

November 9, 2011

Major Retailers Want To Give Our School Money!

Dear MAA Parent:

For our new MAA families we're pleased to share some exciting news about a fundraising program that MAA has been doing for the past few years. For our returning families we're reminding you about this great program! 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. School 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.

The MAA scrip program is called "Knights' Cash" and it is a simple and effective fundraising program. Thanks for your support, and if you have any questions about this program, please feel free to ask!

I am pleased to announce that we are going to have our "NEW-TO-SCRIP" contest. Every family that participates for the first time will be entered in a monthly drawing. One family will be picked out of a hat, and the winner will get a gift card to Dunkin' Donuts or Starbucks, so please give scrip a try!

Sincerely,

Tara Racine

Scrip program spokesperson

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