



**SIGN UP!**

Ready to join us for Shop for Public Schools 2009? Simply fill out this form and you're in!

**Your Name:** \_\_\_\_\_ **Store Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Store Address:** \_\_\_\_\_

**Donation Preference:**  flat donation \$ \_\_\_\_\_  percentage of sales \_\_\_\_\_%  
(Please feel free to sign up now but make this decision later; we would, however, like to hear from you about your contribution no later than September 1 if possible.)

**In addition to your donation, how else can we work together?** Here are some thought-starters:

- Email your NYC customers about the program
- Offer a discount when a shopper mentions Shop for Public Schools
- Include Shop for Public Schools info on your website
- Create a window display to publicize Shop for Public Schools
- Ask for a donation at point of sale
- Create merchandise to promote the program

Are there any additional ways you may be able to contribute?

Is there anything we can do to help promote your store and your participation?

### **Spreading the Word**

We would like to hear how special and unique your store is -- something we can pitch to the press. Please share with us what makes your store PR-worthy.

What makes you most proud of your store?

Why should your store be featured in Shop For Public Schools press coverage?

Did you go to a public school? If so, do you have any memories to share?

### **Sealing the Deal**

Please send this form to Sunny Larson at [elarson@schools.nyc.gov](mailto:elarson@schools.nyc.gov) (or by fax at 212-374-5571) by June 30. Or call Sunny with any questions at 212-374-5250.

That's it, you're done! We're really excited that you will be on board for Shop for Public Schools 2009!