

Welcome to 2011-2012

Advantages for Education

Shop, Scan and **SUPPORT** Your School!

The **Martin's Advantage Card** electronically tracks each school's progress. The card was developed to help you save money when shopping at Martin's, and the **Martin's Advantage Card** will help your school earn points toward FREE educational awards.

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

Each time registered supporters shop at Martin's using their **Martin's Advantage Card**, they earn points for your school — points you save and redeem for great educational awards. The points are automatically credited to your school through the **Martin's Advantage Card**.

Your Job as the School Coordinator

Go to our website www.aftsmartins.com by clicking on the button below. Activate or register your school with your four digit School ID Number that can be found on the inside of the pocket folder. **Every school 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 6, 2012.

If you do not have access to a computer, you may call **1-800-999-7750** and one of our program coordinators will assist you in activating your school.

Activate My School

Seek Supporters

Communicating Your School ID Number Is Essential

The goal of your 2011-2012 Martin's Advantages for Education program should be seeking new supporters by communicating your four digit School ID Number. Remember, the success of your program lies in announcing your School ID Number to the community.

To receive credit for each and every purchase your supporters make using their Martin's Advantage Cards, they must be registered using your School ID Number. After they are registered, their spending throughout the program is electronically credited to your school through the Martin's Advantage Card.

Three Ways Parents and Supporters Can Register

1. To sign up online, visit www.martins-supermarkets.com and find the link to "Advantages for Education" under the "About Us" menu option at the top of the page. Enter the required information, including their Martin's Advantage Card Number and your School Name.

-OR-

2. Complete a Shopper Sign-Up Sheet (found on pages 8-9 in this guide) and returning it to you.

-OR-

3. Complete a Shopper Sign-Up Sheet available at the customer service counter at any Martin's location.



Promote Your Program



Awards Catalog

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

What classroom couldn't use an extra computer, television or even an advanced calculator set? Just about any educational award your school desires can be found among the pages of our Awards Catalog. You'll select from the latest items, models, and software, as well as a wide array of books and videos. Photographs and detailed descriptions of the awards are included.

Each of these items is identified and given a value in points online and also in the Awards Catalog. Refer to these points when ordering educational awards.

Note: Share this information with your school principal and/or curriculum advisor so he or she can help determine which awards would be most beneficial to 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. Be sure to write your School ID Number in the space provided. This number is essential. All supporters must use this number to insure your school receives points for their purchases. When a customer initially signs up to donate points to your school using your School ID Number, each subsequent purchase made by that customer using the **Martin's Advantage Card** is automatically credited with points to your school throughout the duration of the program.

Advantages for Education

Remind your parents and friends to shop with their Martin's Advantage Card and earn points for our school.

Each scan of a



will help our school earn FREE educational awards!



Martin's
Count On Us!

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 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 6, 2012 to be eligible.

Follow this procedure when placing orders:

You can place your order online at www.aftsmartins.com. Sign in using your four digit School ID Number and click on Place Order, or click on the button below.

-OR -

- 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: Martin's Advantages for Education Program Headquarters, PO Box 25312, Pittsburgh, PA 15220.

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 has earned will be delivered in six to eight weeks.

You can also place your order online. Sign in using your username 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

Advantages for Education

is as easy as . . .

1. Sign up at www.martins-supermarkets.com or at any Martin's Customer Service Counter.
2. Provide our School Name _____ or School ID # _____.
3. Each time you shop with your Martin's Advantage Card through March 9, 2012 your purchases automatically earn our school FREE educational awards.

Martin's
Count On Us!



The more you shop . . .
the more we earn!

--10

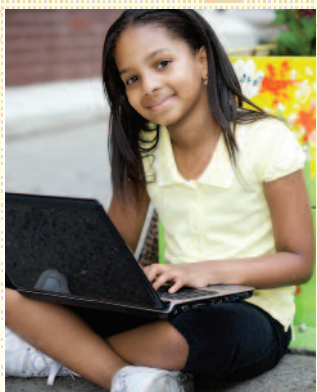
The more excitement you generate, the greater your community response, which will quickly translate to free educational tools for your school. One of the easiest and most effective ways to announce your program's many benefits is through letters and flyers. Be sure to use the Communication Graphics Sheet that is included in this guide. It will jazz up the look of your correspondence.

The more visible and vocal you are in drawing attention to your program, the more your students, parents, teachers and community will rally to participate. We've found that communicating with the extended school community within three weeks of the program's start date is the most effective approach. It allows supporters more time to help your school — each time they shop with their **Martin's Advantage Card**.

