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a2ptothriftshop.org

WELCOME 2021-22 AAPS REPS!

If you are no longer your school's PTO Thrift Shop Rep, please pass this information along to your successor. If you are a new Rep, please send a quick email to a2ptothriftshop@gmail.com that includes your school, phone number and email, so we can update our contact list. By working together, we'll ensure everyone stays well informed. Thank you!

How has the pandemic affected the Fundraising Activities available? For 2021-22, we are once again carefully selecting our fundraising offerings. For the 2020-21 year, no payouts were promised for your fundraising participation. With the overwhelming support of our shoppers, donors, and amazing staff, every school that supported us by placing our promo in their correspondence received a payout in June 2021!

Fundraising Activity Status for 2021-22:

- **Continuing:** Promos in Publications — your path to a payout! (See below.)
- **Suspended:** Veteran's Day Cash Raffle — unavailable due to pandemic
- **Suspended:** Show Your Support — unavailable due to pandemic

Promos in Publications: Promote the shop in your school, PTO, team, group or club's publications using our promotional artwork. This promotional activity helps spread the word about the Ann Arbor PTO Thrift Shop and its work on behalf of AAPS students to your school community. Eligible publications include school directories, PTO and PTSO newsletters/e-newsletters, plus team sports programs, performance programs and playbills (including theatre, orchestra, band, choir and jazz band). Publications and emails must be distributed/available to your entire school in order to receive credit. **Please have promos that are placed in emailed publications embedded in the body of the email, not as a link or attachment, to receive credit.** A PDF of

our *current* Promotional artwork must be used as provided for a full page ad in your printed item. A pdf of our Promotional Artwork is attached to this email. It can also be downloaded from the Fundraising Activities tab on our website. Submission of old artwork will not receive credit. ***Please make sure you are using artwork from the current year.*** Verification copies of each publication -- *proof of successful completion of the fundraising activity* -- must be provided by email to receive credit for this activity. This can include an email of a picture taken of our ad in your publication, or an email forwarded with our ad displayed. Please email a copy of your promo (or forward an email) to: **A2PTOPromos@gmail.com**. Deadlines are the final day of each payout period (September 30th, January 31st, and May 31st).

You support us, we support you! Ann Arbor PTO Thrift Shop profits earned over and above our budget are shared based on promos and promo submission. The more you promote us during the school year, the more you'll have the opportunity to earn!

Like so many things in life right now, we hope this does not become our new norm! We look forward to providing more fundraising opportunities in the years to come and appreciate your understanding during these trying times.

All the best,

Alison McCrystal

Director,

Promotions & Communications

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