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## **MACY'S PASSPORT AIDS SHOPPING DAY PARTICIPATION ACCEPTANCE FORM**

Please complete the following information and return to Macy's to verify participation in Macy's Passport AIDS Shopping Day **no later than August 28, 1992.**

COMPLETE NAME OF ORGANIZATION: \_\_\_\_\_

TAX EXEMPT NUMBER: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

PASSPORT AIDS SHOPPING DAY

CHAIRPERSON OR CONTACT: \_\_\_\_\_

ADDRESS (if different from above): \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

Day

Evening

BRIEF DESCRIPTION OF ORGANIZATION'S PURPOSE/GOALS AND GEOGRAPHIC AREAS OF SERVICE:  
(Use back of form if necessary.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

We agree to participate in Macy's Passport AIDS Shopping Day on Sunday, October 4, 1992. We understand that this is a community-wide fundraising effort and that Macy's Passport AIDS Shopping Day tickets may not be given away, discounted, reproduced or mailed prior to sale. We also understand that we will be required to provide volunteers as support personnel and for staffing at entrances on Macy's Passport AIDS Shopping Day.

Signed \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

Mail completed form to: Macy's Special Productions  
P.O. Box 7888  
San Francisco, CA 94120  
Attn.: Larry Hashbarger

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# Passport 92

IT'S TIME

*same day @ Castro St Fair  
must be  
the same only*

## FACT SHEET MACY'S PASSPORT AIDS SHOPPING DAY

- WHEN:** Sunday, October 4, 1992  
10 a.m. to 11 a.m., Continental Breakfast  
11 a.m. to 3 p.m., Shopping
- WHERE:** Macy's Union Square  
San Francisco, CA
- WHY:** To benefit AIDS Agencies in the San Francisco Bay Area.

### HOW PARTICIPATING ORGANIZATIONS WILL RAISE FUNDS

Each participating organization will sell tickets that will allow ticket holders to receive a 10% discount on all purchases made during Macy's Passport AIDS Shopping Day.

Each participating organization will be asked to set an initial sales goal of 500 tickets.

Tickets will be sold for \$10 each. The benefiting organizations will keep all the money raised from ticket sales generated through the efforts of their volunteers. Thus, if any organization sells 500 tickets, the organization will raise \$5,000.

Tickets will also be available for purchase at the door on Macy's Passport AIDS Shopping Day. If there is no designation of organization, proceeds from door ticket sales will be divided equally among the participating charities. The three organizations with the most tickets redeemed will receive the following bonuses from Macy's:

- 1st Place: \$5,000
- 2nd Place: \$2,500
- 3rd Place: \$1,000

Tickets will be distributed to all participating organizations on Thursday, September 3, 1992.

Tickets will be pre-numbered and recorded by Macy's upon issuance to each organization. Individual organizations will be responsible for providing a stamp indicating the name of the organization on each of the three parts of the tickets. Organizations will also be responsible for the distribution of the tickets among their volunteer base for selling purposes and for the accounting of all ticket sales.

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## **ANSWERS TO QUESTIONS YOU MIGHT HAVE CONCERNING MACY'S PASSPORT AIDS SHOPPING DAY**

- 1. Are there any specific rules regarding ticket sales?** Yes. Tickets issued to each organization are to be treated as money and sold uniformly for \$10 each. Tickets cannot be given away, discounted or reproduced in any way. Tickets cannot be mailed to individuals or companies in the hopes of purchase. This is a community-wide fundraising event and any deviation from the ticket sale rules will only hurt other worthwhile AIDS organizations.
- 2. What if a guest has to leave the store, but wants to come back later?** A hand stamp will be provided at the door so that persons may come and go as many times during the event as they wish.
- 3. What if someone comes to the door and doesn't have a ticket?** Tickets will be sold at the door just inside the store, with proceeds divided among all participating charities. All employees and volunteers will be requested to enter through the employee entrance.
- 4. Will there be special values on Passport AIDS Shopping Day?** Yes. Guests will have the opportunity to take advantage of a 10% discount on all purchases made between 11 a.m. and 3 p.m. that will not be offered to the general public.
- 5. 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 and for accountability and beneficiary purposes are to be sold rather than given away.
- 6. Are there any restrictions on expanding our volunteer base?** No. You may want to get other sister organizations to assist you with your ticket sale efforts. This is fine, as long as the stamped ticket which comes through the door on Macy's Passport AIDS Shopping Day bears the name of your organization.
- 7. 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 its own via newsletters, posters or other appropriate publicity vehicles.

