

Major Retailers Want To Give Us Money!

Dear Friend:

We're pleased to share some exciting news about a new fundraising program for PURE. 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 normally buy at stores. 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 PURE at a discount. Families like yours buy the certificates for full face value, then redeem them for full face value, and the retailer donates a predetermined percentage to our organization 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...
- PURE 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 PURE 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.

Starting the week ending, April 16, you can place your weekly orders. You will bring/mail your completed order form to the Choices for Women office, 2019 E. Spring Street, New Albany, IN 47150. If the office is closed, you may drop them through the mail slot on the door closest to Swifty.

Week 1 – Place your order. Orders received Friday – Thursday will be released for purchase the next Friday.

Week 2 – Gift Cards received into our office for processing.

Week 3 – Gift Cards are available for pick up during business hours: Monday, 9-3, Tuesday 9-6, Wednesday 9-3 and Thursday 9-8

Each Friday we will process all orders we have received during the week. Please look over the order form we have included with this letter. Just fill it out and return it to us with your payment. Make checks payable to CFW-Pure. It's that easy!

You can also place your orders online at www.shopwithscrip.com. Click on "Create an Account", follow four simple steps and click "I Accept", then enter enrollment code: 99131C5924824 and click "Join".

The PURE scrip program promises to be a simple and effective fundraising program. Thanks for your support!

Sincerely,

Shari McCutcheon
Client Services Director
Choices for Women
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