

# FAQ

## **Why are you changing loyalty programs?**

**Your purchases help fuel Goodwill's programs to help our community get back to work and overcome barriers to finding employment. We think that deserves to be rewarded! Transitions can be tricky, but we believe the convenience and benefits of our new Club Blue rewards program will be worth it.**

## **I was a loyalty member, do I need to re-enroll?**

**We are moving from physical cards to a brand new digital system. Previous loyalty members will need to re-enroll in Club Blue rewards. While we know this may be an inconvenience, you'll have access to many new features through our new program.**

**You can join at the cash register at any Goodwill Knoxville retail store or anytime [online](#).**

## **I still have questions, who can I contact?**

**We understand that you may have additional questions about the new platform and Club Blue Rewards program. Please feel free to contact our marketing team with any questions. You can email them directly at [bluerewards@gwiktn.org](mailto:bluerewards@gwiktn.org)**

## **How do I redeem my points?**

**Once you have earned a minimum of 25 points, you'll have the option to redeem your points when you check out. **If you have not created your online profile, you will not be able to redeem your points.****

**Please be sure to visit the [online portal](#) to activate your account.**