

# Books Inc. **Virtual/ In-Store Hybrid** Fundraising Shopping Event Agreement Form

Books Inc. is pleased to partner with your school or organization for a Virtual Fundraising Shopping Event. The basic premise of a Fundraising Shopping Event is that supporters of a school or organization shop in-store AND online at [www.booksinc.net](http://www.booksinc.net) during an agreed-upon 7-day period, and Books Inc. will donate a percentage of sales back to the school or organization.

School or Organization: Monta Loma Elementary School

Books Inc. store: Mountain View

Date of Shopping Event: Monday, February 28, 2022– Sunday, March 6, 2022

Our current donation percentages are:

10% - via Check  
15% - via Books Inc. Gift Card

## **General Guidelines:**

- Customers have the choice to shop in-store or online during the time period of their shopping event
- All online sales using the provided “coupon code” during the time period outlined will count toward the donation.
- The Shopping Event is open to the public.
- All special orders taken and paid for during the Shopping Event will count toward the donation.
- Unless otherwise specified, the entire website inventory at the time of the Shopping Event will be available for customers.
- The purchase of a gift card or gift code does NOT count towards the donation.
- The Organization is limited to one Shopping Event per year.
- In the event that there is no attendance by the sponsoring organization, the agreement is void.

## **School/Organization will:**

- Effectively promote Shopping Event to its community of supporters (parents, friends, family, faculty, staff, board members).
- Provide one contact person representing the school or organization to interface with the representative of Books Inc.

## **Books Inc. will:**

- Provide a unique “online coupon code” for the school that will work as a purchase marker. No money will be taken off of the sale at the time of purchase, but a portion of the sale will be returned to the school in the form of a donation. The code is valid through the entirety of the Shopping Event.
- Can create a “Shopping Week” page on our website to share with your community featuring your Recommended Reading Lists.
- Provide marketing materials if necessary.
- Donate an agreed upon percentage of sales from the Shopping Event to your organization or school.

### **Recommended Reading Lists:**

While not required to make a Shopping Event successful, some schools or organizations like to tie-in summer reading lists, required reading lists, library “wish lists” or book-drive lists.

- Lists must be submitted on Books Inc. form (available from Books Inc.)
- Lists must be provided to Shopping Event Guests by organization.
- Books Inc. will need lists no less than thirty (30) days prior to Shopping Event.  
For Virtual Shopping events, please submit your lists to Hannah Walcher at [hwalcher@booksinc.net](mailto:hwalcher@booksinc.net)
- All titles subject to availability.

### **The following are Books Inc.’s recommendations for creating a successful Shopping Event:**

- Promote Shopping Event in the most effective way possible, i.e., email blast, sending notices home with students, invitations, notice in newsletters, advertising (if appropriate).
- All advertising and promotion must include the date, time, location, and store name (Books Inc.) of Shopping Event.
- Name your Shopping Event! Some effective names for past events are: *Your School Book Fair, Your School Shopping Night, Your School Shopping Spree, Your School Fundraising Book Fair.*

*In the event that a school or organization must cancel or reschedule a Shopping Event, Books Inc. must be notified at least 2 weeks (14 days) prior to cancellation or rescheduling.*

School or Organization Contact Signatures      Books Inc. Representative Signature  
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 MOIRA TURNER

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Rebecca Westover, Chief Business Officer

Date February 8, 2022

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Date:

*Email address* tleee@mvwsd.org

*Phone#* (650) 903-6915

*Donation check should be made out to* Mountain View Whisman School District

*Mailed to the following address* 1400 Montecito Avenue Mountain View, CA 94043

In the notes, please add the following: Donation for Monta Loma  
Please send check ATTN to: Marina Romano