



Dear Parents,

As promised, we are writing to provide a more concrete update on what back-to-school uniform shopping with FlynnO'Hara will look like for your school this year.

Although there are still so many uncertainties, we do know – at the very least – that “back-to-school” will look a little different this year. As such, we have structured our plans to provide school uniforms to you all this summer around three key objectives:

1. **Safety:** First and foremost, FlynnO'Hara is focused on ensuring families and employees are safe when shopping for uniforms this back-to-school season.
2. **Financial Relief:** Second, understanding that this crisis will have placed significant financial burden on many of our families, we are dedicated to offering relief this back-to-school season by providing opportunities to purchase uniforms at a discount.
3. **Delivery:** Finally, we are laser-focused on making sure that FlynnO'Hara can support anticipated uniform order volume in time for the start of the school year.

Our biggest challenge under COVID-19 will be the seasonality of our business. Traditionally, more than 70% of uniforms are purchased at our retail stores between August 1 – September 15, making for a crowded back-to-school shopping experience. Of course, this summer, crowded stores are not an option. In order to deliver on the above objectives, it's critical that we encourage families to shop for uniforms **early** and **online**. We are sincerely asking for your support in making this happen.

At the bottom of this email, please find a list of initiatives we will be implementing in the weeks ahead to make it easy for families to shop for uniforms online. **We ask, once again, that you share the attached flyer with your school community – particularly incoming families – encouraging them to opt-into our email list and follow us on social media.** These channels will be the most effective way for FlynnO'Hara to communicate store openings, discounts, and other important information to your school families.

## **UNIFORM INFORMATION FOR SCHOOLS SUMMER 2020**

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### **WE ARE NOW SHIPPING (for free!)**

First and foremost, we are excited to announce that we have begun shipping online and phone orders from our Philadelphia distribution center! Please note that delivery times will be delayed as we work back up to full operational capacity. FlynnO'Hara will continue to offer **Free Shipping** on all online and phone orders as long as our stores remain closed.

### **RETAIL STORE UPDATES**

As of now, all 34 of our retail stores remain closed; we do not anticipate any locations opening to the public until mid-June at the earliest. Reopening dates will be determined on a state-by-state basis according to local guidelines, along with an internal company evaluation of safety and readiness. We are doing everything in our power to resume normal business operations as soon as we can, but we will not reopen our stores to foot traffic



until we are confident that the proper measures are in-place, and that our staff is trained to ensure the safety of both customers & employees.

At the very least, we know that *when* we reopen, it will be with reduced capacity and highly modified in-store processes (for example, most stores will only be able to accommodate a fraction of normal foot traffic, and it's unlikely that it will be safe for customers to try on products for size). As such, it is critical that we encourage families to shop online if they can, and to shop earlier in the season to avoid an August rush. We are asking for your support in relaying this message to school families.

### **DISCOUNTING**

In order to relieve some of the financial burden of back-to-school shopping, FlynnO'Hara will be offering discounts ranging from 5%-20% off during the months of May, June & July. These discounts will be offered online only and will be tiered in order to incentivize customers to **shop early**, and to **shop online**.

If you haven't done so already, please make sure to encourage your incoming families to **opt-into our FlynnO'Hara emails & follow us on social media by sharing the attached flyer**. We will begin releasing discount information within the coming weeks; the earlier families shop, the more they'll save!

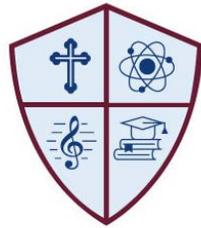
### **SHOPPING-IN-PLACE**

After 50 years in business, and almost two decades of ecommerce, we know the reasons why some families prefer in-store shopping to ordering online, namely: sizing concerns, shipping costs, discomfort navigating online, and an inability to receive packages to their homes. Knowing that remote shopping will be the safest options for families this summer, we've implemented the following initiatives to these address customer concerns:

### **FOR THE CUSTOMER CONCERNED ABOUT SIZING: AT-HOME MEASURING RESOURCES**

One of the biggest challenges our customers face in shopping online is how to choose the right sizes for their child. So, we've developed the following measuring resources to help parents make accurate, informed decisions from home:

- **At-Home Measuring Tutorial:** This short video shows parents how to measure their child for his / her clothing dimensions using either a soft measuring tape or a piece of string. The video then offers guidance on where to find – and how to use – FlynnO'Hara's size charts to choose the right garment sizes for each of our uniform products! These videos will be live on our website early next week; in the meantime, view Our girls video [HERE!](#)
- **At-Home Measuring Kit:** Parents who don't already have a measuring tape at home can easily order an at-home measuring kit from our website. The kit is free and will arrive at their doorstep in just a few days! The order form for this kit will be available on our site early next week.
- **Size Charts:** Finally, each uniform item at Flynnohara.com now has a product-specific size chart linked beneath the website product listing for parent reference.
- **Please note:** These resources will live on our website, but we will be sharing them with families via email and our social media accounts as they become available. Once again, it's important that families opt-into our emails and follow us on social to stay in the loop!



## ACADEMY OF ST. PAUL & ST. ANN

### **FOR THE CUSTOMER WHO PREFERS A PERSONAL TOUCH: OUR PHONE LINES ARE OPEN!**

For customers who prefer a personal touch or are uncomfortable navigating our ecommerce platform, our customer service team is available Monday-Friday from 9AM-5PM to take orders over the phone. These hours will be expanding to evenings and weekends as we move back into the summer season. Up-to-date customer service hours can be found [HERE](#). Please note, discounts will be applied to phone orders!

### **FOR THE CUSTOMER WHO CAN'T SHIP HOME: BUY-ONLINE PICK-UP IN-STORE**

For customers who have trouble receiving deliveries at home, FlynnO'Hara will be offering the option to buy online and pick-up orders at one of our local stores. Although our stores are currently closed, it's likely that this in-store pick-up option will become available to families before our stores reopen to foot traffic. We will communicate directly with schools and customers as soon as we activate this option, which will be available to choose as a shipping method at check-out on our ecommerce site.

### **FOR THE CUSTOMER CONCERNED ABOUT ADDED FEES: FREE SHIPPING!**

As outlined above, while our stores remain closed, FlynnO'Hara is offering free shipping on all online and phone orders with promotion code **FREESHIP**. Once our stores reopen their doors, we will continue to offer free shipping over a minimum order value threshold.

### **RETURN & EXCHANGE, SCHOOL-YEAR WARRANTY**

Our sincere hope is that our generous product warranty and return policy will provide some peace of mind to families shopping earlier this year. As always, FlynnO'Hara will accept returns / exchanges on any unworn products (with tags) up to one year from their date of purchase. Additionally, our school year guarantee remains in effect: if families aren't satisfied with the way their uniforms are holding up, we'll replace them up to one year from the date of purchase – no questions asked!