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2280 S. Industrial Hwy.      Ann Arbor, MI 48104      (734) 996-9155      a2ptothriftshop.org

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## WELCOME 2018-19 AAPS REPS!

Please save this **WELCOME** email with all of the accompanying attachments in a file for future fundraising reference throughout the school year. **If it gets lost, it will also be posted on our website.**

Please pass this information along if you are no longer your school's PTO Thrift Shop Rep. If you are a new Rep, please send a quick email, including your phone and email, to [a2ptothriftshop@gmail.com](mailto:a2ptothriftshop@gmail.com) so we can update our contact list. By working together, we'll ensure everyone is well informed. Please let me know when your PTO holds their monthly meetings. Representatives of the shop – either a board member, a manager, or myself – would like to come speak to your group. We would appreciate the opportunity to talk to you about the shop and answer any questions you may have. Thank you!

***Here is a summary of the different ways you can earn money through the shop this year. Additional details follow for the events you're interested in!***

FUNDRAISING EVENT	WHEN IT HAPPENS	WHAT NEEDS TO BE DONE	HOW MUCH IS EARNED
<b>Veteran's Day Raffle</b>	8/15/18-11/6/18	Pick up a raffle packet from the shop and sell raffle tickets!	100% of ticket sales go to your PTO, club, or group! Tickets sell for \$5 each.
<b>Promote the Shop</b>	All Year	Place provided promo artwork in any printed or emailed school piece (Back To School flyers, Sports and Music Programs, Backpack Correspondence, weekly emails, etc.)	\$50/promo placed. * Maximum payout of \$1000 for each Title One school and \$500 for each other school per school year. These budgets include promos placed by PTOs and all school groups/clubs. <i>* In order to receive payout, you must email a pic of the printed piece showing our promo or forward the email with our promo in it, to our promo email: <a href="mailto:a2ptoPROMOS@gmail.com">a2ptoPROMOS@gmail.com</a></i>
<b>Show Your Support (SYS)</b>	Two-week rotations during the Year (See calendar attached for your school's weeks. The calendar is also posted on our website.)	Check out which weeks your school's PTO will be highlighted. Let us know if you would like a club/group from your school spotlighted. The calendar can also be found on the Fundraising Tab at <a href="http://a2ptothriftshop.org">a2ptothriftshop.org</a> . Advertise to your families when they can come in to the shop and vote for your school with tokens and buying shapes!	Four school's PTOs will compete for the most "votes" to earn their part of \$1500. For each \$5 purchase, a shopper receives one token to drop into a bucket to show their support. If one PTO receives 45% of the total tokens, then that PTO will receive 45% of the \$1500, etc. Each PTO will earn their share of the pot! Shoppers can also purchase Stars, Apples, and Buses to support their school. 100% of shape sales go directly to the school PTO of choice!

Here are some additional details on the different fundraising opportunities we are offering this year.

### **VETERAN'S DAY CASH RAFFLE FUNDRAISER – RAISE UNLIMITED FUNDS!**

Once again we are offering our Annual Veteran's Day Raffle – with all CASH PRIZES! Packets will be ready to be picked up at the shop by August 15<sup>th</sup> so you can get a jump on selling! (***Packets must be signed-out by an adult representative (18 or older) assuming financial responsibility for the value of the packet(s). Packets will include a sales recording sheet as well as a specific series of numbered raffle tickets. Representatives will be asked to commit to a return date for the completed raffle ticket packets and must provide phone & email contact information.***) Please pass this information along to all of your school groups, clubs and sports. All clubs, sports, groups and PTOs can participate in selling raffle tickets! Individual groups can pick up packets of tickets to sell! The more each PTO, group, club or sport sells, the more they will make. 100% of all ticket sales will be paid back to them in our January 2019 payout! That is not a typo! We provide the cash prizes – you get 100% of ticket sales income! It's the best way to raise funds! ***Just imagine! If 5000 families sold \$25 in tickets each, that would earn \$125,000 for Ann Arbor Public Schools!***

### **ADVERTISE THE SHOP WITH PROMOS! HELP US HELP YOU!**

Promote our shop on newsletters, flyers, programs, directories, etc. by including our artwork as an ad. You can also promote us in any email correspondence with families. You will find our new Promo Artwork on our website at [a2ptothriftshop.org](http://a2ptothriftshop.org). ***This year the promo art will change every four months and highlight pertinent information for that period. Please make sure you pay attention to the name of the promo you use. The file name will include the correct dates to use each promo.*** Once your Promos have been completed and distributed, you will need to send a picture of the printed item to us by email, or forward the email showing our promo, to our no-reply PROMO PROOF email account. If you do not email us your promo, we won't know you supported us and you won't receive a payout.

