

Macy's Shop for a Cause Encores October 13

Macy's raised more than \$9 million in 2006 through its first national Shop for a Cause, a one-day shopping event benefiting thousands of local nonprofit organizations! This year, the sky's the limit as the event encores on Saturday, October 13.

Charities nationwide are invited to "Join Our Cause for Your Cause," selling \$5 shopping passes for the event and keeping those funds raised. Customers love Shop for a Cause too – they can support their favorite cause, while enjoying a day full of extraordinary discounts throughout the store.

For more information, click here. (link to <http://www.macys.com/campaign/shopforacause.jsp>)

Local United Way's are encouraged to contact their local Macy's stores for more information on how to participate.



Shop For A Cause
Saturday, October 13, 2007

What is Shop For A Cause?

This one-day shopping event is one of the many ways Macy's gives back to our community through support of local non-profit organizations! On Shop For A Cause Day, guests have the opportunity to participate in a unique shopping experience including discounts, entertainment, special events and the opportunity to win thousands of dollars worth of prizes.

Where will this event be held?

Every Macy's Store nationwide.

How do organizations raise funds?

Participating organizations sell \$5 shopping passes to the event. Your organization keeps the proceeds from every shopping pass you sell. It's that simple! By purchasing a shopping pass, customers can support their favorite cause, while enjoying a day full of extraordinary discounts and events throughout the store.

Does Macy's keep a percentage of the ticket sales?

No. All ticket sale proceeds go directly to charity.

Shop For A Cause Savings Pass:

SFAC Savings Passes entitle the bearer to special savings on select merchandise throughout the store in addition to regular and sale merchandise specials. All day limited exclusion savings pass includes:

- **20% off* regular, sale & clearance women's, men's & kids' apparel & accessories, fine, bridge & fashion jewelry, bed & bath items, housewares, frames, luggage, china, crystal & silver, all kitchen & personal care electrics & technology items.**
- **10%* off regular, sale & clearance furniture, mattresses & rugs.**
- **Open a Macy's account and get an additional 20% off.**

*EXCLUDES: Cosmetics and fragrances, fine and fashion watches, bridge sportswear, Coach, kate spade and Dooney & Bourke handbags, designer and bridge shoes and handbags for her, Louis Vuitton, Martha Stewart Furniture, Ralph Lauren Furniture, Bridal Kiosks, All-Clad, all Waterford, Baccarat and Lalique. ALSO EXCLUDES HIS/HERS: Oval Room, 28 Shop, St. John, Lacoste, Impulse, Polo/Ralph Lauren, Lauren and Tommy Bahama. Not valid on Everyday Values, specials (including Morning Specials), Super Buys (including fine jewelry Super Buys), Macy's Gift Cards, special orders, previous purchases, restaurants, wine, or nonmerchandise-related services; on purchases from leased departments; or as payment on credit accounts. Discount will be deducted from the current price (regular, sale or clearance, as applicable). Cannot be combined with another savings pass or discount offers. Valid Saturday, October 13, 2007.

Ticket sales will continue until 6pm on Friday, October 12th. Organizations are responsible for distributing tickets among their volunteers and accurate accounting of all ticket sales.

Reporting Ticket Sales

It will be necessary for Macy's to frequently monitor ticket sales from each organization. This will assist us in properly planning staffing and security.

Each organization will be responsible for reporting ticket sales to Macy's by 12pm on the following days:

Wed, July 11	Wed, August 15	Wed, September 19
Wed, July 18	Wed, August 22	Wed, September 26
Wed, July 25	Wed, August 29	Wed, October 3rd
Wed, August 1	Wed, September 5	Fri, October 12 (6pm)
Wed, August 8	Wed, September 12	

***NOTE:** It is the responsibility of each participating organization to designate a representative who will bring the following to the Macy's Store Manager's Office by 6PM on Friday, October 12, 2007.

1. All unsold tickets.
2. A final weekly ticket sale count and total tally.

**IN ANSWER TO QUESTIONS YOU MIGHT HAVE
CONCERNING SHOP FOR A CAUSE DAY**

Are there any specific rules regarding ticket sales?

Yes. Tickets issued to each organization are to be treated as money and sold uniformly for \$5 each. Tickets cannot be given away. Tickets cannot be mailed to individuals or companies in hope of generating a purchase. This is a community-wide fundraising event and any deviation from ticket sale rules will only harm other worthwhile non-profit organizations. Each organization will be asked to sell a minimum of 100 tickets prior to event.

Do I need to have my ticket when I enter the store in order to receive the discounts?

Yes. Your shopping pass is part of the ticket and must be presented at each time of purchase in order to qualify for the discount.

Is the store open to the General Public?

Yes. Anyone can enter the store, but only those purchasing a ticket are entitled to the special savings.

