

# *Knickerbockers* PORTRAIT FUNDRAISERS

## **Policy Regarding Programs for Residential Facilities**

In working with nursing homes, group homes, and other residential facilities, we have been presented with a particular situation that requires additional clarification during the sales period. We must ensure that the following policy is understood and enforced in order for your program to run smoothly.

Knickerbockers fundraisers are successful because of our unique product - Children's Costume Portraits. This is what you will be offering when you are selling Certificates. Although our focus is on children's portraits, as a courtesy to your customers, we will also include family and generation poses, and even pets if the hosting facility allows them on premises.

Because our ability to continue to offer quality fundraisers is good bonuses is solely dependent upon our ability to sell portraits on the viewing day, **we must ask that all sales be made to those living outside your facility.** You may sell to employees to the facility, to friends and relatives, and to the family members of your residents. We will gladly photograph any residents of your facility who wish to appear in a sitting with their families. **What a wonderful opportunity for Generation Portraits!** We can include several poses of any resident as a part of the sitting for their family, but they are not eligible to purchase a certificate to be photographed alone. Essentially, all residents of a facility are considered as members of one household and do not qualify for separate certificates.

We appreciate your choosing Knickerbockers Portrait Fundraisers as your fundraiser, and know that it will help you raise substantial funds for your activities and future plans.