

Rock Island High School



Mr. Joseph Wilson, Principal
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August 22, 2022

RE: At Cause E Card

Dear Business Owner/Manager,

The person presenting this letter, John Loewen, is a representative of At Cause, Inc. For school year 2022-2023, our school is participating in a fund raising program. A program in which **we don't have to sell anything, nor are we asking for donations! This is a fundraising program in which we send you customers/clients!**

The center piece of this program is an At Cause E Card. **We do not have to buy, nor sell, At Cause E Cards. This is not a discount card.** Our administrators, coaches employees, teachers and students will text an image of an At Cause E Card to their family, friends and neighbors and in turn will also keep a card for their own personal use. People who receive their At Cause E Card are encouraged to share their card with their family, friends and neighbors, and so on. The At Cause E Cardholder will be encouraged to purchase products or services from local **At Cause Participating Businesses** shown on the card. **There is no discount offered at the time of purchase for the At Cause E Cardholder.**

Each At Cause E Card will show our school logo and name. It will also identify the numbered code which At Cause, Inc. has assigned to our school. Another numbered code will identify the Student Activity that is directly responsible for distribution of the card.

The At Cause fundraising program is an advertising program for your business. Each of the At Cause Participating Businesses shown on the At Cause E Card will agree to pay At Cause, Inc a percentage of the subtotal shown on the purchase receipt as an advertising fee. At Cause, Inc. will retain 5% of the subtotal and donate the balance of their advertising fee to our school for the student activity responsible for distributing the At Cause E Card. For example: The Participating business agrees to pay At Cause, Inc 15% (fifteen percent) of the subtotal purchase for their advertising fee. The subtotal purchase amount is \$100.00. At Cause, Inc will keep \$5.00 and send \$10.00 to our school designated for the student activity coded on the At Cause E Card. The more customers/clients we send to you, the more purchases, the more our student activities will earn for helping to advertise your business.

Further explanation regarding the At Cause E Card fundraising program will be explained by your At Cause, Inc. representative. We hope that you will allow this representative to provide details on At Cause E Card fundraising result oriented advertising program. We believe this advertising fundraising program to be a win for all.

Thank you in advance.

Best Regards,

Joseph Wilson, Principal
Rock Island High School