What if someone comes to the store and doesn't have a ticket?

Tickets will be sold at all Macy's registers on the day of the event with proceeds benefiting Macy's designated national charities.

Can organizations sell tickets in store?

No. Macy's no longer allows third parties to solicit in any of our Macy's stores.

Are there any restrictions on expanding our volunteer base?

No. You may want to get sister organizations to assist you with your ticket sale efforts. However, you are responsible for the financial and numerical accounting of all tickets.

Can tickets be given away to our board members, volunteers and/or others who assist with this project?

Again, these tickets are to be treated as money. For accountability and beneficiary purposes, tickets must be sold rather than given away.

How can we spread the word about this event?

After receiving the acceptance forms back from participating organizations, Macy's will release news of this event to all area media. Each organization is encouraged to spread the word on their own via newsletter, posters, or other publicity vehicles that may be appropriate. Macy's must approve any text that appears with our logo before distribution.


SHOP FOR A CAUSE 2007
PARTICIPATION APPLICATION

Complete the following application and co-venturer agreement
(print or type) and send or bring it to your local Macy's store.

LOCAL MACY'S STORE: _____

ORGANIZATION NAME: _____

EMPLOYER IDENTIFICATION NUMBER (EIN) (must be 9 digits): _____

YES, we have 501c3 designation from the IRS. (please check)

EXECUTIVE DIRECTOR: _____

PHONE: _____

E-MAIL: _____

BUSINESS ADDRESS: _____

(This is where ALL the information will be sent as needed.)

CITY: _____

STATE: _____

ZIP: _____

SHOPPING DAY CHAIRPERSON: _____

PHONE (DAY): _____

PHONE (EVENING): _____

FAX NUMBER: _____

E-MAIL ADDRESS: _____

NUMBER OF TICKETS REQUESTED (Min. 100): _____

YES, my organization is interested in providing in-store entertainment on Shop For A Cause Day. Please describe: _____

We understand that Macy's Shop For A Cause is a community-wide fundraising effort and event. Shopping passes may not be given away, discounted, reproduced or mailed prior to sale.

Signed: _____

Print Name: _____

SHOP FOR A CAUSE COVENTURER AGREEMENT

This Coventurer Agreement (“Agreement”) is made as of _____ by and between _____ (hereafter referred to as the “Organization”) a charitable and not-for-profit corporation, having its offices at _____ and the Macy’s divisions of Macy’s, Inc. (“Macy’s”) for the purpose of raising funds for the Organization by means of Macy’s Shop for a Cause (the “Promotion”).

1. The Promotion and the Organization’s participation are described in the Participation Application form, which, as completed by the Organization, is attached and incorporated into this Agreement (the “Application”).

2. Organization will participate at the Macy’s location(s) identified in the Application on the date(s) specified (“Participating Stores” and “Promotional Period,” respectively).

3. Within thirty (30) days after the Promotional Period each party will report to the other the funds raised; provided that in the Promotion, all funds due the Organization shall be raised by the Organization’s sales of shopping passes and no additional funds shall flow to or through Macy’s and no additional funds shall be due Organization.

4. The “Term” of this Agreement will be from the first date above until the thirty-first (31st) day after the end of the Promotional Period and thereafter neither part shall have any obligation to the other except with respect to regulatory compliance and any provision that expressly survives the Term.

5. The Organization hereby warrants and represents that it is a not-for-profit corporation organized and recognized under the laws of the United States and every other applicable jurisdiction, that it has full rights in and to its name, all as stated in the Application.

6. In the event that Macy’s so requests, the Organization shall grant Macy’s a limited, revocable, non-exclusive and non-transferable license to use the Organization’s name and associated designs (“Organization Trademarks”) in conjunction with the Promotion and Macy’s hereby acknowledges the Organization’s ownership of the Organization Trademarks and, except as specifically licensed herein, Macy’s shall acquire no right, interest, or goodwill in the Organization Trademarks and Macy’s shall not contest the validity of or the Organization’s rights and interests in the Organization Trademarks.

7. Macy’s name, trademarks and associated designs are hereinafter referred to as the “Macy’s Trademarks” and Organization likewise acknowledges Macy’s ownership of the Macy’s Trademarks. No title to or ownership of Macy’s Trademarks, or any part thereof, is hereby transferred to Organization. Organization agrees that its use of Macy’s Trademarks shall inure to Macy’s benefit and that, except as specifically permitted by Macy’s in writing, Organization shall neither have any license to use any Macy’s Trademarks nor acquire any right, interest, or goodwill in any Macy’s Trademarks. Organization agrees not to contest the validity of Macy’s interest in Macy’s Trademarks.

