

# MITCHELL MUSTANGS



## PTO Thrift Store Liaison Walkthrough

Thank you for taking on the role of PTO Thrift Store Liaison. Below you will find a walkthrough for procedures and recommendations that will help it run smoothly.

1. Verify your status with either the PTO Treasurer and the PTO Thrift Store by taking the following steps:
  1. Contact them by email: each rep is responsible for emailing their school/club/group name, their name, their email address, and phone number to [a2ptothriftshop@gmail.com](mailto:a2ptothriftshop@gmail.com) to insure they will receive any communication sent out regarding fundraising and promotions. Please cc the our PTO Treasurer on this communication.
2. Duties:
  1. To promotes the Ann Arbor PTO Thrift Shop within the school community by working with the Secretary on *publicizing* the Ann Arbor PTO Thrift Shop in school newsletters (including online versions), on school websites, on PTO blogs, through flyers in “back-pack mail”, on bulletin boards, etc. Artwork is provided by the Thrift Shop to use in promotions;
  2. To communicate information and reminders from the Thrift Shop to the school PTO and school community, and bring suggestions and/or concerns to the attention of the Thrift Shop.
  3. To collect payout checks for fundraising activities from the shop. You must bring a photo ID to sign for the payout. Then deliver the payout check to the school PTO treasurer who is responsible for depositing and tracking these funds.
  4. To Organize the Mitchell PTO’s efforts for fundraising through the PTO Thrift by managing our participation in the following events:
    1. The Annual Veteran’s Day Raffle:
      1. 2019 Veteran’s Day Cash Raffle Fundraiser (Operated under Large Raffle License R54556 by the Ann Arbor PTO Thrift Shop, Inc.): Tickets are printed for pre-sale — and will be packaged and ready to be picked up by group sellers in August. An email will be sent to

all reps when the packets are ready. Learn how your AAPS group's fundraising goals can be reached via our Veteran's Day 2019 Cash Raffle Fundraiser! With \$4000 in prizes to be awarded — \$1000 FIRST PRIZE, two \$500 SECOND PRIZES, eight \$250 THIRD PRIZES as well as three \$100 GIFT CERTIFICATES — the drawing will be held on November 9, 2019 between 5pm-5:30pm at 2280 S. Industrial Hwy. Tickets are \$5. Must be at least 18 years of age to purchase per Michigan Gaming Law. Earnings by AAPS groups will be distributed in our January 2020 payout — all proceeds will benefit AAPS, its PTOs, teams, clubs and student groups and enrichment activities. Please note that the payout for this fundraising activity must occur after the prize draw and all raffle financial reports have been completed. Ticket packets, which include all the information you need, will be available at the shop at our Customer Service Desk. Ask for a manager to sign out your packet. Don't miss out on this fundraising opportunity! We provide AAPS groups the following to make this fundraiser a success: printed tickets in a customized packet with a record sheet; sales opportunities in the shop lobby; flyers to distribute electronically and/or print for backpack mail (Click here for Raffle flyer); a radio advertising campaign on annarbors107one; and, we will wrap it all up on the drawing date with special Veteran's Day savings in the shop! This raffle fundraiser is a WIN-WIN for AAPS groups!!!

## 2. Show Your Support Fundraiser Promotion:

1. **Show Your Support In-Shop Rotations (SYS):** About every two weeks, starting Sept. 30th, four-five schools will compete for the most "votes" to earn their part of \$1500. **All schools will be assigned two 2-week rotations.** Each PTO will decide if they want to spotlight a group/club/sport that shoppers will "vote" for. If no choice is made two weeks prior to a school's rotation, the PTO will receive the votes. **No posters are required – all schools' PTOs will be participating!** For each \$5 purchase, a shopper receives one token to drop into a bucket. If one PTO receives 45% of the total tokens, then that PTO will receive 45% of the \$1500. Families can also purchase shapes (\$1 Stars, \$2 Apples, and \$5 Buses) to support their school's PTO! 100% of shape sales go to the PTO chosen. After two weeks, a new group of school PTOs are highlighted and the cycle continues. Attached is a calendar showing which schools' PTOs are assigned to which weeks. **Click here for SYS assigned weeks.**
3. **Promos in Publications:** The PTO thrift store pays each PTO for promotion of their rotating ads in newsletters and school wide emails. It is the role of our PTO liaison to work with the Secretary, Newsletter

chairperson, and any other relevant individuals in completing our maximum earnings for this fundraising opportunity. Please see details as published from the PTO thrift store website below:

1. **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. It's an easy way to earn extra funds for your group. Eligible publications are wide-ranging and 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. Promos placed in emailed publications must be embedded in 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 will be emailed to all school reps at the beginning of the school year, along with a Welcome Letter detailing specifics for that year. Submission of old artwork will not receive credit. Please make sure you are using artwork from the current year. **Click here for this year's Welcome Letter.** ***This year the promo art will change every four months and highlight pertinent information in the shop for that period. Please make sure you pay attention to the name of the promo you use. The file name will include the correct dates to use each promo.*** Publications using incorrect/old promos will not receive credit. Promos will also be posted here as they become available. **Click here for our Spring Promo (Apr '19 – July '19).** Verification copies of each publication — *proof of successful completion of the fundraising activity* — must be provided by email to ensure payout of this fundraising activity. This can include 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). **Payouts for this fundraising activity occur at our regular distributions throughout the school year, from September to May.**

Thank you again for taking on this role. If you have any further questions please reach out to the PTO treasurer at [treasurer@mitchellptoannabor.org](mailto:treasurer@mitchellptoannabor.org) or reference the PTO thrift website at <https://www.a2ptothriftshop.org>