



Quarterly Newsletter

Community fundraising made easy!

Volume 1 Issue 2 Summer 2007

Inside this issue:

Keep Scrip Sales Going	1
Appleseed Announces School Scholarships	1
Scrip-Spotlight-Cincinnati Hills Christian Academy	2
Having Fun at Coney Island	2
Ivy Hills CC Joins Appleseed	3
Jet's Pizza Now On-board	3
Visa Check Card Explanation	3

Keep Scrip Sales Going with Spring Promos

Who says Scrip sales have to decline in the spring and summer? Logically, everyone in your school and organizational community are still frequenting the same restaurants and stores.

Just because it's not the Holiday season doesn't mean they have to stop buying scrip does it? So how do you promote scrip sales this time of the year? Promos!

Our first promo will coincide with the Mexican fiesta of Cinco de Mayo and feature Abuelo's Mexican Embassy.

With two locations in Greater Cincinnati, Mason, OH and Crestview hills, KY, Abuelo's features fine Mexican cuisine in an upscale, courtyard inspired dining room. Abuelo's

strives for an outstanding and unique dining experience with fresh, creative food at a reasonable price. If you haven't gone there yet, it's great!

In May, Appleseed is offering the following promotion for Abuelos gift cards:



1. Any denomination is available
2. Orders over \$ 500 will earn 10%!
3. Orders over \$ 1000 will



earn 15%! This is a great time to visit

Abuelo's for the first time or for another visit!

May is also a good month to clean your vehicles. Appleseed has several car washes in our program including Mikes', All Seasons, Gills, and Johnny's.

For the month of May, Appleseed is offering an extra 5% on top of all current car wash percentages!

To qualify, all you have to do is order over \$ 250 in car washes with each purchase! There are already very good percentages offered for car washes so get the word out!

We will announce additional promos via e-mail for June and beyond!

EMail: info@appleseed123.com

To place an order or check the status of any order, please call (513) 233-9699.

Fax line available 24 hrs. a day (513) 233-0407.

Appleseed Announces School Scholarships

For the 2008/2009 school year, Appleseed has announced that it will offer three scholarships to students selected from our client list. We'll ask our coordinators to identify one outstanding student from their school who exemplifies the true spirit of community service, leadership and academic achievement.

From that list, Appleseed, in conjunction with a panel of vendors, will select the recipients of the scholarships and make the announcement in January of 2008.

The criteria for the awards will be as follows:

- Student's involvement in school and community programs
- Student's demonstration of leadership in the school and community
- Student's academic record
- Student's participation in fund raising activities for their school or organization

The size of the scholarships has not been announced and we hope to have one or more vendors subsidize the awards. Additional details will be posted on the Appleseed123.com website in coming months.



Scrip Spotlight — Cincinnati Hills Christian Academy

Symmes township school takes Scrip to the next level

Cincinnati Hills Christian Academy (commonly known as CHCA) is located in Symmes Township on Snider Road. The CHCA community has over 1,100 families and operates a grade school, middle school, and high school on their expansive campus. Appleseed spoke to Mary Angela Lewis about their program, now in its fifth year.

There are three things that make the CHCA scrip program unique. They are:

1. *The Scrip "Store" which is open on Monday-Wed-Friday from 7:30 a.m. to 3:30 p.m.*
2. *The CHCA scrip inventory that allows them to fill instant scrip orders*
3. *The profit split with Families on all orders*

The Scrip shop is run by volunteers who operate morning and afternoon shifts. Located in the grade school near a convenient entrance for parents, the shop accounts for the majority of scrip sales.

According to Mary Angela, the key to the program's success is keeping inventory on hand to fill those walk-in orders. The

gift cards are kept locked in a safe at the school and moved to a filing cabinet by the workers when the shop is open. (The shop itself is actually an area located in a stairwell near a side entrance to the building).

CHCA has a "profit sharing" program for all families that purchase scrip. It's a 50/50 split with a true up every six months. Parents with children at the school get tuition credits and those without students at the school earn scrip credits."

"This profit sharing arrangement really works well and maximizes the programs potential" according to Mary Angela. They use scrip pro software to keep track of all purchases.

In addition to the scrip shop, CHCA also has a "drop box" located in the lobby of the grade school for orders. These are filled and available for pickup by the following Friday.

CHCA also relies heavily on their website, www.chca-oh.org to communicate the program. Parents ordering for the first time download a scrip application and are



CHCA Scrip Shop

loaded into the software program. Once they're in, it's easy to order and everything is explained on the site.

