay.
- Care for more than 200,000 children and their families each year from Missouri and Illinois, as well as from across the region and around the world.
- Home to physicians trained in more than 60 pediatric subspecialties.

Who does the Glennon Card benefit?

Funds raised from the 2019 Glennon Card program will benefit patients and families at SSM Health Cardinal Glennon Children's Hospital. In just the first eight years of the Glennon Card Program, Guild volunteers have raised more than **1.47 million dollars!** We are grateful to so many supportive sponsors, merchants and card buyers. These proceeds have funded:

- Remodeling of the inpatient cancer unit including larger patient rooms, sleeper sofas and playroom
- 3D Printing Center of Excellence
- Telemedicine equipment
- Treatment programs for children with autism spectrum disorders
- Equipment for the Transport Team
- Lifesaving ECMO heart and lung monitoring equipment
- Enhanced waiting, atrium and lobby areas
- Advanced procedural and surgical scopes for patients undergoing general surgery, ear, nose and throat procedures, urological interventions, orthopedic surgeries or pulmonary procedures
- New space for the Knights of Columbus Developmental Center
- A new GE Logiq E9 ultrasound machine.
- Reach Out & Read- a nationwide literacy program for low-income neighborhoods

Glennon Card Impact on Retailers

Join the community, power and excitement of the Glennon Card as we raise funds for SSM Health Cardinal Glennon Children's Hospital. Attract new customers, and welcome thousands of loyal card shoppers to your business. All of the funds from card sales directly impact the children and families served by the hospital.



October
18-27
2019

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GLENNON CARD QUICK FACTS AND FIGURES

What: A 20% discount shopping event for cardholders

When: Friday, Oct. 18 through Sunday, Oct. 27, 2019

Where: More than 345 retailers and restaurants throughout Metro St. Louis and Illinois

Price: \$50 per digital card at **GlennonCard.org** or \$60 per paper Glennon Card

Beneficiary: SSM Health Cardinal Glennon Children's Hospital

Shoppers: Over 4,000 local shoppers purchase a Glennon Card each year

Marketing Materials Provided: Please display these items immediately to show that you are a Glennon Card participating merchant and to generate interest in the program.

- Front Window Poster
- Digital Promo Cards
- Counter Card
- Window Cling
- Sales Associate Stickers
- Participating Business Listing brochure to distribute to customers
- Sample Voided paper Glennon Card

Register to Win: Glennon Card holders may enter to win one of eight free Waterway one-year Blue Clean Car Club memberships to be given away. Each Blue Clean Car Club membership is a \$374 value. Digital Card buyers will automatically be registered at time of purchase. Paper Card buyers may register their card at **GlennonCard.org**

Organizers: Cardinal Glennon Guild and SSM Health Cardinal Glennon Children's Foundation - The Cardinal Glennon Guild raises funds to serve the healthcare needs of the children and families of Cardinal Glennon Children's Hospital.

Sponsors: The Glennon Card team would like to acknowledge our generous and supportive sponsors: Edward Jones, Fabick, Brigitte and Tom McMillin, Companion, 5 On Your Side, Show Me St. Louis, Town & Style, iHeart, The Container Store, Tad and Tricia Davies, Katey Charles Communications, Plaza Frontenac, Saint Louis Galleria, West County Center, Alpine Shop, Laurie's Shoes, Lilly Pulitzer, Folded Hills Winery, Dotdotdash, The Bedroom Store, La Ville Boutique, New Balance St. Louis, Paperdolls Boutique, Shana Watkins Photography, Evereve, Christopher's, Saks Fifth Avenue, Lusso, Marmi Shoes, Cat's Meow, and Waterway.



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Children's Hospital



HONORING THE GLENNON CARD

Glennon Card discount days are October 18 – 27, 2019

When delivering your Glennon Card materials we will include one voided 2019 paper Glennon Card directory as a reference for you and your staff. The paper Glennon Card is found on the back cover. **Customers wishing to use their Glennon Card should show their photo id, as clearly stated on the card.** For either paper or digital Cards, please verify that the name or signature on the Glennon Card matches the name or signature on the photo id.

