

ANSWERING FAMILIES' FIRST QUESTIONS ABOUT SCRIP

When you're talking to families in your organization about scrip, obviously, they'll have questions about this different fundraising idea. Go beyond addressing what scrip is, and make sure you make families feel heard and reassured. To help you out, we put together this list of simple responses to the most common concerns and hesitations people will have.

THEY SAY: I don't always know where I'm going to be shopping.

The best response is to remind people that although they may not know where they are going to shop, they do know what they will need. The key is to get them started with the things they can easily imagine themselves spending on.

YOUR RESPONSE: You're going to need groceries, and you're going to need gas. Do you go to Starbucks for your coffee? Do you grab lunch at Subway restaurants or Panera Bread? These are all great places to start earning!

THEY SAY: I'll have to give you this week's grocery money for next week. What about my budget?

Although they might not say it directly, many people may be reluctant to give you their money to pay for scrip products upfront when they won't receive the scrip to spend for another four to seven days. Do your best to minimize the time gap between payment and delivery, and encourage families to start small to keep their budget on track. You can also tell your families to use ShopWithScrip.com and PrestoPay where they can reload previously purchased gift cards with Reload and ReloadNow, or purchase ScripNow products on their own schedule.

YOUR RESPONSE: Why don't we start small? Try ordering half of what you need until you get the hang of the program. Order a reloadable card or ScripNow to cut your wait time even more.

THEY SAY: I like earning rewards with my credit card. Why can't I use it to pay for scrip?

Some people may like the convenience of being able to buy now and pay later with a credit card. Many others want to rack up those airline miles or reward points. Try letting them know that generally, the rewards tend to work out in favor of scrip.

YOUR RESPONSE: Since credit cards charge processing fees, it costs our organization quite a bit to accept credit card payments. Those free airline miles come at a big cost. Plus, credit card rewards usually average out to about .5% or 1%, but scrip averages 5.5% in rebates, so in the end, you can earn more by using scrip gift cards.

THEY SAY: Why bother for a 2% rebate? It's not worth the hassle.

Some people may see a smaller rebate on a gift card and dismiss scrip fundraising as not being worth the trouble. What they struggle seeing is how quickly those small rebate earnings add up with repeated transactions. Show them some numbers and provide some examples to silence their skepticism.

YOUR RESPONSE: It might not seem like much, but the rebates add up quickly. By regularly using scrip for weekly purchases, a single family can easily earn \$600 — \$1000 or more in just one year!

THEY SAY: I don't like to order and pay online.

Some families are worried about ordering and paying online; and although they're the minority, it's still good to acknowledge their concerns. Some families view paying for items online as a security risk, where their information could be breached. ShopWithScrip has preventative measures in place, though, so families can take advantage of the convenience of paying online and receiving ScripNow, Reload, and ReloadNow.

YOUR RESPONSE: Ordering online brings fundraising wherever you are. You can order from home whenever you like! And your transactions are completely secure. I can even walk you through the website so you can get familiar with it, and I can set up your account for you and give you the login information. Don't worry about paying online, PrestoPay is completely safe as it uses the Automated Clearing House (ACH) process, which millions of transactions use, including direct deposit and Social Security. With PrestoPay, your banking information remains secure as all of your transactions are regulated and encrypted.