

Welcome to 2011-2012

Kroger Plus Card for Education



Shop, Scan and SUPPORT Your School!

At Kroger, we're all about community. That's why we are proud to offer \$300,000 in FREE educational awards to area public, private and parochial schools with grades K-12. Once again this year we are offering the Kroger Plus Card For Education Program!

As you know, the **Kroger Plus Card** electronically captures each school's progress. The card was developed to help you save money when shopping at Kroger, and now the **Kroger Plus Card** will continue to help your school earn points toward desperately needed educational awards.

How the Program Works . . . It's Easy!

Each time registered supporters shop at Kroger using their **Kroger Plus Cards**, they earn points for your school — points you save and redeem for great educational awards, just as you've always done. The next page will explain all the details on how supporters can sign-up for the **Kroger Plus Card** for Education Program.

Your Job as the School Coordinator

Go to our website www.aftsKroger.com by clicking on the button below. Activate and/or register your school with your School ID Number that can be found on the inside of the pocket folder. **All school coordinators should go to the site and update their information.**

This site is also where you can place orders and view your school's progress. We will post the number of points your school has earned at the end of each period as well as a cumulative list of total points. You may redeem points at any time during the program or wait until the end to place your orders. The deadline to place orders for the 2011-2012 school year is Friday, April 13, 2012.

[Activate My School](#)

Seek Supporters

Everyone Can Register for Your School . . . “Bar None”

Communicating Your School Bar Code Is Essential

The goal of your 2011-2012 Kroger Plus Card for Education Program should be seeking supporters by communicating your School Bar Code. Remember, the success of your program lies in circulating your School Bar Code to the community.

To receive credit for each and every purchase your supporters make using their Kroger Plus Card, they must be registered using your School Bar Code. After they are registered, their spending throughout the program is electronically credited to your school through the Kroger Plus Card. (We will explain later in this guide the different ways to communicate the School Bar Code to your supporters.)



Two Ways Supporters Can Register

1. Inside this kit is a unique School Bar Code just for YOUR SCHOOL. To complete their registration, supporters who want to register for your school must take their **Kroger Plus Cards** and a copy of your school's bar code to the Kroger Cashier and have it scanned.
2. Your supporters can also visit the Customer Service Desk with their **Kroger Plus Cards**. Customer Service can look up your School Bar Code on a master list and automatically register them.

Supporters must register once every year.



Promote Your Program



Awards Catalog

(See “Awards Catalog” PDF File on this CD)

What classroom couldn't use an extra computer, new playground balls or even an advanced calculator set? Just about any educational tool your school desires can be found among the pages of our Awards Catalog. You'll select from the latest, most technologically current equipment — computers, accessories, and software and a wide array of sporting goods, books and videos. Photographs, detailed descriptions and point value of the awards help make the selection process easy.

Please remember to share this information with your school principal and curriculum advisor so they can help determine which awards would be most beneficial for your school.

(All Posters Are Located in the Inside Back Pocket)

Classroom Reminder Posters

Place the Classroom Posters all around your school in visible locations — classrooms, hallways, administrative offices, gyms, cafeterias, etc. These posters help remind students, faculty and school visitors just how important their contributions are to educational awards!

School Hall Poster

This large poster should be placed in a high-visibility area to attract attention. When a customer initially signs up to donate points to your school, each subsequent purchase made by that customer is automatically credited in points to your school throughout the duration of the program.

Kroger Plus Card for Education

Remind your parents and friends to shop with their Kroger Plus Card and earn points for our school.

Each scan of a

will help our school earn FREE educational awards!

Kroger

Supplying the Tools for Building a Better Education!

Placing Orders

Order Redemption Form

Your school may place award orders as soon as you have accumulated the required number of Award Points. We suggest that your awards be selected by the school principal or curriculum advisor. Orders must be postmarked, or placed online, no later than Friday, April 13, 2012 to be eligible.

