



**Almost Every Fundraising Letter Asks For Money.
This One Asks If You Would Like to Receive Money.**

Dear Community Leader,

Downtown Traverse City would like to offer our *local* community-sharing program, ***Shop Your Community Day***, to your organization. We will be giving **15%** of every purchase on **Saturday, November 13, 2010** to the local cause of our *customer's choice*.

It's easy to participate. **You must be a local Non-Profit with 501 (c) 3 status and help us promote the event through your constituents.** The more you promote, the more money we can donate to your organization. Nonprofit participation will be limited, based on past performance, and subject to an evaluation of future marketing efforts.

Shop Your Community Day is a wonderful way for businesses to help local non-profit organizations raise money while getting a chance to put our best foot forward to your members and the people who support you! Downtown Traverse City gave back almost \$14,000 to the local community from last year's event and hopes to build on that success in the years to come.

We believe in supporting the community and in turn, hope this will lead to the future prosperity of our businesses and your organization.

With Downtown Traverse City's ***Shop Your Community Day*** the bottom line is:

- Your organization will get more money to help serve the community.
- The merchant giving the donation in Downtown TC gets to feel good about supporting your cause.
- We get a chance to meet new members of the community.

It's a win/win/win!

Start receiving money today!

Feel free to contact Colleen Paveglio, at the Downtown Traverse City Association, if you have any further questions or comments at 231.922.2050 or email colleen@downtowntc.com

Please complete the enclosed registration form by **August 15, 2010** for an opportunity to receive money from Downtown Traverse City. You will receive notification of acceptance no later than **September 3, 2010**.