The full usage regulations are printed on the **back** of the card above the signature line and will be provided for digital card purchases:

- **Shoppers are entitled to a 20% discount ONLY during the 10-day shopping period from October 18-27**
- **Business' exclusions and restrictions are outlined in the Alphabetical Business Listing**
- **Merchandise may be discounted in advance of October 18 at the discretion of each individual Business**
- **Card is not valid with any other offer. Sale merchandise, special orders and layaway payments are not eligible for discount**
- **The Glennon Card is not transferable to others**
- **Card bearer must present signed paper card or digital card on their mobile device and a valid photo ID at the time of purchase.**
- **Card sharing is prohibited**
- **For restaurants, discount applies to meals for a maximum of 2 guests per card bearer. Not good on alcohol, gratuity or sales tax**

The **2019 Glennon Card selling businesses** are listed in **BLUE** in the Alpha, Area & Type sections of the directory and indicated by a shopping bag at **GlennonCard.org**. If you are not selling the Card, please let your customers know they can purchase a digital card on their phone or where a paper card can be purchased nearby. Instructions will be provided to all businesses on how to purchase a digital card. Also, encourage shoppers to visit your neighbors who are honoring the Glennon Card. Beginning customer conversations with "Are you shopping with the Glennon Card today?" is a great way to introduce the card. Please visit **GlennonCard.org** and click on the blue *Business Resources* link in upper right corner for more information.

Thanks for your support, and we wish you great selling success!



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INSTRUCTIONS FOR SELLING & RECORDING A PAPER GLENNON CARD SALE

1. **TEAR OFF** the perforated "2019 Glennon Card Order Form" (found on the inside of the back cover of the Glennon Card Directory).

2. Have the card purchaser **COMPLETE** the information requested on the Order Form. It is **IMPORTANT** to record a **PHONE NUMBER** so we are able to contact the card purchaser should any questions arise.

3. **VERIFY** that all information on the Order Form is complete, legible and correct. Ask to see a driver's license.

4. **COLLECT \$60 PAYMENT** - You may only accept CASH, CHECK, OR CREDIT CARDS (American Express, Discover, MasterCard or Visa). NO debit cards.

- CREDIT CARD - please record card type, cardholder name, billing address (if different), credit card #, expiration date, CVV code and signature.
- CHECK- Make Check Payable to SSM Health Cardinal Glennon Children's Foundation

5. **KEEP** the completed 2019 "Glennon Card Order Form" and payment in the "Forms and Collections" envelope, included in your Glennon Card packet.

6. **RECORD** the purchaser's name, phone number or email and type of payment on the "Glennon Card Sales Log" for each card sold.

7. **DOUBLE CHECK** the Card number on the Glennon Card sold and make sure it matches the Card number recorded on the "Glennon Card Sales Log."

8. **HAND** the Glennon Card Directory to the card purchaser.

9. Instruct the cardholder to **SIGN** and **ADVISE** them to write their phone number on the Glennon Card. **LOST CARDS CANNOT BE REISSUED!!**

10. Instruct the cardholder **NOT TO SHARE** the card and to be prepared to show a photo ID when using their Glennon Card.

11. **Your Retail Liaison will pick up all card sales proceeds, sales logs and any unsold cards Monday, October 28 - Friday, November 1.**

PROCEEDS
BENEFIT:



GlennonCard.org



**October
18-27
2019**

Benefiting
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No paperwork necessary to sell the DIGITAL Glennon Card!

Encourage your customers to visit the secure website GlennonCard.org or **scan the QR code** to purchase the digital version of the Glennon Card.



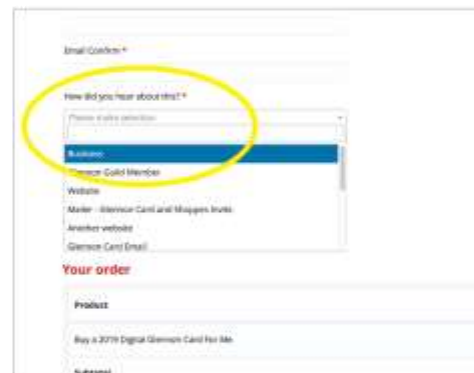
1. Visit GlennonCard.org and click **"Buy a Digital Glennon Card"**



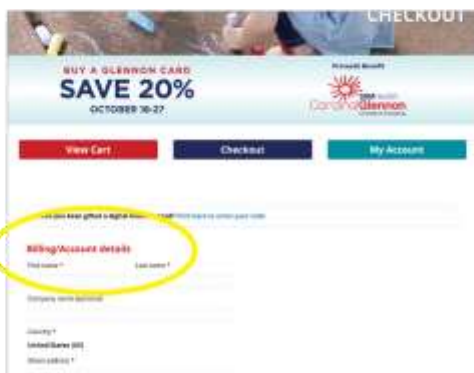
2. Add a **"Digital Glennon Card for Me"** to your cart



