

# AVGEN INCENTIVES

## **HOW DOES THE AVGEN GIFT CARD PROGRAM WORK**

### **First Method**

To begin with, the program requires the appointment of at least one but preferably two administrators.

Order Forms are sent by Avgen via email in two formats (PDF, XLS). After receiving the Order Forms from Avgen, the administrators distribute the Family Order Forms to the group members.

The group members submit their completed order selection to the administrators together with payment for the full face value of the items ordered. The administrators enter each supporters order into the Group Excel Order Form, creating one combined order which is sent to Avgen. The organization pays the discounted amount for each gift card ordered, while the members pay the full face value. Payment for the order is made by direct deposit into our bank account at any TD Canada Trust in Canada, by sending payment by cheque, by online payment or email transfer. We have established the direct deposit system in order to eliminate the time delays involved with mailing payment or the costs involved with using couriers to send payment. Your organization keeps the discount percentage of the gift cards as fundraising dollars

Once paid, Avgen ships the order to the administrators who then distribute the gift cards to the group members. The supporters are able to redeem the gift cards for full face value so that there is no cost to them.

### **Second Method**

This is the same as the first method with the exception that the organization purchases the gift cards in advance which are subsequently sold to the supporters.

We have found that the organizations that benefit the most from our program, are those that use both methods simultaneously. That is to say that they will maintain some of their own inventory of the most popular items.

To summarize, group members use gift cards to make their everyday purchases which generates fundraising dollars for the organization. To insure the success and longevity of your program, Avgen recommends that one or more volunteers provide the role of promoting the program to your group members as well as to other people and businesses in your community.