

FASHIONABLE **FUN**DRAISER

SPRING 2019 DIRECTIVE
FEBRUARY 27 - MARCH 3

Fashionable Fundraiser

Installation Date: Wednesday, 2/27 - Sunday, 3/3

TIMELINE:

- | | |
|-----------------|---|
| Friday, 2/1 | Register Round Up begins |
| Friday, 2/15 | Install Register Roundup graphics at registers |
| Wednesday, 2/27 | Install all Fashionable Fundraiser collateral <ul style="list-style-type: none">• FF Offer floor banners• Joyful Heart Campaign floor banner• FF Offer posters Install Joyful Heart photo box |
| Monday, 3/4 | Remove all Fashionable Fundraiser collateral |

Fashionable Fundraiser

Installation Date: thru - Sunday, 3/3



7"x5.5" Round Up Graphic

- Place at all registers



Register Round Up 5x7
75 per store / 150 NYC
Vanguard Direct
Delivers: Friday, 2/15

INSTALL UPON DELIVERY

Fashionable Fundraiser Event Set Up

Installation Date: Wednesday, 2/27 - Sunday, 3/3

EVENT OVERVIEW

This Fashionable Fundraiser will benefit the Joyful Heart Foundation.

This season the activity will be a photo box from Sharingbox.

Customers will be able to customize photos with color filters and phrases.

Photos will be co-branded with Bloomingdale's and Joyful Heart Foundation logos.

Customers will be able to take photos, gifs to share on social media.

NOTE: Company wide signage for the event will be centrally produced.

Store specific event signage will need to be managed at the store level.

Activity Hub:

1. Photo Box Station - 8/27 install
2. Store specific animations

SET UP REQUIREMENTS

- By Wednesday, 2/20, please determine location of photo booth.
Recommended location within RTW.
- Set-up should occur in each store before store opening so it does not detract business.

STORE RESPONSIBILITIES - VISUAL

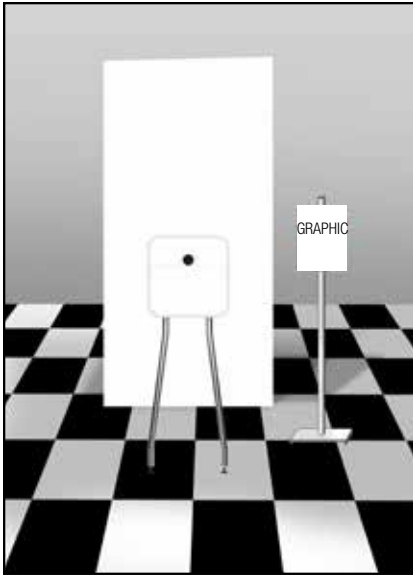
- Determine with Marketing & Special Events Director the location of the photo box.
- Coordinate placement of backdrop and 11x14 easel.
- Backdrop is 42" x 84" white panel.
Do not apply any graphic to the backdrop.
The white panel allows the art to be superimposed on the photos.

STORE RESPONSIBILITIES - MARKETING AND SPECIAL EVENTS

- Work with your store's VMM to facilitate photo box set up.
- If budget allows store should book a DJ for the event.
- Facilitate installation of the photo box set up.
Backdrop is being supplied by Joyful Heart.
- Coordinate fixture needs for any store specific animation.

Fashionable Fundraiser Activity Set Up

Installation Date: Wednesday, 2/27 - Sunday, 3/3



Photobooth should be set up adjacent to bou-tee-que shops in Y.E.S.

Set up includes:

1 backdrop / remains white

1 camera box

1 11x14 chrome and glass easel with graphic (delivers in 2/20 sign box)

PHOTO BOX SET UP



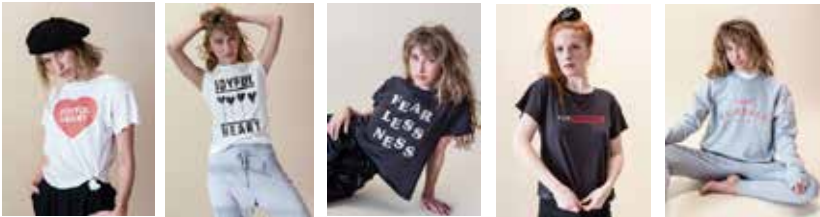
PHOTO EXAMPLES

Fashionable Fundraiser Product Update

Installation Date: Upon delivery of product

T-Shirt Update

- All stores are each receiving 40 t-shirts or less.
The 59th St. store is the only exception and will receive more than this amount.
- Remove hangtags on all Joyful Heart Foundation + Girl Dangerous t-shirts and sweatshirts. These are the following styles:
 - “Joyful Heart” t-shirts – 2 styles
 - “Fearlessness” t-shirt – 1 style
 - “I Am Evidence” t-shirt – 1 style



