

**CHARITY SALE**

**FREQUENTLY ASKED QUESTIONS**

**What is Charity Sale?**

Charity Sale is a private sale dedicated to supporting local non-profit organizations. Participating charities will have the opportunity to raise money for their organization while private sale customers receive 15% - 70% off Belk purchases storewide, including special savings on rarely-discounted brands. Charity sale tickets can be redeemed for $5 off your first purchase during charity sale hours and pre-sale. Limited exclusions apply.

**When and where will this event be held?**

Charity Sale will be held on Saturday, May 4, from 7 a.m. – 9 p.m. in every Belk store.

**How do organizations raise funds?**

Participating charities sell $5 tickets to this event. One ticket may be redeemed per customer. Organizations keep 100% of the proceeds from every ticket sold. By purchasing a ticket, customers can support a worthy cause and enjoy storewide discounts during the private sale. Charities are encouraged to promote the benefits of customer pre-selling in advance of the event as well.

**Do organizations have to pay a fee to participate?**

No. There is absolutely no cost to participating organizations. Belk provides tickets, flyers and other promotional tools to participating organizations for free.

**Does Belk keep a percentage of the ticket sales?**

No. All ticket sale proceeds go directly to the participating charities.

**Are there any specific rules regarding ticket sales?**

Yes:

* Tickets provided by Belk to participating organizations are to be treated as cash and sold uniformly for $5 each.
* Any un-sold tickets must also be returned to your Belk Charity Sale representative.

**Can organizations sell tickets in their Belk store?**

Yes. You may work with your local Belk store to inquire about specific opportunities to sell tickets on behalf of your organization in the store.

**Are there any restrictions on who can sell Charity Sale tickets on behalf of our organization?**

No. Tickets can be sold by organization staff or volunteers. However, all organizations are responsible for their own financial and numerical accounting of all tickets.

**What if someone comes to the store for Charity Sale and doesn’t have a ticket?**

Tickets will be sold at all Belk registers beginning on Monday, April 22nd through Saturday, May 4th, during the hours of the Charity Sale event. All ticket money collected in-store will be allocated equally among the organizations that participate in the event at that particular Belk store.

**What does volunteering in the store entail to receive additional payout of tickets sold at Belk registers?**

Charities can send staff or volunteers to their designated Belk store to sell charity sale tickets before the event, sort merchandise, clear go-back racks, clean sales floor areas and retrieve pre-sell merchandise for customers on the day of the event.

**Can customers still shop the private sale if unable to attend on Saturday, May 5th?**

Yes. Customers are welcome to reserve their desired merchandise for the event beginning on Monday, April 22nd. Simply present your Charity Sale ticket to a Belk associate and ask them for details on reserving merchandise.

**How can we spread the word about this event?** Belk promotes the event through a comprehensive advertising and public relations campaign across the entire Southeast. Each organization is encouraged to spread the word on their own via newsletter, email blasts or other publicity vehicles. Grassroots efforts are welcomed and encouraged.