



Shop 4 Schools Program Details & Instructions for Merchants

Thank you for participating in the Tri-Cities Shop 4 Schools Program! The local schools are excited to partner with the local merchants and restaurateurs to encourage residents to shop local and help our school kids at the same time. It's a WIN-WIN-WIN!

Program Overview

The program in its essence is very simple:

- The school groups promote the event to the parents/grandparents/friends of their students and drive traffic into your stores & restaurants on **Saturday, November 11th.**
- You sell them stuff and they buy lots!
- The shoppers designate which school they are shopping for and at the end of the event you donate 15% of the purchases to the various school non-profit organizations. If a certain school drives lots of traffic to your store they get a bigger donation, if they don't drive traffic you don't make a donation. You only pay the marketing cost on sales you ACTUALLY MAKE! Good deal.
- Participating schools are: Grand Haven Area Public Schools, Spring Lake Schools Foundation, St. Mary's Catholic School, St. John's Lutheran School, Grand Haven Christian School, Walden Green School Foundation, and West Michigan Academy of Arts & Academics. *In other words... EVERY school in the Tri-Cities!*

What's In It for You?

In a word... Higher sales and more CUSTOMERS! The idea is to give local shoppers a great reason to shop with YOU and do their holiday shopping rather than choose to buy online, at the mall, or a big box.

You should expect:

- Traffic, traffic, traffic! Especially new customers who might have otherwise shopped online, at the mall, or at a big box.
- To get a larger "customer share" of holiday shopping dollars. Think of customer share this way... customers usually have a budgeted amount they want to spend on gifts. You want the max amount of those dollars spent with YOU - higher customer share.

- A listing on our website with a link to your website. This is great exposure to local shoppers and also great “link juice” for Google organic search.
- Your store name promoted to all parents in the Tri-Cities area. See below for all the ways the schools are going to be promoting your store.
- It’s EASY - you don’t have to do ANY marketing or do ANY in-store specials to get more sales and more customers. We’ve designed this to be LOW impact on you with high rewards. Why? We want you to participate and we want it to be so successful for you that you’ll want to do it again next year!

What Do You Have to Do to Participate?

This event was designed to be EASY on you. We know how busy you are getting ready to maximize the holiday selling season.

Before the event:

- **Register NOW!** You can sign up on line (super easy) or call Stefanie Herder (842-4499) or Kelly Larson (616-638-0642) to register. The sooner you register the longer and more often we can promote your store to our parents. Register online here:

<http://www.tricityshop4schools.com/store-owner-registration.html>

- Put the “Shop 4 Schools” poster up in your store window – anyplace that it can be seen from the outside. Both before and during the event this poster will let shoppers know you are a participating store. Soon after you register someone will bring you your poster.
- Train your staff what to do on the day of the event. See below.

Day of the event:

- When a customer purchases something and says they are “Shopping 4 Schools” you write down the total amount of the sale on the tracking sheets we have provided for you (subtotal BEFORE TAX - you are collecting tax for Uncle Sam and do not make a donation on that amount) and ask the customer to check off which school the donation should go to. Keep the tracking sheets in your register.

This is what the tracking sheets look like...

- **SELL.** Be sure to have your best sales people on the floor that day!
- After the event sort the tracking sheets by school. Add up the total sales for each school, figure the 15% donation amount, and fill out the tally sheet we will provide for you.

SHOP 4 schools

Spring Lake Schools Foundation

Grand Haven Schools Foundation

Grand Haven Christian School

St. John's Lutheran School

St. Mary's Catholic School

Walden Green School Foundation

West Michigan Academy of Arts and Academics

SUBTOTAL \$ _____

- Write a check for the donation amount to each school non-profit organization.
- On Monday or Tuesday someone will come by and pick up your tally sheets and checks. You don't even have to mail them in!

How Are the Schools Going to Promote This Event?

Hey, this is what we do! We are great at reaching out to our parent groups and getting them motivated to take action. Here's our marketing plan:

- Emails through school mailing lists
- Emails through foundation mailing lists
- Blurbs for school paper newsletters
- Ads in the GH Tribune the week before the event
- A series of ads on WGHN
- Window posters for each store to post in their windows
- The "Shop 4 Schools" website with all participating stores and restaurants listed with a link to their website. <http://www.tricityesshop4schools.com/>
- Foundation Facebook pages - Each school with a Facebook Page will post about the event, the participating stores, and create a Shop 4 Schools event for page.
- Special activities the day of the event by school organizations. This gets the kids and teachers involved in the event which gets the parents involved! Possibilities include:
 - School choirs and bands providing music for shoppers
 - School teachers and admins serving treats (from local restaurants/stores)

Your cost and effort on this marketing? **ZERO**. It's all on us.

Have Questions?

We'll be more than happy to answer them. Just send us an email!

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