

Society News

ARSSStore.org - The New ARS Online Store

Every Amazon.com purchase benefits the ARS

Steve Henning
Fleetwood, Pennsylvania

At the October 4, 2013, ARS Board of Directors meeting, the Board authorized the creation of an online ARS site that would not be selling items but would link to other providers. The online store was authorized to develop a relationship with Amazon as an affiliate store. The online store was also authorized to use the ARS logo and name to sell logo merchandise. Product providers accessed through the ARS online store at ARSSStore.org pay referral fees directly to the ARS on sales made from ARSSStore.org referrals. These commissions from sales referrals go 100% directly to the ARS. ARSSStore.org has no expenses, only earnings.

The store has three divisions:

- **ARS Logo Merchandise:** featuring knit, woven and denim shirts, caps, visors, and computer briefcases.
- **Amazon Merchandise:** featuring Rhododendron & Azalea Books, Garden Books, Garden Tools, and any other item sold on Amazon.
- **Participating Merchants:** featuring other merchants who agree to give referral fees to the ARS for each purchase when you mention ARSSStore.org .

To access each division, just go to ARSSStore.org and from there select what interests you. If you don't see an item, just use the Amazon search feature. Amazon sells just about everything. You get the same low Amazon prices from the ARS store, but by using it the ARS gets a fee for referring you. As long as you go to Amazon from ARSSStore.org before making a purchase, the ARS gets a referral fee.

For example, from the ARSSStore.org home page, if you click on any of the buttons except for the logo merchandise or other merchants, you will be in Amazon. Just select what you want and then select "Add to Shopping Cart." Then continue shopping. When you are done, select "Shopping Cart" to review what you have selected. When verify it you want its contents, click on "Proceed to Checkout" to complete the transaction which will prompt for the shipping address, shipping method, payment method, and provide you a final review before you are asked to complete the transaction.

ARSSStore.org has the Main Store, a Canadian Store and a European Store. Canadians and Europeans can use the Main Store which uses Amazon.com, but the shipping can be expensive. The Canadian Store uses Amazon.ca, a Canadian affiliate, which carries many of the same things. If Amazon.ca has the item, the shipping within Canada will probably cost less. The European Store uses Amazon stores in the UK, Germany, France, Spain and Italy which can offer lower cost shipping within Europe. Do not go to the other Amazon stores directly from Amazon.com. If you do, your purchase will not qualify for a referral fee. Go to ARSSStore.org first and use links from there.

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ARSSStore.org - The New ARS Online Store, continued

All purchases made after entering ARSSStore.org and using links on ARSSStore.org will be eligible for referral fees to the ARS. Once you enter Amazon from ARSSStore.org, the connection may time out after several hours of no activity, so make sure you always enter Amazon from ARSSStore.org.

You may wonder if people who are not members of the ARS may use ARSSStore.org. Yes, most certainly! The objective of creating the ARSSStore website is to raise money for the ARS. The more money we raise, the better it is for the ARS. Invite all of your friends to use it. There are lower resolution illustrated links (ARSSStore.org/about2.php) that you can use in forwarded emails, as well as higher resolution illustrated links more suitable for printed material (ARSSStore.org/about3.php) that you can use in newsletters and other printed media. Invite your favorite nurseries to add links to **ARSSStore.org**.

A natural question is actually how much does the ARS receive on purchases. Every ARSSStore.org purchase results in a contribution directly to the ARS at no additional cost. The referral rate we receive starts at 4%. If a total of seven or more items are purchased from Amazon in a month, the rate received is 6% or more. Typically, our rate will likely be between 6% and 6.5%. It is 17% on ARS Logo Merchandise.

In summary, at ARSSStore.org, every purchase you make results in a contribution to the ARS at no additional cost either to you or to the ARS.

Steve Henning is the District 8 Director, a member of the Valley Forge chapter and the developer of ARSSStore.org.



ARSSStore.org

*Where every purchase benefits the
American Rhododendron Society*