

# SCHULER BOOKS — & MUSIC —

Grand Rapids • Lansing

Attn: Community and Business Services

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[www.SchulerBooks.com](http://www.SchulerBooks.com)

Thank you for your interest in partnering with your local and independent bookstore, Schuler Books & Music. Below are overviews of two community programs.

## **Book Days:**

Schuler Books is the host of the, usually, week long Book Days Event for the scheduled organization. The organization promotes the event throughout the community. For advertising assistance, you can find a PDF template of a flyer/poster on the Schuler Books website. It can be found under the Services tab. Click Community Service. Find the Book Days explanation to locate the PDF files.

**Direct Link:** <http://www.schulerbooks.com/community>

During the designated week, patrons interested in participating in the Book Days Event may shop at Schuler Books. Please have those participating mention the organization at the registers when ready to make their purchase during the designated week. The bookseller will flag the purchase under the Book Days Event and it will be tallied with all other mentions of the organization. Customer does not need a coupon or proof of participation. Everything is done digitally.

Please be clear to participants while promoting this event. This is an opportunity to support a local organization while shopping at Schuler Books. The mention of the organization will flag a 20% *donation* of the purchase to the organization. The customer will not be receiving a 20% purchase discount.

Also, the Book Days event can be extended to the Schuler Books website. Participants who are unable to make it into the store may browse the website and use a web code during check out. This web code will make sure 20% of the purchase will be donated to the organization. The organization may choose the web code. The web code should be something easy to spell and an obvious connection to the organization. If you would like to add this extension, please let me know.

The earned proceeds check will be mailed by the end of the event month to the organization.