3. Confirm all items in your cart are correct. If you would like to add a donation to help Cardinal Glennon kids, enter any amount in the donation field, then click "Proceed to Checkout"



4. Fill out all of your billing/personal information. **If you are purchasing this inside a participating business, they would appreciate it if you would select "Business" under the "How did you hear" question, then type in their name.**



5. Enter your credit card information and click **"Place Order"**



6. Click the link to **"View my digital Glennon Card"** to see your card image for verification when using the 20% discount.



RETAILERS AND RESTAURANTS FREQUENTLY ASKED QUESTIONS

What is the Glennon Card?

The **GLENNON CARD** is a unique discount shopping program of the SSM Health Cardinal Glennon Children's Foundation and the Glennon Guild, a 350 member women's organization serving the children cared for by SSM Health Cardinal Glennon Children's Hospital. Individuals may purchase a digital Glennon Card at GlennonCard.org for \$50 or a paper card for \$60, which entitles the cardholder to a 20% discount on regularly priced merchandise at more than 345 participating stores, salons and restaurants for the 10-day shopping period.

When is the Glennon Card valid?

Glennon Card 2019 begins Friday, October 18 and ends Sunday, October 27. A shopper may use the card as often as he/she wishes throughout the 10-day period.

Do I have to pay to participate?

Glennon Card participating retailers agree to either sell at least 2 Glennon Cards or buy 2 Glennon Cards at \$50 each for a total \$100 per business location. Restaurants are not required to sell or buy Glennon Cards.

Does the 20% discount businesses offer go to SSM Health Cardinal Glennon?

No, only the \$50/\$60 cost of the card. Our participating retailers and restaurants absorb the 20% discount.

How do we process paper Glennon Card sales?

We make processing paper Glennon Cards easy. At the end of the discount shopping period, Glennon Card representatives will collect reconciliation forms given to you at the start of the program, payments for processing and any unsold cards.

What are the rules and exclusions when accepting a Glennon Card?

Shoppers are entitled to a 20% discount ONLY during the 10-day shopping period from Oct. 18-27, 2019. Retailers' exclusions and restrictions are available to each card buyer; they are listed in the alphabetical business listing in the paper directory and in the alphabetical business listing on GlennonCard.org. Merchandise cannot be discounted in advance or held for purchase before Oct. 18. Card is not valid with any other offer. Sale merchandise, special orders, sales tax, delivery and layaway payments are not eligible for discount. Regular return policy applies. For restaurants, discount applies to meals for a maximum of two guests per card bearer. Not valid on alcohol, gratuity or sales tax.

Who does it benefit?

Funds raised from the 2019 Glennon Card program will benefit the patients and families served at SSM Health Cardinal Glennon Children's Hospital. Due to the generosity of our sponsors, 100% of card sales benefit the kids cared for by SSM Health Cardinal Glennon Children's Hospital.



Will you help train our employees?

Your retail liaison will provide Glennon Card sales training for your staff. We also have a sales training video available on the website. Visit **GlennonCard.org** and click on the blue *Business Resources* button.

May a customer use the card early or share their card?

No. Customers may only redeem the card from October 18 - 27 or during a pre-sale event at the discretion of each individual store. Glennon Card sharing is strictly prohibited. The paper Glennon Cards are only valid when used and signed by the person who purchased the card. The NEW digital Glennon Card will appear on the shopper's phone with their name appearing under the Glennon Card logo. We suggest retailers and restaurants ask to see a photo ID to validate the use of the card. Remember this is a fundraiser for Cardinal Glennon Children's Hospital. Please encourage shoppers to purchase their own card.

How is the Glennon Card program promoted in the Community?

- *Social Media* – We promote the Glennon Card participants and the Glennon Card program on Facebook: facebook.com/cardinalglennon and Twitter: @cardinalglennon
- *TV* – Our advertising campaign includes ads on KSDK and features on Show Me St. Louis.
- *Print Media* – We have a feature story and advertising including a listing of all participants in Town & Style.
- *Direct Mailing* – We mail a listing of participating Glennon Card businesses to more than 12,500 potential card buyers.
- *Email blasts* - We send emails to promote buying the Glennon Card and using the card to patronize our wonderful participating businesses.
- *Radio* – Listen for our PSAs on 93.7 The Bull, Z107.7, 103.3 KLOU and 100.3 The Beat.

