

SCHULER BOOKS & MUSIC

2820 Towne Center Blvd. Lansing MI 48912

Attn: Promotions Dept. / Book Days

Phone: 517-316-7495 Fax: 517-316-7987

www.SchulerBooks.com



GENERAL GUIDELINES FOR *BOOK DAYS*

SCHULER BOOKS is pleased to provide an opportunity for your non-profit organization to host a fund raiser through our *Book Days* program. The following is a list of guidelines to help you prepare for a successful *Book Days* fund raiser. If you would like to schedule a date on our *Book Days* calendar, please fill out the "Request for *Book Days*" sheet and return it to the above address or call our Promotions Department. Please keep in mind that all *Book Days* are granted on a first-come, first-served basis and that it is not unusual for us to be booked up to a year or more in advance. Thank you for your interest in our *Book Days* program and best wishes for a very successful fund raiser.

WHAT IS THE *BOOK DAYS* PROGRAM?

- 1 *Book Days* are provided for non-profit organizations only.
- 2 At the end of your *Book Days*, your organization will receive a donation equal to 20% of the total sales generated by your constituents in the form of a check mail to you.
- 3 Your supporters/constituents must mention **at the point of sale** that they would like 20% of their purchase to be designated to benefit your specific organization.
- 4 Proceeds from your *Book Days* are based on sales during the specified period only (traditionally seven consecutive days). No early or late sales will be included. *Book Days* run during business hours.
- 5 If you are trying to schedule your *Book Days* to coincide with a specific event your group is hosting, please let us know as early in the scheduling process as possible. Dates are assigned on a first-come, first-served basis but we will try to accommodate special requests when possible.
- 6 SCHULER BOOKS is not responsible for advertising your *Book Days* fund raiser. The sponsoring organization is solely responsible for advertising the event and generating response.

GETTING THE MOST OUT OF YOUR *BOOK DAYS*

Once we have confirmed your *Book Days* dates, the next step is to formulate the best ways for your organization to gain the maximum amount of publicity and participation. The best thing you can do is advertise* your upcoming fund raiser. Newsletters, bulletin board notices, flyers, e-mails and verbal announcements are just some of the ways you can notify people about your upcoming fund raiser.

Please note however, that advertising within/in front of our stores, or on Mall/Towne Centre property is not permitted.

***It is imperative that your group submit all print advertising in collaboration with SCHULER BOOKS to our Promotions Department for approval. (We will supply you with the proper text and logos.)**

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SOME HELPFUL HINTS TO REMEMBER AS YOU ADVERTISE:

Make sure to list basic information prominently and clearly. You might find it helpful to think of this as answering five basic questions:

- 1 Who?** Prominently list the name of your organization so everyone knows who will benefit from your fund-raising efforts. Include a contact name from your organization.
- 2 What?** Let people know you are holding *Book Days* to raise money for your organization. You might also consider being specific about your goals for the money that is to be raised.
- 3 When?** List the starting and ending dates for the *Book Days*.
- 4 Where?** This one is easy! Just go to all SCHULER BOOKS locations in the Lansing area. (Okemos Mall, Eastwood Towne Center)
- 5 How?** Let people know that to support your group they need to mention your organization's name to the cashier **at the time of purchase**.

ANSWERS TO COMMONLY ASKED QUESTIONS REGARDING *BOOK DAYS*

How much money can my group expect to earn?

The success of your *Book Days* fund raiser lies solely within your organization. Some groups have earned several hundred dollars while others earn less than \$100.00. The profitability directly correlates to how actively you advertise and promote your fund raiser.

How is *Book Days* scheduling determined?

We try to accommodate as many groups as possible. *Book Days* are scheduled on a first come, first served basis. There are some blackout dates when we do not schedule *Book Days* (such as the months of November and December). Fall is a notoriously busy time for *Book Days* since so many schools and school groups request them during this time.

Can another organization be holding a *Book Days* at the same time?

Yes. This is most common during the fall season. We allow a maximum of two organizations to hold *Book Days* in a calendar week.

How often can my group hold a *Book Days* ?

We ask organizations to schedule *Book Days* only once per calendar year. This policy allows for us to accommodate as many groups as possible and keeps this type of fund raiser fresh and exciting for your group.

What items can be counted towards a *Book Days* sale ?

Virtually anything that is rung up on our registers, including books, music, DVDs, and sidelines merchandise, can count towards the total *Book Days* sale. Purchases that are not eligible for *Book Days* credit include special order books, out-of-print books and food and beverages from the Chapbook Cafe.

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Please submit this request sheet in full to the address above. Incomplete applications **will not** be considered.

REQUEST FOR *BOOK DAYS*

Organization Name: _____

Contact Name: _____ Email: _____

Phone Number: _____ Fax Number: _____

Address: _____

Alternate Contact: _____

Phone Number: _____

What Program(s) will Book Days be used for? _____

Can the proceed check be mailed to the address above? _____

If no, please provide an address that proceed check should be mailed to:

Has your organization previously held *Book Days* at SCHULER BOOKS? _____

If YES, please provide the dates of the last *Book Days*: _____

Please list, in order of preference, the week you would like to hold your *Book Days* fund raiser.
(Please keep in mind that Book Days traditionally run for 7 consecutive days (Sunday–Saturday))

First Choice: _____

Second Choice: _____

Third Choice: _____

Please send a copy of all advertising in collaboration with SCHULER BOOKS to:
SCHULER BOOKS, ATTN: PROMOTIONS DEPARTMENT.

PLEASE BE AWARE OF THE FOLLOWING POLICIES:

- 1** *Book Days* are granted on a first-come, first-serve basis.
- 2** *Book Days* will run concurrently between all Greater Lansing area locations.
(Okemos Mall, Eastwood Towne Center)
- 3** Proceed checks will be figured at the end of your particular month. It may take up to 6 weeks to receive your check.
- 4** Any advertising for *Book Days* on behalf of your organization needs to be submitted to our Promotions Department for approval at least 2 weeks in advance.
- 5** **Please note that advertising for *Book Days* within our stores is not permitted.**

I have read and understand the above policies: _____ Date: _____