Introduce the Program

Shopper Sign-Up Sheet (English & Spanish Versions)

Fill in your School Name and ID Number on the enclosed sheet, make copies and distribute to family, friends, neighbors and co-workers to get as many sign-ups as possible. The Shopper Sign-Up Sheets can be returned to you or to any Martin's location or you can mail them to Advantages for Education, P.O. Box 2709, South Bend, IN 46680.



Parents and Supporters Flyer

Fill in your School Name and ID Number, make copies and distribute the enclosed flyer publicizing the benefits of using the **Martin's Advantage Card** to help your school receive their desired educational awards.

Communication Graphics Sheet

Add graphics to all of your announcements, press releases and newsletters articles. The more visible and vocal you are in drawing attention to your program, the more your parents, students, teachers and community will rally to participate.

Special Request Forms

We are always interested in what educational awards your school may desire. If you can't find it in our extensive Awards Catalog or online, fill out the Special Request Form and fax it to Program Headquarters at 1-888-745-0696.

Make Your Program Known

Ask the Community and Businesses to Help

Send a letter to local businesses, clubs and organizations telling them about your Martin's Advantages for Education Program.

Contact List:

Kiwanis	Churches
Rotary Clubs	VFWs
Lions	Computer Clubs
American Legion	Bowling Leagues
Elks	Sportsmen's Clubs
Ladies Auxiliaries	Police Departments
Jaycees	Senior Citizen Groups
Synagogues	Sororities & Fraternities
Masons	Libraries

Press Release

Positive school news is always big news! Generate community interest by sending a press release like the one shown here, inserting information specific to your school where necessary. Mail or fax the release to your local media — newspapers, television and radio stations — and urge these community partners to help publicize your school's effort. Accompany it with full-captioned pictures showing students using awards from last year's program or some other Advantages for Education photo. Don't forget to send updates whenever your school reaches a milestone in the program — like receiving an early award.

(TYPE ONTO YOUR SCHOOL LETTERHEAD)

(INCLUDE A CONTACT NAME AND TELEPHONE NUMBER)

FOR IMMEDIATE RELEASE:

Our school is participating in the Martin's Advantages for Education program. Martin's provides the opportunity for schools to get FREE computers and educational related equipment into our classrooms. It would be wonderful if every student could have hands-on access to a computer.

The Martin's Advantages for Education program is easy!

- Register at www.martins-supermarkets.com or at any Martin's location
- Provide our School ID# _____
- Then shop with a Martin's Advantage Card

Each scan of a Martin's Advantage Card will help our school earn FREE educational awards.

Announcing Awards

Let parents and supporters know their efforts really paid off. When you've earned an award, send a letter telling them of your success and thanking them for their help, or include an article in your school newsletter. Be sure to ask for their continued support of your program. Use the "Thank You Ribbon," and/or the "You're Invited" and the "Advantages for Education" graphics from the Communication Graphics Sheet.

Push To Accumulate Points

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!

Contests and Incentives . . . They Really Work!

Stimulating the competitive spirit of your students is one of the best ways to meet and exceed your goal. Organizing contests is easy and the response from the children will amaze you! Try to keep some type of competition going throughout the year.

Principal & Teacher Challenges

Involving teachers and administrators in the program is often a good way to generate interest. Some school administrators and teachers will do the craziest things to spark enthusiasm for their Martin's Advantages for Education program. Why not suggest that your school principal, administrators and faculty members challenge the students to get involved in the program? What student could resist seeing the principal dressed "unusual" for a day, or serving lunch in the cafeteria wearing a chef's hat? Or even teachers switching jobs? They could play a men vs. women basketball game, or act as cheerleaders at the next sporting event. Use your imagination! Just be sure to contact the local media about the challenge. They are always interested in covering upbeat education stories.



Contest Suggestions:

- Martin's Advantages for Education Birthday Party
 - Poster Contest
 - Kids Club Coloring Contest
- Martin's Advantages for Education Skit Competition
- Martin's Advantages for Education School Spirit Day
 - Essay Contests



Advantages for Education

Shopper Sign-Up Sheet

Distribute this form to family, friends, neighbors and co-workers to get as many sign-ups as possible.

Please return to School by ____/____/____

School Name _____

School ID Number _____

Shop, scan, save and support our school!

The Martin's Advantage Card was developed to help you save money when shopping at Martin's, *and* the card will help our school earn points toward FREE educational awards. Every time you scan your Martin's Advantage Card during this year's program, our school earns points!

