

ROUND UP

to **PROTECT YOUR OPTIONS**

We're partnering with the TN Healthy Alternatives Association (TNHAA) to push back through legal action and advocacy. You can help right at the register.

Just say yes to rounding up your purchase to the next dollar — every cent goes to support the fight to keep these products legal in Tennessee.

**SMALL CHANGE.
BIG DIFFERENCE.**

Thank you for standing with us.



tnhaa.org

During checkout, but before the customer pays, use one of these scripts to guide the conversation.

Script #1

"As a heads up, Tennessee lawmakers have passed a law that bans much of what we sell. Some of these products will be illegal to sell in Tennessee after January 1st, 2026. We're part of a nonprofit organization called TN Healthy Alternatives Association and we're raising money to fight this—are you able to round up to the next dollar today to help the fight?"

Script #2

"Tennessee has passed a law that will make much of what we sell here illegal after January 1st. They've indicated they are going to try and continue to ban these types of products from being sold in Tennessee. We're partnered with a nonprofit advocacy group called TN Healthy Alternatives Association that fights back through lobbying and legal challenges. Would you like to round up to the nearest dollar today and support TNHAA in fighting for these products?"

Additional tips and talking points

- Always thank the customer who does round up—
"Thank you for helping us keep our products legal!"
- Do not press too hard or keep asking if they say no
- Every cent really does count
- Every cent goes to TN Healthy Alternatives Association, which is fighting for the industry and these products, and also advocates to expand what is offered

Collecting Round-Up Donations: How it works

- Round the sales total up to the nearest dollar (this will be their new total). Subtract the original sales total from the rounded-up amount. (e.g. \$3.22 → \$4.00)
- Set the price of the Donation item on the customer's transaction to the amount you calculated (in the case of this example, \$0.78).
- Tell the customer their new total and thank them for donating to TNHAA.