

MARCH  
**SAY  
THANKS**

# Merchant Appreciation Guide

*Dear Coordinator,*

March is Merchant Appreciation Month! The heart of the eScrip program is our merchant partners who provide the contributions for this increasingly essential fundraising program. We urge you to thank your merchants for their contributions and we have many tools to help you do this.

There are some suggestions provided in this guide to help you on your way. Please take a moment to review and choose the best ways for you to thank the merchants that give generously to your organization through the eScrip program.

Also, please send us any press, photos or web links of your “Thank You” in action to [organizations@escrip.com](mailto:organizations@escrip.com). We will be sharing your stories with these companies directly and through social media, and would love to include your story! Want more ideas? [See the video!](#)

Thank you, from the bottom of our carts!

*Joanne Remillard*  
EVP -Community Groups



# MARCH — SAY THANKS

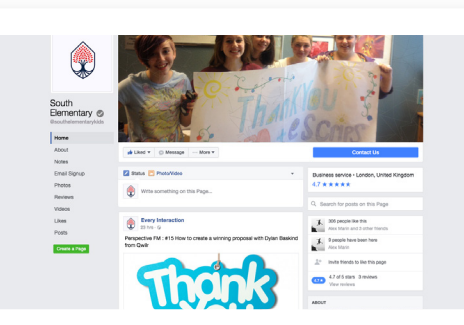
## Merchant Appreciation Guide

### let's get started:

Here are a few really great Merchant Appreciation ideas:

1. Set up a photo op with your local store manager with a banner or oversized thank you card along with a plaque for the manager. Snap a picture and submit it with a thank you press release\*- be sure to include a description of how these generous funds are used.
2. Post the names of top merchants supporting your school on your school marquee for a week. Or take a picture and submit this to your local paper with a thank you message and how you are using your funds or create a press release\*.
3. Use Facebook to say thanks with photos of how the contributions were used, or visits to the store (see 1 & 2).
4. Invite your local store manager and employees to a well attended school event (sports event, music event, awards night, etc) and showcase them in front of your fans. Create some visible thank you signage to post at the event. Be sure to snap a picture of the manager/ employees and signage and submit to your local paper with a thank you story along with how you used your funds.

\*For an inexpensive way to set up a press release, try Briefing Wire [www.briefingwire.com](http://www.briefingwire.com). See [example press release on page 3](#).



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say it with a  
**Press Release**

## Make headlines.

Sending a press release is one of the best ways to say thank you. Below is a sample of how to write an effective message. Talk to your merchants to see if you can do an instore event to thank them, in conjunction with your press release.

### FOR IMMEDIATE RELEASE:

**CONTACT:** Mary Smith  
Johnson Middle School PTA  
(916) 426-1212  
(916) 426-1243 FAX  
marysmith@highway.net

Make it easy to be reached during the day

What  
&  
When

## *Save Mart Supermarket Recognized for Generous Contributions*

Headline

Who

**Mountain Home, CA, February 25, 2018** — Johnson Middle School is honoring Save Mart Supermarkets for their commitment to education by proclaiming March 2018 as Save Mart Appreciation Month. In the last two years, Save Mart has contributed over \$8,000 through the eScrip funding program to the school.

Why

The parents and teachers at Johnson Middle School recognize the positive impact the contributions have had on the school and on the community. Thanks to Save Mart Supermarkets and the eScrip program, they have been able to provide equipment and supplies for the art and music programs along with over 100 new books for the school library. This year's eScrip funds are earmarked for classroom computer upgrades and field trips to museums in Sacramento and San Francisco.

Describe what you have been able to do with Safeway money, and what's ahead.

Real quote from credible source

In this age of shrinking budgets, community participation and outside sources of funding are a necessity for all schools. "Save Mart's dedication allows our children to continue to learn and thrive in a curriculum that includes the arts, technology and literature. Without their participation, these programs would be drastically reduced and far fewer children would be able to participate," said Johnson Middle School Principal, Darin Baker. "PTAs and school administrators throughout much of the state are very aware of the positive impact that Save Mart is having on our schools."

Johnson Middle School's Save Mart Appreciation Month will include handmade thank you posters signed by the children and presented to the local Save Mart store, the children's chorus singing for customers in the store on two Saturday afternoons, a special breakfast provided by the PTA for Save Mart store employees, and a written thank you sent to the CEO of Save Mart Stores Corporation.

Your boilerplate info

Johnson Middle School is a K-6 program located on Treeline Road in Mountain Home with an enrollment of 246 children. For more information on how to participate in this free program to support Johnson Middle School, contact Mary Smith at (916) 426-1212.

Public contact info

End of press release

###

## Got a pen?

It may seem old fashioned, but a sincere thank you note is a very effective way to express your gratitude. Tell them how their funds have made a difference for your organization with specific details when possible. Below is a template to get you started; handwrite a note, or type it on your letterhead. Visit the merchant's website to find contact information for the public affairs or consumer relations person to whom you will address the letter.

March 4, 2018

[*Your Merchant*]  
Attn: [*Contact Name* ], Consumer Relations  
[*Mailing Address* ]

I am the coordinator for the eScrip program at [*Your Organization's Name* ] in [*city, state* ]. We have been participating in this program since [*year* ], and LOVE IT!!!! Parents easily sign up, then help us earn money without ever thinking about it again. Great program!!

[*Insert your story here, such as: Our teachers are able to purchase items for their classrooms that they otherwise would not be able to afford, and they also use the money to help with field trip expenses. We have several children here that don't leave town very much, so these funds help to show them that there is a bigger world than just the one we live in here in [city name].* ]

Thank you very much for supporting our [*school/nonprofit* ] with this program. We greatly appreciate the funds you donate, and hope to continue with this program in the future.

Sincerely,

[*Coordinator Name* ]  
[*Coordinator Title* ]

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*Do it this March!*

## *Ready to do this?*

We know you are busy, but it's important to say thanks to our merchant partners. View the video, go to the merchant's website, download the additional tools below as needed. Also included below, is a link to a **Certificate of Appreciation** you can download, customize and present to the merchants you'd like to thank.

When you are done, email us or tell us on Facebook what you did to thank your merchants. Email us at **organizations@escrip.com**; tag us on Facebook using @escripfans. Post directly to your merchant's Facebook page and tag them in your posts that you do on your own Facebook pages too.

Thank you!