What about marketing, logos and social media?

In early fall, you can download logos and Glennon Card graphics to use for marketing the program to new and existing customers. Visit **GlennonCard.org** and click on the blue *Business Resources* button to access.

Are there opportunities to network with other Glennon Card Businesses?

All Glennon Card businesses are automatically members of the Glennon Card Business Association (GCBA) and are encouraged to attend meetings and events. We meet to share ideas and ways to promote the program. The GCBA seeks to fully leverage the Glennon Card program to drive positive brand equity, increase retail effectiveness, drive strong business results and forge important community connections for all participating members.

Any other questions?

Contact: Tricia Davies tdavies@glennoncard.org



TIPS FOR A SUCCESSFUL GLENNON CARD PROMOTION

Tip No. 1 Educate your employees. Talk daily/frequently about the Glennon Card with staff, so they can easily communicate this win-win to customers. We suggest training your team members two weeks in advance of the program Glennon Card kickoff.

Tip No. 2 Emphasize that every penny of the card purchase goes directly to help kids at SSM Health Cardinal Glennon Children's Hospital.

Tip No. 3 Ask every customer "Are you shopping with the Glennon Card today?" Planting the seed early enables a customer to think about the program and the discount. **Encourage customers to visit GlennonCard.org to instantly purchase a digital Glennon Card.**

Tip No. 4 Use the Glennon Card to close sales or increase purchases. Just \$250-\$300 in purchases over the 10 days and the card pays for itself.

Tip No. 5 Send eblasts and make posts on social media, to remind your customers to shop in your store. Visit GlennonCard.org click on the blue **Business Resources** link in the upper right corner. You will find graphic/logo elements, a sales training video and suggested messaging that will make it easy to promote the Glennon Card.

Tip No. 6 Place the Glennon Card marketing materials in visible locations in your store, don't leave it in the envelope! →

Tip No. 7 Encourage staff to wear the Glennon Card stickers all 10 days.

Tip No. 8 Like SSM Health Cardinal Glennon Children's Hospital on Facebook: facebook.com/cardinalglennon and Twitter: @cardinalglennon

Tip No. 9 Suggest the Glennon Card as a great way to get a jump on holiday shopping.

For Card Sellers:

Tip No. 10 Talk daily/frequently with sales staff about selling successes with the Glennon Card. Getting your team on board is critical to selling the card and increasing your sales.

Tip No. 11 Focus on selling the card early in the 10-day time period to increase your odds of a return visit. It also increases the chances customers will tell their friends about your stores' participation in the Glennon Card.

Tip No. 12 Remind shoppers they have unlimited use of the Glennon Card at more than 345 area merchants, for 10 days.

Tip No. 13 Do the quick math! If a customer is looking at an item and is questioning the cost of the item, do the math and let them know how much they will save with their Glennon Card.

Tip No. 14 Close the deal at the point of sale. Ask each customer again if they are shopping with their card.





October
18-27
2019

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SSM Health Cardinal Glennon
Children's Hospital



Advertise the Glennon Card promotion with social media posts, eblasts and tag the Glennon Card program using hashtags **#GlennonCard** and **#ShopSTL**. Use social media posts to promote your participation in the Glennon Card program. Incentivize customers to post photos while in your business with a contest that would award the winner a discount for January 2020. Let your customers know shopping for a good cause benefits local businesses and St. Louis kids!

We make it easy for our retailers and restaurants to post about Glennon Card on Facebook, Instagram, Twitter and send emails to your customer base. To copy and paste Glennon Card graphics, logos, suggested posts and emails when promoting the program to your customers, simply login to our website. Please visit **GlennonCard.org** and click on the blue *Business Resources* link in the upper right corner.

Shop Local, Save Local and Support Local Kids





October
18-27
2019

Benefiting
SSM Health Cardinal Glennon
Children's Hospital



Facebook (@cardinalglennon) - SUGGESTED POSTS

Retailers

Have you heard of Glennon Card?

Join us in supporting the Glennon Card program benefiting @SSM Health Cardinal Glennon Children's Hospital. Purchase a \$50 digital Glennon Card or a \$60 paper card and save 20% on regularly priced merchandise from Oct. 18 – 27.