Follow this procedure when placing orders:

- Complete the Order Redemption Form by typing or printing clearly.
- Make a copy for your records, place the original in an envelope and send it to our program headquarters by regular mail. Our address is: Kroger Plus Card For Education Program Headquarters, PO Box 25312, Pittsburgh, PA 15220 or FAX to 1-888-745-0696.



When our program headquarters receives your school's order, the award point value will be subtracted from your school's account. The educational awards your school earned will be delivered in six to eight weeks.

You can also place your order online. Sign in using your User Name and Password and click on **Place Order.**

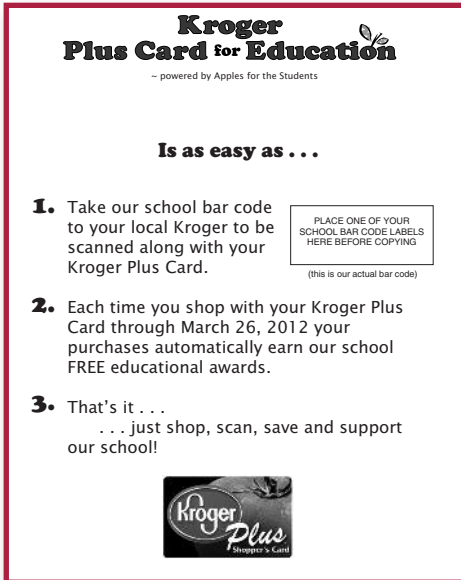
Place Order

Forms and Flyers

One of the easiest and most effective ways to announce your program's many benefits is through letters and flyers. Be sure to use graphics to jazz up the look of your correspondence.

Build Excitement Through Communication


Over the years, participating schools and the awards they have earned, prove that school size does not limit your ability to generate community involvement and to earn points to redeem for awards. By publicizing your program throughout the community to generate excitement and enthusiasm, your school can accumulate points — regardless of size!



Kroger Plus Card for Education
— powered by Apples for the Students

Is as easy as . . .

1. Take our school bar code to your local Kroger to be scanned along with your Kroger Plus Card.
PLACE ONE OF YOUR SCHOOL BAR CODE LABELS HERE BEFORE COPYING
(this is our actual bar code)
2. Each time you shop with your Kroger Plus Card through March 26, 2012 your purchases automatically earn our school FREE educational awards.
3. That's it . . .
. . . just shop, scan, save and support our school!



The more excitement you generate, the greater your community response, which will quickly translate to free educational tools for your school.

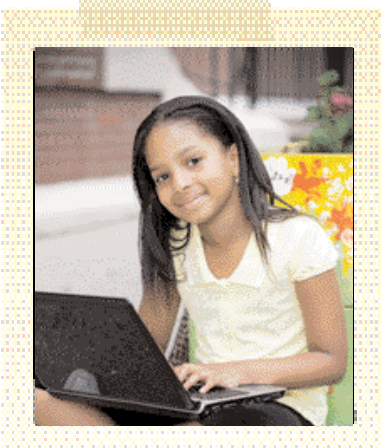
Introduce the Program

Parents and Supporters Flyer

Distribute the enclosed Parents Flyer Home Sheet to publicize the benefits of using the **Kroger Plus Card** and to explain how easy it is for supporters to register for the Kroger Plus Card For Education Program.

Bar Code Registration Form

Add a school bar code in the places indicated and distribute to parents and friends. They simply cut the bottom part into four and pass along to their family and friends.



School Bar Code Labels

This coordinator kit also includes a sheet of YOUR School Bar Code Labels. Place a School Bar Code Label on all of your correspondence to your supporters before making copies. Supporters can then take them into their stores and have them scanned, along with their **Kroger Plus Cards**, to start earning points for your school.

Ask the Community and Businesses to Help

Send a letter to local businesses, clubs and organizations telling them about your Kroger Plus Card for Education Program. Be sure to enclose one of your bar code labels so they can sign up to help your school.

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Is as easy as . . .

- 1.** Take our school bar code to your local Kroger to be scanned along with your Kroger Plus Card.

PLACE ONE OF YOUR
SCHOOL BAR CODE LABELS
HERE BEFORE COPYING

(this is our actual bar code)

- 2.** Each time you shop with your Kroger Plus Card through March 26, 2012 your purchases automatically earn our school FREE educational awards.

