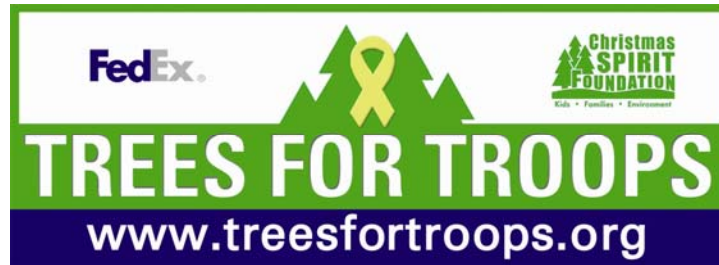


Pin Ups

A program to benefit Trees for Troops



Show Customers You Care by Giving them a Chance to Give

HOW DOES THE PIN-UP PROGRAM WORK?

Pin-ups are a great way to promote awareness for Trees for Troops in a place of business. For a nominal donation (\$1 - \$5 suggested) to Trees for Troops, customers can sign their names to the tree-shaped pin-up and hang the image in a high traffic area to show their support of the Trees for Troops program.

WHAT ARE THE BENEFITS OF THIS PROGRAM?

A great community image is portrayed to your customers, clients and guests. Employee morale is boosted when you take action to help military families and troops stationed across the U.S. and overseas. Please help us in this low-maintenance program. Participants and customers can become involved in our fundraising efforts with a small donation.

HOW TO SUCCEED:

- Sales of pin-ups climb dramatically when the sales representative asks all customers, "Would like to help support military families this holiday season by donating \$1.00 to Trees for Troops?"
- We have found that when a store representative asks the customer, 95% of the customers will purchase a pin-up. Consequently, if pin-ups are just displayed without a specific request, sales drop to less than 5%.
- Sales of pin-ups are most successful in stores where customers sign their name and then pin-ups are prominently displayed.
- Incentives and fun competitions among employees help boost pin-up sales. Pin-up displays create a colorful atmosphere and help make the sale of pin-ups much easier for the sales representative.