



Dear Friend,

**On Tuesday, October 16, 2018, Boscov's Department Store will host the 22nd Anniversary of our popular Friends Helping Friends, a special day filled with fun and fundraising to benefit area non-profit organizations.**

In October 2017, Friends Helping Friends Day was a tremendous success, raising over \$600,000 for service organizations in communities with Boscov's stores throughout Pennsylvania, New Jersey, Delaware, New York, Maryland, Ohio and Connecticut. We are inviting your organization to join in the success of this year's Friends Helping Friends Day.

For those of you who have not participated in the past, let me give you a brief explanation: **every 501c and 170c1 non-profit organization is eligible to participate.** There is no cost or obligation to any participating organization. **Your organization will be supplied with as many \$5 shopping passes as you want to sell to friends, neighbors and family.**

Your organization can start selling the tickets today, giving you plenty of time to earn cash throughout the months leading up to Friends Helping Friends Day.

**Everyone who purchases a \$5 Friends Helping Friends pass receives a 25% discount shopping pass\* for purchases made only on October 16, 2018.**

**In addition, they are eligible to win a \$100 or \$500 gift card! Your organization keeps the entire \$5 from every shopping pass sold.** Purchasers of the pass can easily recoup their \$5 and much more through the savings they enjoy with their pass. Boscov's supplies the passes, signs, advertising and the free refreshments served throughout the day in our store on Friends Helping Friends Day. It is truly a terrific opportunity for your group and its supporters. And it's fun!

**I've enclosed a packet of information on Friends Helping Friends Day which should answer any questions you may have.**

We sincerely hope your organization will join us in making this the biggest, most successful fundraising event ever. **If you'd like to participate, simply complete the Organization Registration Form enclosed and bring it to Boscov's Courtesy Desk or fax, e-mail or mail it to:**

**Boscov's Public Relations**

**Attn: Roxy Dowlin**

800 Park City Center

Lancaster, PA 17601

**rdowlin@boscovs.com**

**Phone: 717-299-0911, ext. Public Relations**

**Fax: 717-295-0366**

**The Registration Form must be filled out completely before your passes can be issued. We'll contact you to make arrangements for you to pick up your requested passes and signs.**

**If you have any questions, please call Roxy Dowlin at 717-299-0911 at our Lancaster store, e-mail rdowlin@boscovs.com or call the Corporate Public Relations Office at 610-370-3704, and we'll do our best to answer them. I look forward to working with you to make Friends Helping Friends Day a profitable one for your organization.**

If you are interested in attending a breakfast meeting for more information, please contact me for specific dates and times.

*\*Certain brands and categories of merchandise cannot be included in the discount offer. All exclusions are clearly described on the pass.*



## **BOSCOV'S FRIENDS HELPING FRIENDS**

**Tuesday,  
October 16, 2018**

## **Friends Helping Friends Day**

**is an opportunity for every  
local area non-profit (501c  
and or 170c1) organization  
(holding a Federal Tax ID#) to  
raise funds for their group by  
selling shopping passes to  
the event.**

All costs related to the event:  
printing, signs, press releases,  
advertising, refreshments, etc.,  
are underwritten by Boscov's  
Department Stores. No expense  
or investment is required of  
participating non-profit  
organizations.

## **Fact Sheet**

- **THE PASS** - The Friends Helping Friends pass is a 25%\*

**discount shopping pass.** Customers who purchase a pass can use it on Friends Helping Friends Day, Tuesday, October 16, 2018, at all Boscov's locations (not valid online). \*Some exclusions apply.

- **YOUR PROFIT** - Passes to Friends Helping Friends cost customers \$5 each. The entire \$5 goes directly to the non-profit organization that sells the pass.

For example, if your organization sells 1,000 shopping passes, it will receive \$5,000 in funds directly from the sale.

- **THE PROCESS** - Each participating non-profit may sell

**an unlimited number of shopping passes.** Passes come in packs of 250, and up to 2 packs (500 passes) may be requested to start. Simply disperse the shopping passes among your members or volunteers who sell them to friends, family, co-workers and neighbors. Please contact your PR manager if additional passes are needed. Unsold passes do not need to be returned to Boscov's.