They also use group distribution e-mails, the campus newsletter, new family packets, and tables on "meet the teacher" nights to advertise the program. Each year since its inception, the CHCA scrip program has grown in volume. Currently, they sell approximately \$ 5,000 each day the shop is open and much, much more during the Holiday Season. The program is a huge success.

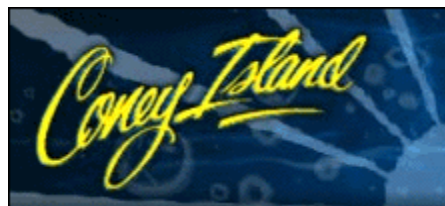
For anyone interested in learning more or visiting CHCA, please e-mail us at info@appleseed123.com.

Appleseed Offers fun this summer at Coney Island!

Coney Island Rides and Sunlite Pool ticket now available through Appleseed!

Appleseed is pleased to announce the addition of legendary Coney Island Amusement Park to the program! Your families can now purchase the General Admission rides and Sunlite Pool Pass and you will earn 10%.

This ticket allows the guest to enjoy a full day of unlimited rides and access to the famous Coney Island Sunlite Pool, home to the world's largest re-circulating swimming pool with in-pool slide and seven diving boards. The Sunlite Pool also features the Zoom Flume-giant twin-chute slide with a 500 foot twisting, turning, toboggan-like descent and a splashing finish plus the Pipeline



Plunge, an enclosed water speed slide delivering a thrilling raft ride!

The rides ticket provides unlimited rides for the kids on Coney classic's like the Pepsi Python Family Coaster, the Scrambler, Tilt-a-Wirl, Ferris Wheel, Round-up, and more.



In addition, Coney features smaller rides for the toddlers and live shows and other amusements. Coney also has Great picnic areas and grounds and is home to the annual Flower and Garden Show.

Ivy Hills Country Club Joins Appleseed

Team up for Fundraising

Appleseed is pleased to announce the addition of Ivy Hills Country Club to the Appleseed Program.

Ivy Hills CC, located in New- town, OH (off Rt. 32) features a wonderful 25,000 square foot Georgian Clubhouse with swimming pool, Clay tennis courts, workout facilities, golf pro shop and an 18 hole Championship golf course with dramatic views of the Miami valley and Indian Hill beyond! Ivy Hills is known for the great job it does han-



dling golf and banquet events. Now Appleseed clients have the ability to book events at Ivy Hills and earn money for their organization. Effective May 1, 2007, Ivy

Hills will offer a \$ 100 referral fee for any new member application that comes through the Appleseed program. In addition, for any referral for banquet events or golf outings, clients will earn

either 3.5% or 5% if they book through Appleseed. All you need to do is publicize the program and if someone is interested in having an event at Ivy Hills, simply e-mail that persons name and contact information to [info@appleseed123.com!](mailto:info@appleseed123.com) We'll handle the tracking and coordination with the Ivy Hills Staff. Your families get a great event and your scrip program earns money!

For additional information on Ivy Hills, please go to www.ivyhillscountryclub.com

Jet's Pizza in Mason Joins Appleseed Program

New Mason, OH Pizzeria offers "the next generation of pizza"!

By popular request, the new Mason, OH location of Jet's Pizza is now a vendor in the Appleseed Program. We offer a \$ 10.00 gift certificate with a 12% bonus to you!

Jet's was formed in 1978 in Michigan and continues to grow through Fran-

chising. This is the first Cincinnati location and they have plans to add additional sites

throughout the area. Jet's describes themselves and the "future of Pizza", striving to deliver the best in take out pizza through the finest ingredients



and the latest in baking techniques.

Jet's pizza is located at 7916 Mason-Montgomery Road in Mason, OH. The phone number is 513-

229-8620.

Go to www.jetspizza.com to review their menu and learn more about them.

Visa Gift (Debit) Card Explanation—Used Same as Cash

Clarification

We've had a lot of calls regarding the Visa gift card that appeared in the last newsletter. Many were inquiring about the price, as it is more than the face value.

A customer that is purchasing a Visa debit card must pay a premium to purchase that card.

The processing costs for printing, tracking, coding, and selling are all

built into the price.

If you went to a bank to purchase a card like this you would pay a similar premium.

The advantages of the card are many and it does make a great gift in that it can be used **as Cash**.

Compared to a normal gift certificate from a store, this card can be used anywhere and the balance on the card is the same as cash and more likely to be used.

