**What is an In-Store Fundraiser?**

It’s a fun and easy way to get kids excited about reading while raising funds for your school or non-profit organization! It’s very little work on the school’s behalf, with powerful benefits.

It’s a great opportunity to bring students, their families, teachers, staff together socially in a safe, fun, unique environment, while raising funds for the school or organization.

On a designated day, the school’s or non-profit’s supporters will come into the Tattered Cover, shop, and all their purchases will tallied and a percentage of those sales will be credited back to your school or organization. It can be as basic as that or we can work together to add some fun activities to enhance the experience.

**Who is eligible?**

Any school or non-profit organization, with a maximum of two In-Store Fundraisers per calendar year.

**Why hold an In-Store Fundraiser?**

- An easy, fun way to gets kids reading and involved, while raising money for your school.

- It’s a great opportunity to bring students, their families, teachers, staff together socially in a safe, fun, unique environment, while raising funds for the school or organization.

- Having this event at our bookstore allows students and their families to choose from our entire stock, rather than a selection when the event is held at the school.

- As this event takes place in our bookstore, instead of having parents and teacher volunteers, our bookstore staff is available to you. You get their knowledge and friendly customer service.

- Your would-be volunteers can now enjoy the event.

- It’s considered a “destination event,” which means you have the opportunity to work with other neighboring businesses to create a convenient and fun day or evening. Partner with a restaurant so families coming in the evening can go home afterwards having dinner all done.

- There’s free parking (Aspen Grove and Colfax locations) and free gift-wrapping.

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For more information or to schedule an event, please contact: Kristen Gilligan at kristen.gilligan@tatteredcover.com
How it Works
1 - Meet with a Tattered Cover Book Store staff at the location you’d like to hold the event.

In this meeting, we’ll pick a date for the event, review guidelines, and discuss any extra activities.

2 - Promote the event.

3 - Come and enjoy the event!

We take care of all of the event logistics like staffing, the space, setting up for the event, service during the event, and we clean up.

Eligibility
Any school or non-profit organization.

Best Time of Year to Hold Your Event
We welcome events between January 1 and the Monday before Thanksgiving. We've found the fall to be a great time for these events as they allow event supporters to shop for the holidays. Other times of the year, too, have been very successful.

The event is one day, with no more than two events per calendar year. Holding the event for the entire day allows your supporters more flexibility with work schedules, childcare, school pick-ups, etc.

Also, keep in mind holidays throughout the year or local or school events that could affect your turnout.

It is best to book your event at least 4-6 weeks in advance. Booking earlier is always better especially if you’re going to have additional activities.

Eligible items
All items for sale in the book store are eligible, with the exception of food and beverages from the café and gift cards. (Please purchase gift cards at a different cash register. Food and beverages should be rung up in the café.) Merchandise must be in stock and purchased on the same day as the event in order to be included in the fundraiser's sales total.

Promotion
Promotion is the responsibility of the participating school or organization. The more people who know about your event, the more money you can raise. So, start early! For schools, typical promotion vehicles include the website, newsletter, flyer in student’s backpacks, Facebook, blogs (and other social media outlets), the school’s outdoor marquee, bulletin boards, local newspaper, etc.

Tattered Cover will provide a high-resolution logo, to be used solely to help promote the event.

All promotion must take place BEFORE the event. Soliciting bookstore customers (in the store or in and around the front of the store) is STRICTLY prohibited.
Open for Regular Business & Identifying Sale at Register during Event
The Tattered Cover will be open for regular business on the day of the event. Please make sure all of the event’s supporters clearly identify themselves just before making their purchases. Only purchases that are identified at the time of the sale will be counted toward your fundraiser. Don't miss out on any sales - your goal is to raise money!

Donation
Following the event, a sales total for the dedicated register will be tallied. The donation will be calculated based on the table below. A check will be issued to the school or organization within one month.

<table>
<thead>
<tr>
<th>Eligible Sales Total</th>
<th>Cash Discount</th>
<th>Store Credit Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500-$5,000</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>$5,001-$10,000</td>
<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>$10,000+</td>
<td>20%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Extra Activities
Enhance your event with some special, fun activities. These can come from the school or organization, or Tattered Cover is happy to help as well. We’re very open to brainstorming how we can work together to make your event memorable and successful.

- We’ve had a group bring in a photo booth. As long as there’s space and electricity nearby, we’re happy to accommodate!
- We’ve invited authors and illustrators to be special guests at these events. They’ve done everything from sign books, do readings, presentations, draw illustrations, handsell books, etc.
- We’ve orchestrated in-store scavenger hunts.
- If students studying a special author or participating in a Global Read Aloud, —where the whole school is reading one book—the group’s organizers can work with us to make sure there are plenty of copies available on the day of the event.
- We’re happy to work with the group to create a special display, like “Staff Picks” or “Teacher’s Picks” or a “Wish List.” PLEASE NOTE: We’re happy to order special books for your event. We’ll determine a “due date” for these books, but if we don't get them by that date, we may not be able to get the books in time for the event!
- We’re happy to set up a display table to showcase student’s artwork, writing samples, etc.
- Make a night of it! Promote it as a “destination event” and partner with surrounding businesses to coordinate a fun expanded evening. Ask a neighboring restaurant to offer a discount so families coming in the evening can go home afterwards having dinner all done.
I have read and agree to Tattered Cover’s In-Store Fundraiser Guidelines.

__________________________________________________________________
Print Name

__________________________________________________________________
Signature

__________________________________________________________________
Date