

## 10 Reasons to Sell Benken Gift Cards

1. 20% of all your sales benefit your organization
2. Gift cards make great gifts!
3. Selection! Your customers choose from Benken's entire selection of annuals, perennials, houseplants, fresh arrangements, trees, shrubs and gardening accessories.
4. Benken's plants are grown for size to ensure your gardening success right from the start.
5. No hassles! No inventory to worry about or deliveries to the customer.
6. The consumer ends up with what they want, not what you picked out.
7. Convenience! Benkens is located just minutes from Kenwood Towne Center, just off I-71.
8. Gardening is the top relaxation activity in America.
9. Each gift card is backed by the legendary Benken name. Your customers get quality, value and excellent customer service.

10. See 1-9!

Benken Florist Home and Garden  
6000 Plainfield Road  
Cincinnati, Ohio 45213  
www.benkens.com



## Community Fundraising Program



A Fundraising Opportunity for  
Your School or Organization

Benken Florist Home and Garden  
6000 Plainfield Road  
Cincinnati, OH 45213  
(513)891.1040  
www.benkens.com

## Looking for a Way to Make a Difference? Let Benken Help!

We love supporting our community groups and school organizations.

### No Inventory and No Deliveries!

Since you're not taking orders for something, there is absolutely no inventory to manager. You have a one-time, face-to-face interaction with your consumer. Once you've sold them the gift card, there's nothing else to deliver and no need for a return visit!

### The Benken Distinction

The big difference between our program and others is your customers don't have to buy what *you* picked out, they can buy whatever they'd like using their gift card. It's great for any of life's events: birthday gifts, wedding services, landscaping for a new home, or sympathy floral arrangements.

### Selection, Selection, Selection

When you sell Benken gift cards, you're not selling one product, you're selling our amazing seasonal inventory.



**Early Spring**  
Easter Lilies  
Potted Bulbs  
Pansies  
Cole Crops



**Spring + Summer**  
Annuals and Perennials  
Trees and Shrubs  
Patio Pots  
Hanging Baskets  
Fruit and Vegetables



**Fall**  
Bulbs  
Pumpkins  
Garden Mums  
Pansies  
Cornstalks  
Straw Bales



**Winter**  
Poinsettias  
Wreaths  
Roping  
Greens  
Fresh-Cut Christmas Trees  
Cyclamens

## Let Benken Be Your Fundraising Partner

It's easy - your group sells a \$25 Benken gift card to your customer. The customer spends the gift card at Benken. Your organization makes \$5 on every card sold. That's a 20% profit for the group!

### Getting Started:

1. Fill out the application and return it to Benken via email, snail mail or in person.
2. Purchase a minimum of 50 gift cards. We'll activate the cards and they're ready to sell. Cards expire one year from the date they are activated.
3. When you pay for the cards, Benken gives you a check written in the form of a donation for 20% of the total purchase.

### Frequently Asked Questions:

Q: What if I don't know how many gift cards our group can sell?

A: Pre-sell the cards to your customers, and use that money to purchase gift cards from Benken. Then, deliver the gift cards to your customers.

Q: How much time do we have to sell the cards?

A: There's no time limit, but since the cards expire one year after your purchase them, you'll want to sell them right away so your customer has a full year to use their gift card.

Q: How many gift cards do we have to buy to start?

A: Your group purchases a minimum of 50 cards. After that, you can purchase more cards in increments of 10.

### Still have questions?

Contact us as (513)891.1040 or by email at [benkens@benkens.com](mailto:benkens@benkens.com)

## Fundraiser Application

Please fill out the section below and return to Benken.



Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Your Group's Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Alt. Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Tax Exempt #: \_\_\_\_\_  
Signature: \_\_\_\_\_  
Credit Card #: \_\_\_\_\_  
Exp: \_\_\_\_\_ CVV: \_\_\_\_\_

*Approved fundraising groups are issued Benken Florist Home and Garden gift cards valued at \$25.00 (twenty-five dollars) each. Your group is charged for these cards at the time of delivery to the group. Your fundraising group is responsible for any lost or stolen cards. Gift cards expire one year from the date of purchase. Minimum purchase of 50 (fifty) cards is required.*

### Office Use Only:

Certificate on file? Y\_\_N\_\_ Discount % \_\_\_\_  
Approved by: \_\_\_\_\_



Benken Florist Home and Garden  
6000 Plainfield Road  
Cincinnati, OH 45213  
(513)891.1040  
[www.benkens.com](http://www.benkens.com)