The Glennon Card 10-day shopping period is just a few weeks away. Have you purchased your card yet? Do it here! Buy a Glennon Card and save 20% at over 345 merchants from Oct. 18 – 27.

Have you started thinking about Holiday shopping?

Get your holiday shopping done early during #GlennonCard days. Purchase a Glennon Card today and save 20% on regularly priced items here, and at over 345 local businesses Oct. 18 – 27! Visit www.GlennonCard.org for info.

Purchase a Glennon Card and get 20% off all your purchases at over 345 businesses, including (*YOUR STORE*) from October 18-27. It's the perfect time to knock out some Holiday shopping.

Looking for an excuse to shop guilt free?

Buy a Glennon Card and shop to support a cause! Buy your card here or visit www.GlennonCard.org and receive 20% off all your <INSERT STORE> purchases October 18 – 27.

Save 20% here and at over 345 local businesses while helping Cardinal Glennon kids! Visit www.GlennonCard.org for all the details.

Get a new (*NAME SPECIFIC ITEM*) for fall at a 20% savings with the #GlennonCard. Shop here and at over 345 businesses and save 20% from Oct. 18 – 27.

Receive 20% off regularly priced merchandise here and at over 345 local shops, restaurants and salons. Come shop (*CITY NAME*) where many of our neighbors are participating in the #GlennonCard.

10-days to shop, dine and support! Buy a Glennon Card for a 20% discount at over 345 businesses from Oct. 18-27. Visit www.GlennonCard.org for all the details.

Restaurants

EAT YOUR HEART OUT! or Tired of cooking? or Searching for the perfect date nightspot?

Dine here and save 20% with the #GlennonCard, Oct. 18 – 27. It's easy to recoup the cost of the card with over 345 participating merchants. Visit www.GlennonCard.org.



October
18-27
2019

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SSM Health Cardinal Glennon
Children's Hospital



Salons and Spas

Need a spa day?

You don't want to miss out on saving 20% at <INSERT SPA/SALON NAME> do you? From Oct. 18 – 27 you can receive 20% off here and at over 345 businesses. Make an appointment today!

Reminders

Remember, #GlennonCard days start tomorrow! Stop in this weekend and save 20% at (*YOUR STORE*) and at over 345 local businesses when you shop Oct. 18 – 27. 100% of card sales benefit the kids at SSM Health Cardinal Glennon Children's Hospital.

Sunday is the last day to use your #GlennonCard and save 20% at (*YOUR STORE*) and at over 345 fabulous St. Louis businesses.



Instagram (@cardinal.glennon) - SUGGESTED POSTS

#GlennonCard #shopSTL

Retailers

Have you heard of Glennon Card?

Join us in supporting the Glennon Card program benefiting @Cardinal.Glennon. Purchase a \$50 digital Glennon Card or a \$60 paper card and save 20% on regularly priced merchandise from Oct. 18 – 27. Visit GlennonCard.org to get yours today!

The Glennon Card 10-day shopping period is just a few weeks away. Have you purchased your card yet? Do it here! Buy a Glennon Card and save 20% at over 345 merchants from Oct. 18 – 27. Visit GlennonCard.org to get yours today and help support @cardinal.glennon.

Have you started thinking about Holiday shopping?

Get your holiday shopping done early during #GlennonCard days. Purchase a Glennon Card today and save 20% on regularly priced items here, and at over 345 local businesses Oct. 18 – 27! Visit GlennonCard.org to get yours today and help support @cardinal.glennon.

Purchase a Glennon Card and get 20% off all your purchases at over 345 businesses, including (*YOUR STORE*) from October 18-27. It's the perfect time to knock out some Holiday shopping. Visit GlennonCard.org to get yours today and help support @cardinal.glennon.

Looking for an excuse to shop guilt free?

Buy a Glennon Card and shop to support a cause! Buy your card here or click the link in our bio and receive 20% off all your <INSERT STORE> purchases October 18 – 27. Visit GlennonCard.org to get yours today and help support @cardinal.glennon.

Save 20% here and at over 345 local businesses while helping Cardinal Glennon kids! Click the link in our bio for all the details. Visit GlennonCard.org to get yours today and help support @cardinal.glennon.

Get a new (*NAME SPECIFIC ITEM*) for fall at a 20% savings with the #GlennonCard. Shop here and at over 345 businesses and save 20% from Oct. 18 – 27. Visit GlennonCard.org to get yours today and help support @cardinal.glennon.



