

EAGLE VIEW GIFT CARD PROGRAM

FAQs

How does the Eagle View Gift Card Program work?

The Great Lakes Scrip center acts on our behalf to purchase large amounts of scrip from grocery stores, department stores, and other retailers. Because the scrip is purchased with cash up front, the participating retailers offer a substantial discount. Eagle View PTA buys the scrip from Great Lakes Scrip Center at a discount, and re-sells the certificates to our organization members for full face value. The bulk of the discount - from two to fifteen percent or more - is retained by the Eagle View PTA as revenue to support many wonderful activities and programs at our school for our children and families.

What is "scrip"? Scrip is a term that means "substitute money".

The scrip (negotiable gift certificates and gift cards) is issued by the national and local retailers where many families already shop. These merchants want to support non-profit organizations like Eagle View PTA, and in return ask we support them by shopping with scrip at their stores. You can use scrip to purchase everyday expenses like food, clothing, and other essentials, and with every purchase, you earn revenue for the PTA.

Scrip is "shopping cart fundraising".

The reason for the effectiveness of scrip is simple: **families generate revenue through purchases they would make anyway.** Groceries, clothing, toys, gifts; even gasoline can be purchased with scrip. If our families use scrip for these purchases, we can raise substantial funds for our school -- without spending an additional penny.

Retailers like Scrip, too.

Since the retailer is giving up potential revenue, many of them want to be sure that a non-profit organization is benefiting - not another company. The scrip is issued by the national and local retailers where many of our families already shop. These merchants want to support non-profit organizations, and in return ask you to support them by shopping with scrip at their stores.

Families who purchase scrip certificates actively support the retailers who participate in this program. The reason is simple... they know that buying from a scrip participating retailer provides a steady source of revenue for their church, school, or non-profit organization.

Where do the scrip certificates come from?

Eagle View PTA works with the Great Lakes Scrip Center which purchases the certificates directly from the retailers. **The certificates we provide are the same gift certificates and gift cards you would buy if you went to the participating retailer and purchased them yourself.**

Can I use the scrip certificates anywhere?

Yes, the certificates are accepted at all participating retailer locations.

Does it cost a family anything to participate? Do they have to sell anything?

There are no membership fees or application fees. Eagle View families simply pay face value for the certificates ordered. The beauty of the scrip concept lies in the fact that our families raise money for our school by using existing household shopping budgets. Some families may enlist relatives, friends and neighbors to buy scrip. But unlike other fundraising programs, scrip families do not have to "sell" anything to raise money. **So many people are already buying gift cards. Why not let the discount that retailers are already providing go directly to support activities at our school by purchasing gift cards directly from the Eagle View PTA?**

What is the order schedule?

The Eagle View PTA has decided to try the Gift Card program in April 2008 as a trial. Order forms will be sent home in the April 16, 2008 Wednesday folders with an April 25, 2008 deadline. Families just select the number of cards from as many retailers in which they are interested. Choices will include department stores, coffee shops, grocery stores, bookstores, clothing stores, gas stations, home improvement stores, restaurants, etc. Then you enclose a check payable to Eagle View PTA for the total number of cards you are ordering. The PTA will order the gift cards and they will be available for collection at the school during the week of May 5, 2008, just in time for Teacher Appreciation Week, Mother's Day, Father's Day, graduation parties, birthdays, etc., in addition to your weekly or monthly shopping needs.