

COMMUNITY DAY EVENT • SATURDAY, NOVEMBER 13, 2010

WHAT IS COMMUNITY DAY?

Community Day is an annual fundraising event designed to provide schools, nonprofit and 501c3 organizations with a fun and easy way to raise money. Community Day at Bon-Ton, Elder-Beerman, Bergner's, Boston Store, Carson's, Herberger's, Younkers, and Detroit-area Parisian takes place on **Saturday, November 13, 2010**. Since 1999, the event has raised over \$74 Million!

WHEN IS IT?

Community Day takes place on **Saturday, November 13, 2010**, around the country at the following stores: Bon-Ton, Elder-Beerman, Bergner's, Boston Store, Carson's, Herberger's, Younkers, and Parisian. Stores open at 6 a.m., and stay open late.

HOW DOES IT WORK?

Participating organizations sell coupon booklets to the public for \$5 each, **KEEPING 100% OF THE PROCEEDS!** Each booklet contains coupons valid during our Community Day One Day Sale on November 13th.

JSC INCENTIVES!

Top Selling Individual Players — Top 5 overall sellers will win a \$100 gift card!

Top Selling Team — One overall top selling team wins a player party at the Ramada Inn Tropics Resort! The head coach or team coordinator wins an overnight stay the night of the team party!

Head Coaches — Head coaches win a \$25 gift card if their team sells an average of 5 coupon booklets per player on their roster.

TURNING IN DONATIONS

Checks should be made out to Johnston Soccer Club. Each player must turn in collected donations in an envelope including player name, head coach and team number to ensure proper credit for sales. Turn in all envelopes at the **JSC North Concessions Stand on Saturdays during regular concession hours.**

ADDITIONAL COUPON BOOKLETS

Any player, coach or parent can pick up additional coupon booklets at the **JSC North Concessions Stand on Saturdays during regular concession hours.**

TRACKING BOOKLET SALES

The JSC Director of Fundraising will track individual and team collections. In order to accurately track both individual and team sales, donations must be turned in with the following information on the envelope: **player name, head coach and team number.** Envelopes turned in without this information will be impossible to credit to any particular player or team.

IN-STORE SELLING DATE/TIME

As a participant in the Community Day event, JSC is invited to sell coupon booklets in the Merle Hay Mall Younkers store. If your team would like sell coupon booklets in the store, please email a desired date/time to fundraising@johnstonsoccer.org. There are limited spots available and requests are taken on a first come, first served basis. Once confirmed with Younkers, the JSC Director of Fundraising will contact the team coach/coordinator confirming the team in-store selling date/time.

YOUNKERS SELLING REWARDS

Organizations meeting the minimum requirements will receive an equal amount of the in-store coupon booklet sales. These are the sales of the coupon booklets that are rung through the store registers and sold to customers at the point of sale. Organizations exceeding the minimum requirements and become one of the top 25% coupon book sellers will be invited to sell coupon booklets in the Younkers Merle Hay store on Saturday, November 13, Community Day. **SO GET OUT THERE AND SELL!** It's to our advantage to sell early. **100% of the proceeds from the booklets our organization sells in the store on Community Day are ours to keep!**

MORE INFORMATION

Please visit the Johnston Soccer Club Web site, www.johnstonsoccer.org, for updates under Fundraising. For more immediate information about the Community Day Event, please visit www.communitydayevent.com today.