Receive 20% off regularly priced merchandise here and at over 345 local shops, restaurants and salons. Come shop (*CITY NAME*) where many of our neighbors are participating in the #GlennonCard. Visit GlennonCard.org to get yours today and help support @cardinal.glennon.

Restaurants

EAT YOUR HEART OUT! or Tired of cooking? or Searching for the perfect date nightspot?

Dine here and save 20% with the #GlennonCard, Oct. 18 – 27. It's easy to recoup the cost of the card with over 345 participating merchants. Visit glennoncard.org to get yours today and help support @cardinal.glennon.

Salons and Spas

Need a spa day?

You don't want to miss out on saving 20% at <INSERT SPA/SALON NAME> do you? From Oct. 18 – 27 you can receive 20% off here and at over 345 businesses with the #GlennonCard. Visit GlennonCard.org today and help support @cardinal.glennon.

Reminders

Remember, #GlennonCard days start tomorrow! Stop in this weekend and save 20% at (*YOUR STORE*) and at over 345 local businesses when you shop Oct. 18 – 27. 100% of card sales benefit the kids at @cardinal.glennon. Visit GlennonCard.org to get yours today!

Sunday is the last day to use your #GlennonCard and save 20% at (*YOUR STORE*) and at over 345 fabulous St. Louis businesses. Your support has helped @cardinal.glennon continue to help families in need.



Twitter (@cardinalglennon) - SUGGESTED POSTS #GlennonCard #shopSTL

Support the #GlennonCard program benefiting @cardinalglennon. Buy a Glennon Card & save 20% Oct. 18 – 27. www.GlennonCard.org

Receive 20% off at (*YOUR STORE*) with the #GlennonCard, shop Oct. 18 – 27. You can purchase your card from us! www.GlennonCard.org

Receive 20% off at (*YOUR STORE*) with the #GlennonCard when you shop Oct. 18 – 27. www.GlennonCard.org

Purchase a #GlennonCard today and save 20% on your #holidayshopping at 345 local businesses from Oct. 18 - 27. www.GlennonCard.org

Did you buy your #GlennonCard yet? Shop to support a cause and receive 20% off at (*YOUR STORE*) and 345 area businesses. www.GlennonCard.org



Purchase your #GlennonCard today! 10 days to shop dine and support at (*YOUR STORE*) www.GlennonCard.org.

Purchase your #GlennonCard from (*YOUR STORE*). It only takes \$50 to save 20% at 345 area businesses. Shop Oct. 18 – 27. www.GlennonCard.org

Reminders

The #GlennonCard shopping period starts today and runs through Oct. 27! Save 20% here & at 345 + stores while helping @cardinalglennon kids!

Sunday is the last day to shop with your #GlennonCard & save 20% at (*YOUR STORE*). We're selling the Card - stop in this weekend!

Sunday is the last day to shop with your #GlennonCard and save 20% at (*YOUR STORE*) See where you can save at www.GlennonCard.org

These are simply suggestions, customize as you wish.



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18-27
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Eblasts - SUGGESTED WORDING

Announcement Eblast:

Shop Local, Save Local, Support Local Kids

(Your Store Name or logo)

We are proud to be participating in the Glennon Card, a unique discount shopping and dining program you won't want to miss.

Here's how it works:

Buy a Glennon Card and you'll receive a 20% discount on regularly priced items at over 345 stores, restaurants and salons from Oct. 18 – 27. With unlimited use for 10 days, it's easy to recoup the cost of the card. Best of all 100% of card sales benefit the kids at SSM Health Cardinal Glennon Children's Hospital. You can buy a Glennon Card here, so stop by this week or order online until Friday, Oct. 1. Visit GlennonCard.org for all the details and to view the list of the over 345 participating businesses.

Glennon Card Week Eblast:

Don't forget to use your Glennon Card at

(Your Store Name or logo)

Shop through Sunday Oct. 27, 2019!

Glennon Card discount shopping days are here! We are proud to be participating in this unique discount shopping and dining program.

Here's how it works:

Buy a digital Glennon Card for \$50 or a paper card for \$60 and you'll receive a 20% discount on regularly priced items at over 345 stores, restaurants and salons from Oct. 18 – 27. With unlimited use for 10 days, it's easy to recoup the cost of the card. Best of all 100% of card sales benefit the kids at SSM Health Cardinal Glennon Children's Hospital. You can buy a Glennon Card here, so stop by this week and save!