8. Each party agrees that Macy’s has the right to review and approve all Promotion material produced by or for the Organization. Organization has the right to approve only such material, if any, that uses any Organization Trademarks, which approval will not be unreasonably withheld. Each party agrees that if approval is neither granted nor denied within two (2) business days of receipt of material, approval will be deemed granted.

9. Promotion materials must fully and truthfully describe the Promotion. Macy’s agrees that any solicitations made by Macy’s on behalf of Organization in conjunction with the sale of goods or services will identify to the customer at point of solicitation: a) the actual quantity of net proceeds

that will be contributed to Organization, b) the Promotional Period and, c) any maximum/minimum amounts to be contributed to Organization.

10. Organization and Macy's understand and agree that: (a) the parties are co-venturers solely with respect to the Promotion, (b) neither party (nor any of its employees or representatives), is authorized to act as an agents of the other, and (c) the Promotion will result in no cost or expense to either party unless expressly agreed in writing.

11. Each party represents that: (a) it will comply with all applicable federal, state and local laws and regulations (including but not limited to any requiring registration and/or approval) during the planning, promotion and conduct of the Promotion, and (b) all necessary insurance and requisite licenses and permits will be obtained and will be in full force during the Promotion. Specifically, Organization (on behalf of itself and, as applicable, Macy's) shall make all requisite registrations and filings, and pay all associated fees as may be required pursuant to applicable law for jurisdictions in which the Organization is participating in the Promotion. Macy's shall be liable (to the extent Organization fails to comply with any such legal requirement applicable to Macy's) but Organization acknowledges that Macy's is relying on Organization to effectuate compliance on Macy's behalf and, to the extent required by applicable law, Macy's shall reimburse Organization, after invoice by Organization, only actual, reasonable out-of-pocket expenses incurred by Organization to effectuate such Macy's compliance, subject to Organization documenting such expenses to Macy's reasonable satisfaction.

12. Each party agrees to release the other and to defend, indemnify, and hold it harmless, together with its affiliated and related organizations and the officers, directors, employees, agents, and legal representatives of each, from and against any and all third party claims, losses, damages, costs and expenses, and liabilities of whatever kind or nature caused by, arising out of, or occurring in connection with (or claimed to have been so caused) any breach hereof and such indemnifying party's representations and warranties or any other act or omission of such party relating to the Promotion.

13. This Agreement is made in and shall be governed by the laws of the State of New York and all disputes arising hereunder shall be subject to the exclusive jurisdiction of the state and federal courts sitting in the County of New York, State of New York. No failure to exercise, and no delay in exercising any right under or arising out of this Agreement shall operate as a waiver, nor will any partial exercise of any right preclude the exercise of any other right. If any provision of this Agreement is held to be invalid or unenforceable for any reason, the remaining provisions will continue in full force without being impaired or invalidated in any way. This Agreement constitutes the sole agreement between the parties hereto with respect to the subject matter herein and no amendment, modification, or waiver of any of the terms and conditions hereof shall be valid unless in writing.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

Macy's, Inc., on behalf of Macy's.

_____ **Organization**

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____



SHOP FOR A CAUSE

TIPS FOR SUCCESSFUL FUNDRAISING

1. Plan a meeting as soon as possible to distribute tickets to your volunteer base. The sooner your tickets are distributed, the more you can sell! Do not let tickets sit in your office after receiving them.
2. Evaluate the deadlines for your own upcoming newsletter or other publicity vehicles, so that you may include information on “Macy’s Shop For A Cause Day.” Each newsletter should include new events, contest updates and top ticket sellers from your organization.
3. Canvas businesses that you think might purchase a block of tickets. Make sure they plan to give tickets to their employees or use as incentives to attend the event.
4. Set up a volunteer structure that will ensure maximum productivity. You might consider customer categories from which volunteers may solicit, such as businesses, door to door, staffing at other fund-raising events, etc.
5. Within your volunteer structure, develop a system to call or email all ticket holders using the completed pre-sold ticket stubs three to four days prior to the event. The reminder will help increase the number of ticket holders in attendance. During the reminder call, place emphasis on the special sale prices, exciting events and enter to win items throughout the store.
6. Point out that due to the great discounts, the face value of the tickets can be recouped with a merchandise purchase.
7. Get board members involved and use their contacts to sell more tickets to individuals as well as corporations. Having their full support will show your volunteers the importance of this event.
8. Set up contests among volunteers to entice them to push for more ticket sales, such as special privileges at the next fund-raising event.
9. Stress to volunteers that selling the tickets is only one portion of their responsibility. They should also work to get ticket purchasers into the store on the day of the event.
10. Develop ideas for packaging tickets that may be attractive to your supporters. For example, suggest that individuals purchase a block of tickets and then invite their friends for a group shopping party.