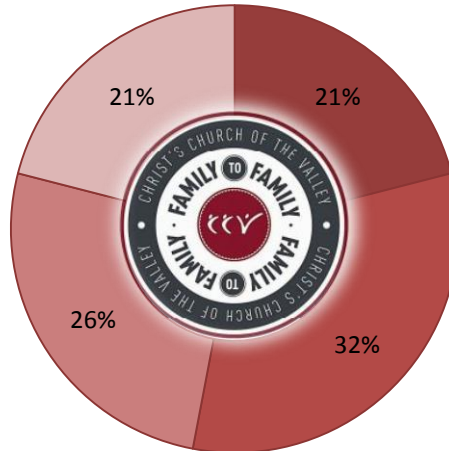


Families to Families Grocery Store Debrief 2013

Thirty-four local grocery stores were contacted to inform them of the Families to Families initiative and to allow them time to prepare and partner with us.

Grocery Stores by Campus

- East Valley - 7 Stores
- Peoria - 11 Stores
- Scottsdale - 9 Stores
- Surprise - 7 Stores



32% of the contacted stores requested promotional materials

Future Considerations

- Many stores expressed a need to have permission from corporate to display promo pieces.
 - **3 of the 11 stores** who did request promo pieces had to back out for this reason
- 70% of the large corporate stores (Walmart/Walmart N Mkt/Target) were unreceptive.
- Store proximity to a campus increased the thankfulness for being preemptive with the 23 items
- 4 stores / **12%** asked for boxes
- Initially many of the stores thought we were requesting donations because we are a church. Starting the conversation around bringing them business brought much better feedback.