*\*Please save this address. Please send Promo Proofs to: [a2ptoPROMOS@gmail.com](mailto:a2ptoPROMOS@gmail.com)*

Each AAPS PTO/PTSO, will be able to receive funds via Promos of \$50 each, with a maximum budget of \$1000 available to each Title One school, and \$500 available to all other schools. However, after you have earned your maximum allowed, we encourage you to continue to support us all year. Together, we can get back to profits and distributions of past years so we can distribute more to every school!

### **SHOW YOUR SUPPORT (SYS) IS BACK! YOU ASKED FOR IT – YOU GOT IT!!!**

An additional fund will be available to all Ann Arbor Public Schools via our popular Show Your Support program! About every two weeks, starting Sept. 30<sup>th</sup>, four schools will compete for the most "votes" to earn their part of \$1500. **All schools will be assigned two 2-week rotations.** Each PTO will decide if they want to spotlight a group/club/sport that shoppers will "vote" for. If no choice is made two weeks prior to your rotation, the PTO will receive the votes. No posters are required – all schools' PTOs will be participating! For each \$5 purchase, a shopper receives one token to drop into a bucket. If one PTO receives 45% of the total tokens, then that PTO will receive 45% of the \$1500. Families can also purchase shapes (\$1 Stars, \$2 Apples, and \$5 Buses) to support their school's PTO! 100% of shape sales go to the PTO chosen. After two weeks, a new group of four school PTOs are highlighted and the cycle continues. Attached is a calendar showing which schools' PTOs are assigned to which weeks. This schedule is also posted on our website. Will your PTO be the big winner during your rotations?!?

### **FUNDRAISING REQUESTS, IDEAS OR QUESTIONS?**

Please contact me if you or anyone in your school community has questions about available promos, fundraising budgets, and/or the upcoming Raffle. I'm happy to provide any background and guidance in order to ensure you can best access these funds from our shop for your school's enrichment activities in the coming school year.

I look forward to working with all of you!

**Alison McCrystal**

*Director,  
Promotions & Communications*

Follow us on **Twitter & Instagram**, and "like" us on **Facebook!**  
Visit our website: [a2ptothriftshop.org](http://a2ptothriftshop.org) and support us on **Amazon Smile!**

**Ann Arbor PTO Thrift Shop – Show Your Support (SYS) Weeks for 2018-2019:**

September 30 – October 6 October 7 – October 13	Allen, Carpenter, Thurston, Wines
October 14 – October 20 October 21 – October 27	Haisley, King, Logan, Mitchell
October 28 – November 3 November 4 – November 10	Angell, Bach, Burns Park, Pattengill
November 11 – November 17 November 18 – November 24	A2 First Steps, A2 Preschool, A2 STEAM, Eberwhite
November 25 – December 1 December 2 – December 8	Abbott, Dicken, Lawton, Pittsfield
December 9 – December 15 December 16 – December 22	A2 Open, Bryant, Clague, Lakewood
January 6 – January 12 January 13 – January 19	Forsythe, Scarlett, Slauson, Tappan
January 20 – January 26 January 27 – February 2	Community, Huron, Pathways, Pioneer, Skyline
February 3 – February 9 February 10 – February 16	Allen, Bryant, Haisley, Mitchell
February 17 – February 23 February 24 – March 2	Angell, A2 STEAM, Thurston, Wines
March 3 – March 9 March 10 – March 16	A2 First Steps, Burns Park, Pattengill, Pittsfield
March 17 – March 23 March 31 - April 6	Bach, Dicken, King, Lawton
April 7 – April 13 April 14 – April 20	Abbott, Eberwhite, Lakewood, Logan
April 21 – April 27 April 28 – May 4	A2 Open, A2 Preschool, Carpenter, Clague
May 5 – May 11 May 12 – May 18	Forsythe, Scarlett, Slauson, Tappan
May 19 – May 25 May 26 – June 1	Community, Huron, Pathways, Pioneer, Skyline