

Print this letter on your organization's letterhead

(Date)

Major Retailers Want To Give Our School Money!

Dear (Name of Organization) Parent:

We're pleased to share some exciting news about a new fundraising program for our organization. It's called "scrip", and it's the fundraising program that works while you shop.

Scrip is simply a word that means "substitute money" – in other words, scrip is gift certificates from national and local retailers. They're the same gift certificates that you buy at the store. Many popular retailers participate in our scrip program including JCPenney, The Gap, Shell, Pizza Hut, Red Lobster and many, many others.

You're probably asking yourself how these stores help us raise money. It's simple -- scrip participating retailers agree to sell gift certificates to our organization at a discount. Member families like yours buy the certificates for full face value, they redeem them for full face value, and our school keeps the difference as revenue. And scrip is exciting, because everybody wins:

The retailer gets cash up front and repeat business...

You get a powerful fundraising alternative that involves no selling...

Our school gets a regular source of revenue.

The beauty of scrip is that you put your regular household shopping dollars to work. You earn money for our school without spending a single additional penny. Just spend your regular shopping dollars with scrip at the stores that participate in the scrip program! And scrip can be used for just about any household purchase including food, clothing, entertainment, gasoline and even dining out.

We'll be holding a series of brief information meetings about our new scrip program, and we urge you to attend. We'll go over all of facts about scrip, provide enrollment forms, and answer your questions:

(Name of Organization) Scrip Information Meeting

Date, Time

Location

The (Name of organization) scrip program promises to be a simple and effective fundraising program. Thanks for your support, and we'll see you at our one of our meetings!

Sincerely,

Scrip program spokesperson

(Phone)

(Email)