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### **REPORTING OF TICKET SALES**

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

Each organization will be responsible for developing a system with its volunteers for reporting ticket sales to Macy's on the following dates:

Tuesday, September 14

Tuesday, September 21

Tuesday, September 28

### **MACY'S PASSPORT AIDS SHOPPING DAY VOLUNTEER REQUIREMENTS**

Each organization will be asked to provide 10 volunteers to work on Passport AIDS Shopping Day. Volunteers will work shifts at various store entrances to accept and sell tickets. If volunteers wish to participate in the 10% discount, they must buy a \$10.00 ticket. Entry procedures will be provided by Macy's.

### **WHAT WILL HAPPEN ON MACY'S PASSPORT AIDS SHOPPING DAY?**

Once inside the store on Sunday, October 4, guests will enjoy a continental breakfast from 10 a.m. to 11 a.m. and then have the opportunity to shop. Guests will receive a 10% discount on all purchases made that day, between 11 a.m. and 3 p.m.

### **FOR FURTHER INFORMATION, CONTACT:**

Macy's Special Events  
P.O. Box 7888  
San Francisco, CA 94120  
Attn.: Delia Ehrlich  
(415) 393-3726  
FAX (415) 393-3416

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### **VOLUNTEER INSTRUCTIONS MACY'S PASSPORT AIDS SHOPPING DAY**

1. Volunteers are to report to the Volunteer Check-In Desk 30 minutes prior to their shift time in order to check in and to receive instructions and directions for assignments.
2. All volunteers must enter through the employee entrance at 170 O'Farrell St. Door will be clearly marked VOLUNTEER ENTRANCE. Check-in desk and cloak room are located at the Volunteer Entrance.
3. Volunteer's responsibility at the door:
  - A. Greet guest and accept or sell tickets.
  - B. See that guest has filled out ticket with all information requested.
  - C. Stamp guest's hand upon receipt of completed ticket.
4. If guest claims that they have lost their ticket, check the lost and stolen number list at your door. If it is not on the official list, trust them and allow them in. If in doubt, ask for assistance from a Macy's executive.
5. **Please do not leave your assigned position until you are relieved by someone from your organization. This is very important. If your replacement does not show, consult your Chairperson or Captain, who will be on duty all day.**
6. **To purchase a ticket at the door:**
  - A. Send guest to end of table. A cash box will be provided from which change can be made for purchasing tickets.
  - B. Tickets may be purchased with cash or check made payable to Passport AIDS Shopping Day. Identification must be shown for checks.
  - C. For tickets purchased at the door, if there is no designation of organization, proceeds will be split equally among all participating organizations.
7. **There will be a Macy's executive at each door to assist with any problems or questions.**

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## MACY'S PASSPORT AIDS SHOPPING DAY VOLUNTEER SHEET

Please complete the following information and return to Macy's

ORGANIZATION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CHAIRPERSON: \_\_\_\_\_

PHONE: (DAY) \_\_\_\_\_ (EVENING) \_\_\_\_\_

| VOLUNTEER NAME | ADDRESS | PHONE | 9:30AM-12:30PM | 12:30PM-3:30PM |
|----------------|---------|-------|----------------|----------------|
| 1.             |         |       |                |                |
| 2.             |         |       |                |                |
| 3.             |         |       |                |                |
| 4.             |         |       |                |                |
| 5.             |         |       |                |                |
| 6.             |         |       |                |                |
| 7.             |         |       |                |                |
| 8.             |         |       |                |                |
| 9.             |         |       |                |                |
| 10.            |         |       |                |                |
| 11.            |         |       |                |                |
| 12.            |         |       |                |                |
| 13.            |         |       |                |                |

### MACY'S PASSPORT AIDS SHOPPING DAY VOLUNTEER REQUIREMENTS:

Each organization is asked to provide volunteers to work one of two shifts at various store entrances to ensure that the tallying of tickets is documented correctly.

**MAIL COMPLETED FORM TO:** Macy's Special Events  
P.O. Box 7888  
San Francisco, CA 94120  
Attn.: Delia Ehrlich