



Saturday, September 20, 2008

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 furniture, mattresses & rugs.
- **Plus, open a Macy's account and get an additional 20% off!**

*EXCLUDES: Cosmetics and fragrances, fine and fashion watches, designer and bridge handbags (including Coach, Dooney & Bourke, Juicy Couture and Marc by Marc Jacobs), designer and bridge shoes, Louis Vuitton, Polo/Ralph Lauren, Lauren and Tommy Bahama, Lacoste, 28 Shop, Oval Room, Martha Stewart Furniture, Lauren Ralph Lauren Furniture, Waterford, Lalique, Baccarat Tempur-Pedic, All-Clad, Henckels, and Wusthof. Not valid on EDV, Macy's Gift Cards and Gift Certificates, special orders, previous purchases, restaurants and nonmerchandise-related services, Gift Registry kiosks, gift wrap, selected licensed 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, except for new accounts (subject to credit approval). Valid Saturday, September 20, 2008.





Frequently Asked Questions

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.