- **YOUR GROUP IS WELCOME TO SELL  
SHOPPING PASSES IN ADVANCE AT BOSCOV'S**

**We're happy to offer your organization the opportunity to staff a table at Boscov's entrance(s) prior to the event to sell shopping passes to Friend Helping Friends Day.** We'll supply the table, chairs and signage; you supply the manpower. Since store traffic varies throughout the week, it is expected that the heaviest traffic days (Friday, Saturday and Sunday) will be the most popular times to sell passes, so choice of days and shifts will be assigned on a first-come, first-served basis. If you wish to schedule your organization for a pre-sale shift(s), please indicate that on your registration form. We'll do our best to accommodate every group that wishes to take advantage of this opportunity, allocating days and shifts as fairly as possible. We will contact you to confirm your dates and times. All organizations will be allowed to pre-sell passes two times prior to Friends Helping Friends Day, based on availability.

- **YOUR GROUP IS WELCOME TO SUPPLY  
VOLUNTEERS ON FRIENDS HELPING FRIENDS**

We anticipate that each store will need volunteers from all participating organizations to help us on Friends Helping Friends Day. Volunteers will assist greeting visitors and providing information on Friends Helping Friends Day, as well as informational flyers on your non-profit organization, if you choose. As volunteers, they will not be paid, but they will have the opportunity to sell Friends Helping Friends shopping passes, as requested, and provide additional income for your organization. **If you would like to supply volunteers from your organization to help in the Boscov's store where your organization is a registered participant on Tuesday, October 16, please complete the Volunteer Registration form enclosed.** Volunteers will work a pre-assigned shift, and will be assigned on a first-come, first-served basis. We will notify you in advance of Friends Helping Friends Day to confirm your volunteers have been assigned, and to which shift.

*Please note that only Friends Helping Friends tickets can be sold on Friends Helping Friends Day. In addition, organizations can provide flyers only, but no other collateral will be allowed at the table.*



## Participation

### • ENROLLING YOUR GROUP

Just fill out all of the requested information on the Organization Registration Form. Please be sure to include your group's Federal Tax ID Number on the form. Your signature acknowledges that you understand that **the passes must be sold at \$5 each. They may not be discounted or given away.** After completing the form, mail, fax, e-mail or drop-off the form at the Boscov's store where you want your group to be registered.

### • VOLUNTEER REGISTRATION FORMS

**Included in this packet is a Volunteer Registration form. Please return this completed form to Roxy Dowlin at Boscov's Lancaster no later than September 10, 2018.** On the form, you should list each volunteer who wishes to work for your group and the shift they prefer to work on October 16. This will allow us time to schedule help as needed, and to notify you if we need more volunteers for the various shifts.

### • RECEIVING PASSES

Arrangements can be made to pick up shopping passes at the Boscov's store where your organization is registered. **We will contact you when the passes are available for pick-up. However, passes can only be given to organizations holding a 501c or a 170c1 not-for-profit status.** (IRS regulations do not allow us to offer this fundraising opportunity to groups who have not received their non-profit status.)

• **BONUS AWARDS** After Friends Helping Friends Day, each Boscov's location will award \$100 to an organization selected by random drawing from all ballots submitted on Friends Helping Friends Day.

• **STILL NEED HELP?** If you have any further questions or need help at any time, **call Roxy Dowlin at the Lancaster store at 717-299-0911, e-mail [rdowlin@boscovs.com](mailto:rdowlin@boscovs.com) or call the Corporate Public Relations Office at 610-370-3704**, and we'll be happy to assist you.

### • PASSES MAY NOT BE GIVEN AWAY

The whole event is designed to provide an easy, inexpensive way for area non-profit organizations to raise funds for their very worthy causes, and ensuring that the passes are sold preserves the validity of Friends Helping Friends. You are not required to sell passes, but you are prohibited from giving them away, in fairness to both your organization and all other participating non-profit groups. Any organization giving shopping passes away rather than selling passes will not be eligible for bonus awards.

### • IMPORTANT INFORMATION ABOUT SHOPPING PASSES

**When a shopping pass is sold, the entire pass must be given to the purchaser. Do not detach the stub.** Please tell your volunteers that they must not detach the stub, since that becomes the purchaser's entry in the drawing for register to win prizes. Space will be provided on the stub of each pass to record the name of the selling organization. Organizations may stamp their group's name on the shopping pass before distribution for sale, or the name may be printed on the stub by the salesperson as each pass is sold. Do not remove the stub from the pass.

Do not allow your volunteer sellers to mail passes to prospective purchasers unless they have received the \$5 for each shopping pass. This will avoid the possibility of passes being distributed, and possibly used, for which your organization has not received payment.

**Thank You For Your Interest In Friends Helping Friends.  
We Look Forward To Working With You To Make  
Friends Helping Friends Day, October 16, 2018,  
The Most Successful Ever.**