



# EARNING ALL YEAR LONG

Our most successful scrip programs keep their programs running year-round, which allows families to get into the habit of shopping with scrip on all of their purchases. And with online ordering, it's very easy and low-effort to make this a possibility.

There's no fee for an organization to start fundraising with scrip, and your organization has no obligation to place a certain number of orders each year. Just remember, the more orders you place, the more earning your program will see!

Here's what you should be doing as a coordinator and how you can encourage families to use scrip all year long!

## AUGUST AND SEPTEMBER

School is back in full swing, and your scrip program should be following suit! The summer brought fun, but now it's time to get everyone in your nonprofit organization schooled on scrip. Get the wheels in motion by showcasing scrip at your school open house, or take it a step further and host a special scrip meeting for the whole organization.

Make the most of this event and set up a ShopWithScrip and MyScripWallet demonstration for your organization, where you can go over the ordering process and educate new families. Bring along any forms your program uses, and print out some of our informational flyers to pass out too.

## OCTOBER AND NOVEMBER

Halloween ends and, without any hesitation, every store brings out the Christmas decorations. To maximize your program, you should start preparing for the holiday shopping season well before it begins! Encourage your families to use scrip during the holiday season for all of their purchases— from the Thanksgiving turkey to Christmas stocking stuffers –they can use scrip for everything.

Have your families look at the full retailer list when they sit down to plan their shopping and sign them up to order online if they don't already have an account. Then they'll be able to order ScripNow or reload their cards whenever they need to. If you run a scrip-to-go program that carries an inventory, make sure you have everything you need in stock before Thanksgiving so families can earn rebates on Black Friday and Cyber Monday.

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## DECEMBER

At this time in the busy holiday season, families are wrapping up their present purchasing. Remind your families to use convenient scrip products like ScripNow and reload so that they can earn rebates till the very end of the month. They can even avoid the holiday crowds and order ScripNow eCards that can be sent as gifts via email. Although families have access to a variety of scrip products, if plastic cards are their preferred scrip type, urge families to order early so they aren't left in the cold.

## JANUARY AND FEBRUARY

Although the big spending for the year has come and gone, your families will still want to use scrip to earn rebates while snagging post-holiday deals. Families will also have a list of resolutions after the first of the year. Tell them to start checking things off and use scrip where they can (they can even make earning more with scrip a resolution!).

Keep in mind that families will be hosting football-watch parties leading up to and including the Big Game. Encourage them to purchase all of their party needs with scrip to earn the most while they cheer on their team. And don't forget about Valentine's Day! Remind families to purchase scrip for a night out at the movies, a special dinner date, or for chocolates and flowers.

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## MARCH

Easter is right around the corner, which means that some families are in the thick of the Lenten season. Eating out can be tricky during this time, so encourage families to check out our popular seafood dining scrip retailers.

Families will also be itching for spring break, so urge them to plan ahead and purchase scrip they might need before they take off on their vacations (or remind them to use MyScripWallet when they are away!). Let them know that they can even use scrip to pay for flights, rental cars, and hotels!

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## APRIL

With spring on its way, families will want to shed their winter wardrobes and freshen up their fashion for a new season. Families can use scrip to get them ready for adventuring in the great outdoors, to make home purchases to help declutter and deep-clean, and, most importantly, to get ahead of the game and find a Mother's Day present early.

## MAY

The school year is coming to a close, which means graduation parties and open houses are on the horizon. Scrip gift cards are perfect presents to say “thank you” to teachers or “congratulations” to the grads. Before summer hits, encourage your families to continue to place orders for ScripNow and reloads on ShopWithScrip.com so that your program can keep earning when school is out of session.

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## JUNE, JULY, AUGUST

Amidst the vacations and excursions, the summer months also mean wedding season is here. Families can continue to use scrip for all their summer activities including giving scrip gift cards as presents to happy newlyweds. Families can also easily reload scrip gift cards they’ve previously purchased to help them earn at the pump and the grocery store during the summer months.

Although summer normally means taking a well-deserved break from school, it’s never too early for families to think about back to school shopping, especially families with college freshmen looking for dorm essentials. Remind families to think ahead and stick with scrip all summer long!