



## Available “BETTER Your Home, BETTER Your School” AFW Store Rally Dates

**What is an AFW Store Rally?** AFW needs to determine a time period during the year when a school partner would like to receive their accumulative donation from purchases throughout the year. Thus, AFW offers the following Store Rally Dates below for school partners to choose from. The rally date choice provides AFW a scheduled procurement period for our partner’s accumulative donation to be paid afterwards each year. AFW’s Store Rally also provides a school partner the opportunity to invite their school community into our stores, “RALLYING” those that would help them maximize/finalize their annual donation. School partners are under no mandate to help promote an AFW Store Rally, but it is encouraged simply because it helps their own cause.

For purchases made after the Rally Date of choice, these rewards will be applied toward the next annual donation, which again will be paid after that similar Rally Date period the following year. This maintains easy annual rewards without a registration renewal each year. Schools can always change their Rally Date period at any time.

Upon a school partner’s request, AFW can also provide preparatory marketing tools and recommendations prior to the Rally Date they choose. This allows an easy and hopeful cooperative effort to “Rally” school partner community patrons to participate in our stores to help maximize school partner’s rewards’ effort. Again, all marketing collateral, including designs, props, and guidelines provided by AFW’s are free to the school partner and the partner’s choice to use and/or implement.

**\* AFW’s August “Back to School” Rally is an easy default option to choose. However, due to the amount of school partners that choose this option, please note the highest donation amounts get paid first and it can take up to the end of the 1st semester of the school year for the lower donation amounts to be paid. Partner donations less than \$100 for the year may take longer to be paid. AFW does encourage a partner to choose one of several 10-day Store Rallies throughout the school year as these lend themselves to be more school community exclusive and can be more productive; Partners can also capitalize on more favorable promotional opportunities to parents; PLUS, receive this donation just 1-2 weeks afterwards, regardless of the amount raised.**

### **SEPTEMBER - 2021**

Sept. 10-19 (after AFW’s Labor Day Event); Sept. 17-26; Sept. 24 - Oct. 3;

### **OCTOBER - 2021**

Oct. 1-10; Oct. 8-17; Oct. 15-24; Oct. 22 - 31;

### **NOVEMBER / DECEMBER - 2021**

Oct. 29 - Nov. 7; Nov. 5-14; Nov. 12-21; Dec. 3-12 (after AFW’s Black Friday Event);

### **JANUARY – 2022**

Jan. 21-30;

### **FEBRUARY – 2022**

Jan. 28 - Feb. 6; Feb. 18-27 (after AFW’s President’s Day Event); Feb. 25 – Mar. 6

### **MARCH - 2022**

Mar. 4-13, Mar. 11-20; Mar. 18-27

### **APRIL/MAY – 2022**

Mar. 25 – Sat., Apr. 3 Apr. 9-16 (CLOSED EASTER SUNDAY); Apr. 22 - May 1;

### **MAY/JUNE – 2022**

Apr., 29 - May 8; May 6-15, May 13-22; June 3-12 (after AFW’s Memorial Day Event);

**\*AUGUST - 2022** AFW’s BACK TO SCHOOL EVENT/RALLY

**For all registered schools:** If a customer purchases to support a partner school during the Rally Date a partner school chooses, 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 this partner school if this customer wins the drawing. (1 winner will be drawn from all AFW Store Rallies for all partners schools throughout the year.)

**Earn a chance  
to win!**

