



You want to host a business promotion for YES? Here are a few things you need to know.

OUR YES FOUNDATION is a dynamic community organization that funds art, music, theater, libraries and much, much more for all students in the Ross Valley School District. We have unique access to about 1,600 Ross Valley schools families and staff.

While we appreciate and need the kind of business support we receive, it's important to understand that because of tax laws for non-profits, we cannot operate as a marketing firm and we want to abide by those guidelines so as not to jeopardize our non-profit status. We also want to maintain a uniform program to maintain our many long-term business relationships, both for now and five years from now.

The following are some guidelines that will help you determine if you want to support YES.

1. All businesses promoting YES fundraising through YES communications channels (email, backpack mail, newsletters, etc) must be a paid business partner through our Business Supporting Schools program. Our minimum participation is \$300. The number of emails/flyers/communications about a business is based on the level of participation. Go to yestokids.org and click the Business Supporting Schools button for more information.
2. Events should be scheduled four weeks in advance so we can accommodate the number of businesses we work with in the community.
3. Decide the dates and length of your promotion. Keep in mind that we can accommodate a variety of schedules, from a one-day or one-night promotion, to one day or night once a week for a month. The amount of exposure for your promotion depends on your level of participation in Business Supporting Schools.
4. Determine the percentage amount of your donation per purchase or tab, i.e. 10% of a total bill, 15% for a certain item, etc.
5. All promotions for YES must not require the customer to have "printed" presentation or proof that they are from Ross Valley schools. We've found that those promotions won't benefit you or us. Simpler is always best. We ask that your promotion be based on revenue for a certain time frame.
6. After your promotion, we ask that you make your contribution within thirty (30) days of the promotion's conclusion.

Still interested? Contact Anne Newman or Julie Quater at askyes@yestokids.org or by calling 721-1555.

The YES Foundation reserves the right to refuse any promotion based on appropriateness. Use of the name or the YES Foundation logo, or mention of it on any printed form electronic or otherwise must have the prior approval from YES.