- Incorporate the two “Joyful Heart” t-shirt styles into the Carousel shops
 - Applicable for 59th St., Century City, San Francisco, and Soho
- All other stores: Merchandise the two Joyful Heart t-shirt styles into each store’s Valentine’s Day area



Fashionable Fundraiser Product Update

Installation Date: Upon delivery of product

T-Shirt Update

- Hold all “I Am Evidence” t-shirts in your offices until further instruction.
An update on these shirts will come from Integrated Marketing.
- During Fashionable Fundraiser, February 27 – March 3, the photo booths will be located in RTW’s bou-tee-que area. The only t-shirt that should be on display near the photo booths is the “Fearlessness” style. All other styles should remain in the aforementioned areas.



NOTE: that the Fashionable Fundraiser mailer mentions “charitable t-shirts” in the brief blurb. Customization activities involving these t-shirts would be a great way to engage customers during Fashionable Fundraiser. To use the Joyful Heart Foundation + Girl Dangerous t-shirts, please retail transfer them and charge them to your store’s Marketing and Special Events account.

Fashionable Fundraiser Collateral

Installation Date: Wednesday, 2/27 - Sunday, 3/3

18"x32" Floor Banner Direction

- Place Fashionable Fundraiser offer and charity floor banners throughout the store at KEY entrances, escalators and elevators
- Place one of each per signholder for maximum exposure
- Generic Loyallist banners will also remain in select banner stands. These should be in least focal locations.

**BUY MORE
GET MORE**

GET A GIFT CARD WORTH	WHEN YOU SPEND*
\$750	\$2,500 OR MORE
\$250	\$1,000-\$2,499
\$125	\$500-\$999
\$100	\$400-\$499
\$50	\$250-\$399
\$25	\$150-\$249

ON A SINGLE TRANSACTION OF ITEMS AT WOMEN'S, MEN'S, KIDS', HOME AND MORE.

**FASHIONABLE
FUNDRAISER**

Item 1
Offer

**BLOOMINGDALE'S
IS PROUD TO SUPPORT**

**JOYFUL
HEART
FOUNDATION**

When **MARISKA HARGITAY** began playing Detective Olivia Benson on *Law & Order: SVU* twenty years ago, she started receiving letters from survivors sharing their stories of abuse, many of them for the first time. She responded by creating the **JOYFUL HEART FOUNDATION**, now a leading national organization with the mission to transform society's understanding of assault, domestic violence, and child abuse; support survivors' healing; and end this violence forever. Currently, Joyful Heart's top priority is the elimination of the nationwide rape kit backlog through its End The Backlog initiative.

To learn more, visit JOYFULHEARTFOUNDATION.ORG

Item 2
Mission Statement

Fashionable Fundraiser Collateral

Installation Date: Wednesday, 2/27 - Sunday, 3/3

16" x 20" Poster Direction

- Place Fashionable Fundraiser posters throughout the store in key locations.



Item 3
Offer Poster



Item 3
Offer Poster

Fashionable Fundraiser Collateral

Delivery Date: Monday, 2/18

Vanguard Direct Cari Frederico 212-736-0770 ext. 137

	Item 1	Item 2	Item 3	Item 4
01/NYC	80	26	40	15
02/BRT	16	5	20	10
03/AVN	23	7	20	10
04/HNT	12	3	20	10
05/BCR	16	5	20	10
06/SHM	23	7	20	10
07/MED	21	6	20	10
08/NMA	30	9	20	10
10/PGA	21	6	20	10
11/CHM	41	13	20	10
12/WPL	21	6	20	10
14/TCC	23	7	20	10
16/KPR	23	7	20	10
17/WGP	27	9	20	10
20/ORL	23	7	20	10
21/MIA	16	5	20	10
22/SFX	34	11	20	10
24/BGW	21	6	20	10
26/ORC	16	5	20	10
27/RFD	34	11	20	10
28/CEN	18	6	20	10
29/SOA	16	5	20	10
30/NPB	23	7	20	10
31/STN	12	4	20	10
32/BEV	14	4	20	10
34/CVY	18	6	20	10
37/WBK	18	6	20	10
53/SOH	8	4	20	10
55/LNX	23	7	20	10
58/ALM	12	3	20	10
59/MCA	14	4	20	10
60/GLN	14	4	20	10
61/FVC	27	9	20	10
62/SCP	32	10	20	10



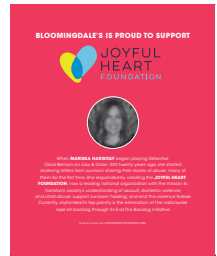
1. 18x32 Offer Floor Banner (16x36 Soho)



3. 16x20 Offer Poster



2. 18x32 Mission Floor Banner (16x36 Soho)



4. 16x20 Mission Poster