

AVGEN INCENTIVES GROUP

DENOMINATION DESIGNATION

Unfortunately, most of the gift cards that our retailers provide do not have the denomination marked on them. They do this to reduce their inventory and printing requirements which helps to keep the cost of each gift card down. We do request that retailers provide us with cards that have designations on them but often they are not available. For many of our retailers this is not really a problem because we only sell one denomination. However it is a problem for the retailers where we supply more than one denomination. We do what we can by putting the value on some cards so as to maintain order, but we do not have the capability to label every gift card. As we expand our order form and increase our offering of denominations, it becomes more and more important to have a system for understanding the value of gift cards that have no designation marked on them. The simplest solution would be to only offer one denomination but we believe that your fundraising efforts are made more profitable if we offer more denominations, as this encourages more purchases from your supporters. To resolve this problem we have implemented the following rule: **If a gift card that we supply has no denomination marked on it, then it has the lowest value that we list on our order form for that particular retailer. There is one exception to this rule and that is in the case of Chapters. In this case a green or orange Chapters gift card has a value of \$10. A blue or purple Chapters gift card has the value of \$25.**

For example: an unmarked Sobeys/Price Chopper gift card has the value of \$50 because that is the lowest Sobeys/Price Chopper gift card that we list on our order form.

In order to avoid confusion among your supporters we strongly suggest that administrators print the designation on all gift cards that have a value other than \$25 and are not already marked.