



## Puzzle Piece Point of Sale Promotion

Companies from the retail sector have a special opportunity to build excitement for the 2017 Walk for Autism and help raise money for the Autism Society of Alabama. The promotion begins about one month before the Walk. Store cashiers ask customers at the point of purchase to buy a paper Puzzle Piece for \$1.00 to help the store support the Autism Society of Alabama. The customer signs his or her name on the Puzzle Piece. Store employees post the Puzzle Pieces throughout the store.

This promotion is very easy for stores to implement. The Autism Society will provide the Puzzle Pieces for the employees.

What's in it for your company and your stores?

- The promotion can be used to build a strong Walk team, enhance employee morale and contribute to how much the company can raise for autism in Alabama.
- Your customers will feel good about patronizing a store that gives back to its community.
- The promotion is a natural public relations tool. Once the Puzzle Pieces begin to “take over” your store’s walls, it’s time to call the media. Puzzle Piece sales are a great way to build your company’s visibility in the community. Best of all, you can raise a substantial amount of money for autism in Alabama at no financial cost to you!
- Chances are that many of your customers and employees have had their families touched by autism. They will be thrilled with your involvement with this program.
- The best reason for participating in this promotion is the satisfaction you and your employees will have in knowing that the dollars you raise will help find more effective treatments and services for autism in our state.

If your store would like to sell Puzzle Pieces, please complete the attached form.

# Puzzle Piece Point of Sale Promotion

## YES! Sign us up!

Company or Organization: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ST \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Number of Puzzle Pieces: \_\_ 50 \_\_ 100 \_\_ 200 \_\_\_\_ (list another amount)

Upon completion of the promotion, I agree to return any unused puzzle pieces along with the donations collected to the Autism Society of Alabama or the local Walk Representative.

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Company Representative \_\_\_\_\_ Date \_\_\_\_\_

Walk Representative/City : \_\_\_\_\_



**Autism Society of Alabama**

4217 Dolly Ridge Road Birmingham, AL 35243

205-383-1673 fax: 205-967-8244

*Every 10 minutes a child is diagnosed with an autism spectrum disorder.*

**Thank you for your support.**

**Tax ID: 74-3099595**