



## Available "BETTER Your Home, BETTER Your School" AFW Store Rally Dates

**What is a Store Rally?** AFW needs to determine a time during the year when your school would like to receive your annual (or next) donation from accumulative purchases throughout the year (or since your last donation). Thus, AFW offers the following Store Rally Dates for school communities, which includes AFW's annual Back to School Event/Rally by default. Your choice provides AFW the opportunity to invite your school community into our store, "RALLYING" to maximize, finalize and schedule payment for your school's annual (or next) donation. **What Rally Date works best for your school?** Dates in **RED** need to be avoided.

Any purchases made after the date your school chooses will be carried over toward your next chosen Rally Date or by default, AFW's annual Back to School Event/Rally each year. This maintains your school's annual reward. Schools can also choose more than one Rally Date per year to receive multiple donations throughout the year.

Upon your request, AFW can provide preparatory marketing tools and recommendations prior to the Rally Date you choose. This allows an easy and hopeful cooperative effort to "rally" your school community to participate in our stores to help maximize your rewards' efforts. Again, all marketing collateral, including designs, props, and guidelines provided by AFW's are free to your school and your choice to use and/or implement.

*\* The easiest option is to choose, or default to, AFW's August "Back to School" Event & Rally and receive your accumulative donation reward in September to mid-October sometime. A 10-day Store Rally during the school year can be more worthwhile though. These lend themselves to be more school community exclusive as schools can capitalize on more favorable promotional opportunities to parents; plus, these can follow other AFW special events that schools can benefit from as well. Please choose a Rally date that works best for your school.*

### APRIL – 2019

Mar. 29 - Apr. 7, Apr. 5-14; Apr. 12- 20 (**NO EASTER SUNDAY**), Apr. 26 - May 5,

### MAY – 2019

May 3-12, May 10-19, **NO MEMORIAL DAY EVENT WEEKEND AVAILABLE**,

### JUNE – 2019

May 31 – June 9, (**NO JULY DATES ARE AVAILABLE**)

**\*AUGUST, 2019 \*AFW's BACK TO SCHOOL EVENT & RALLY (BY DEFAULT)**

### SEPTEMBER - 2019

**NO LABOR DAY EVENT WEEKEND AVAILABLE**, Sept. 6-15; Sept. 13-22; Sept. 20-29; Sept. 27-Oct.6

### OCTOBER - 2019

Sept. 27 – Oct. 6, Oct. 4-13; Oct. 11-20; Oct. 18-27; Oct. 25-Nov. 3

### NOVEMBER - 2019

Nov. 1-10; Nov. 8-17; Nov. 15-24; **NO BLACK FRIDAY EVENT WEEKEND AVAILABLE**;

### DECEMBER – 2019

Dec. 6-15;

### JANUARY – 2020

Jan. 24-Feb. 2;

### FEBRUARY - 2020

Jan. 31-Feb. 9; **NO PRESIDENT'S DAY EVENT WEEKEND AVAILABLE**; Feb. 21-Mar. 1

### MARCH – 2020

Feb. 28- Mar. 8; Mar. 6-15; Mar. 13-22; Mar. 20-29

**For all registered schools:** If a customer purchases to support your school during the Rally Date you choose, they will be entered into a year-end drawing to win an AFW \$500 gift card, plus AFW will match an additional \$500 donation back to your school if this customer wins the drawing. (1 winner will be drawn from all AFW Store Rallies for all schools throughout the year.)

