

1875 North Sandusky Avenue
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The Pickwick Place Community Caring Program

In an effort to recognize the amazing contributions clubs and organizations make to our community, The Market at Pickwick Place and Acres of Adventure at Pickwick Place are proud to offer the *Community Caring* program.

Community Caring is a fun and easy way to partner with Pickwick Place to raise funds for your club, organization, or cause. We will work together closely to ensure your *Community Caring* event is a success. When your friends and family shop at The Market at Pickwick Place or enjoy the games and activities at Acres of Adventure, we will donate 10-15% of our sales directly back to your organization.

Here's how *Community Caring* works.

1. Select a great cause to raise funds for (class trips, school organizations, youth groups, athletic teams, service trips, etc.)
2. Schedule your event.
3. Advertise! We'll provide suggestions and tools for you to market your event.
4. Shop at The Market at Pickwick Place and enjoy the Acres of Adventure activities. Invite everyone you know! People with your group will need to present the flyer we provide your organization to make sure their purchases count.
5. Receive your donation check within 4-6 weeks of your event.

Community Caring Policies

- The Market at Pickwick Place and Acres of Adventure will donate 10-15% of any sales or admissions on your specific day (excluding gift card sales) for guests that present your organization's flyer.
- The standard donation will be 10%. However, if your organization provides six volunteers, aged 16 and over, then we will raise your donation to 15%.

Keys to a Successful *Community Caring* Program

- Schedule at least four weeks in advance. The sooner the better! Remember, the biggest thing you can do to help make your event a success is to publicize it!
- We will provide you with a *Community Caring* flyer customized for your group's event. The quickest and easiest way to distribute this is through email! Email blasts can create a buzz and generate interest in your event. All you have to do is attach the flyer to your email and send away.
- Be sure to remind your family and friends about your event. The best time to do this is approximately 3-5 days in advance.
- Encourage everyone you invite to bring one person each. That sounds feasible, right? That's the quickest way to double your donation total.
- Get creative with your advertising. Distribute and email flyers, but don't stop there! Can you put your event details into a community newspaper? Are there other businesses and organizations that can share your flyer in their e-newsletters? How can you use social media to help get the word out? The more people that attend your *Community Caring* event, the more funds you can raise!

Frequently Asked Questions:

Question: How much money will our group raise?

Answer: Let's say your group provides volunteers, so your group's donation rate will be 15%. An average sale at The Market is \$15. 15% of a \$15 sale equates to a \$2.25 donation for your group. Admission to Acres of Adventure is \$8. 15% of that is \$1.20 that goes back to you. Let's say your group would like to make \$250 from *Community Caring*. You would need approximately 111 people to make \$15 purchases at The Market or around 208 people to enjoy Acres of Adventure. It could also be a combination of those. For example, 50 people making Market purchases and 115 people going through Acres of Adventure would also meet your \$250 donation goal.

Question: When will our organization receive our donation check?

Answer: Your check will be mailed within four to six weeks of your *Community Caring* event.

Question: Do guests need to bring a copy of the flyer with them?

Answer: No! All your guests need to do is show up. Since your event is the only thing happening that evening at Pickwick, we'll know that everyone that comes is a result of your marketing efforts.