Please fill in your name and your Martin's Advantage Card number below. You may also sign up for our school or change schools at www.martins-supermarkets.com. Click on "Advantage Card" found on the left menu bar, then look for the "Advantages for Education" bullet point found on the bottom of the page. **If you signed up for our school last year, you do not need to re-register.**

If you do not have a Martin's Advantage Card, please visit any Martin's Super Market location and tell the clerk at the Customer Service Counter you want to earn credit for our school. Getting an "Instant Issue" Advantage Card and Keytags is quick and easy!



Martin's Advantage Card # (located beneath bar code)	Customer Name
4 - - - - -	_____
4 - - - - -	_____
4 - - - - -	_____
4 - - - - -	_____
4 - - - - -	_____
4 - - - - -	_____
4 - - - - -	_____
4 - - - - -	_____



Advantages for Education

Se Inscribe Aquí

Dar esta forma a familia, amigos, vecinos, y otros para recibir los mas nombres como posible.

Vuelve a escuela por ____/____/____

Nombre de escuela _____

Numero de identificación _____

¡Hacer compras, ahorrar dinero y ayudar su escuela!

"Martin's Advantage Card" fue desarrollada para ayudarles a economizar dinero sus compras y la tarjeta tambien ayudara a nuestra escuela ganar puntos hacia premios educacionales.

Por favor llene su nombre y el numero de su Martin's advantage card abajo. Usted tambien puede subscribirse a nuestra escuela o cambiar de escuela @ www.martins-supermarket.com. Oprima en "Advantage card" encontrado en el lado izquierdo de la barra del menu, entonces busque el punto de buffete "Advantages for education" que se encuentra en el fondo de la pagina.

Si usted se suscribio a nuestra escuela el ano pasado no se tienen que registrar. Si no tiene una Martin's Advantage Card puede visitar cualquiera de las localidades de los supermercados Martin's, vaya a servicio a el cliente y diga que quiere ganar creditos para nuestra escuela.

Obtener un "Instant Issue" advantage card y keytags es rapido y muy facil.



Martin's Advantage Card # (located beneath bar code)	Customer Name
4 - - - - - - - - - -	_____
4 - - - - - - - - - -	_____
4 - - - - - - - - - -	_____
4 - - - - - - - - - -	_____
4 - - - - - - - - - -	_____
4 - - - - - - - - - -	_____
4 - - - - - - - - - -	_____
4 - - - - - - - - - -	_____

Advantages for Education

is as easy as . . .

- 1.** Sign up at www.martins-supermarkets.com or at any Martin's Customer Service Counter.
- 2.** Provide our School Name _____ or School ID # _____ .
- 3.** Each time you shop with your Martin's Advantage Card through March 9, 2012, your purchases automatically earn our school FREE educational awards.



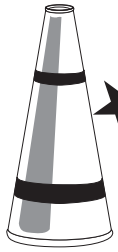
Martin's
Count On Us!

**The more you shop . . .
the more we earn!**

Communications Graphics Sheet



Use this Clip Art on all your communication sheets to help get attention and build excitement.



Attention

Parents, Teachers,
School Volunteers
Help us get FREE
Teaching Tools!



May we have your
ATTENTION
Help us get FREE
Teaching Tools

TIME IS NOW



TIME
HASN'T RUN OUT YET!



Martin's

Count On Us!

Advantages for Education

Advantages for Education



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.

SCHOOL NAME

YOUR NAME

DAY PHONE

SCHOOL ADDRESS

CITY

STATE

ZIP

EMAIL

DATE

THIS IS NOT AN ORDER FORM

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.

Coordinator Checklist

ALTHOUGH YOU MAY HAVE PARTICIPATED IN PREVIOUS MARTIN'S ADVANTAGES FOR EDUCATION PROGRAMS, YOU MUST AGAIN ACTIVATE YOUR SCHOOL TO EARN POINTS FOR THE 2011-2012 PROGRAM.

- ✓ Go to www.aftsmartins.com to register or activate your school with your four digit School ID Number found on the inside cover of this guide. Once you sign in using your four digit number, follow the onscreen prompts to activate and verify your school information.
- ✓ Publicize your School ID Number. Communicating this number is the key to your success. Each person who signs up to help your school will have to use this number to insure that your school receives its points.
 - o Write it on the enclosed School Hall Poster
 - o Include it on the Support Sign-Up Sheet
 - o Print it on the enclosed Parents Flyer Home Sheet announcing the program's benefits
 - o Announce it at sporting events, school activities and in monthly newsletters/emails
- ✓ Tell supporters how to sign up to help your school.

1-800-999-7750

Toll-free line for coordinators to call with questions.

www.aftsmartins.com

Website for coordinators to register or activate school and place orders.

Dates To Remember:

Point Accrual Begins: September 19, 2011

Point Accrual Ends: March 9, 2012

Deadline To Place Orders: April 6, 2012