- 3.** That's it . . .
. . . just shop, scan, save and support our school!



Kroger Plus Card for Education



Bar Code Registration Sheet

School Name _____

Parents & Friends,

We are participating in the Kroger Plus Card for Education School Program. This program will provide much needed educational awards for our school at no cost.

Please take this notice to a local Kroger store and ask the cashier to scan the bar code along with your Kroger Plus Card. You only have to scan this bar code one time and you are registered to support our school. Once you have scanned our bar code, please pass this notice along to friends, neighbors and co-workers so they can also help us earn FREE educational awards.

Thereafter, scan your Kroger Plus Card every time you shop at Kroger between September 12, 2011 and March 26, 2012 and our school will electronically earn credit toward FREE educational awards.

Thank you for your support

Your Kroger Plus Card for Education Program Coordinator

PLEASE CUT THIS SHEET INTO FOUR ALONG THE DOTTED LINES AND DISTRIBUTE TO RELATIVES, FRIENDS, NEIGHBORS AND CO-WORKERS.

Take this slip to Kroger and have the cashier scan the bar code, along with your Kroger Plus Card to help our school.

Place the bar code sticker that can be found in the pocket of your School Coordinator Kit here before distributing to parents & friends.

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Special Request Form

School ID Number _____

If You Don't See What Your School Needs In The Awards Catalog,
Use This Optional Form For Special Requests Only.

INTERNAL USE ONLY

REQUESTED ITEM DESCRIPTION	MANUFACTURER	MODEL NUMBER	CATALOG NUMBER	POINT VALUE
1.				
2.				
3.				
4.				
5.				
6.				

In the space provided above, describe the item(s) you would like to earn. Please supply as many details as possible. We will source the item from our suppliers and communicate to you the point value that your special request will require. The quoted point values are valid only for this year's program. (Not all items are available through the program.) Please include the supplier's name and a photocopy of the item you are requesting. FINAL REQUEST DATE IS OCTOBER 30, 2011.

A MAXIMUM OF 6 ITEMS MAY BE RESEARCHED. ALL INFORMATION MUST BE COMPLETED.
Please type or print clearly.

THIS IS
NOT AN
ORDER FORM

SCHOOL NAME

YOUR NAME

DAY PHONE

SCHOOL ADDRESS

CITY

STATE

ZIP

EMAIL

DATE

THIS IS NOT AN ORDER FORM

MAIL OR FAX THIS COMPLETED FORM TO:

PROGRAM HEADQUARTERS

PO BOX 25312

PITTSBURGH, PA 15220

TOLL-FREE FAX 1-888-745-0696

FINAL REQUEST DATE IS OCTOBER 30, 2011.

Important Dates To Remember

Bar Code Registration Begins: August 26, 2011

Point Accrual Begins: September 12, 2011

Point Accrual Ends: March 26, 2012

Deadline To Place Orders: April 13, 2012

Coordinator Checklist:

ALTHOUGH YOU MAY HAVE PARTICIPATED IN PREVIOUS KROGER PLUS CARD FOR EDUCATION PROGRAMS, YOU MUST AGAIN ACTIVATE YOUR SCHOOL TO EARN POINTS FOR THE 2011-2012 PROGRAM.

- ✓ Visit www.aftsKroger.com to register or activate your school. Simply enter your school code and follow the on-screen instructions.
- ✓ Publicize your School Bar Code. Communicating this code is the key to your success. Each person who signs up to help your school will have to use this code to insure that your school receives its points.
 - o Display the enclosed School Hall and Classroom Posters
 - o Send letters and flyers home to parents
 - o Announce your program at sporting events and other school activities
- ✓ Tell supporters how to sign up to help your school.

Make www.aftsKroger.com Your Friend

This year's program is 28 weeks long — from Monday, September 12, 2011 through Monday, March 26, 2012. We will list your progress on our website and communicate with you via email at the end of each period. Be sure to check the site so you can advertise your success!