

# Welcome to 2011-2012

## Apples for the Students



### Shop, Save and **SUPPORT** Your School!

Unlike traditional fundraisers, Apples for the Students is easy and fun. Since many of your students' families currently shop at our stores, your school already has a strong base of support for this program. Best of all, everyone in your community can take part. It's not limited to your school's students, administration and faculty. In fact, the more outside interest and enthusiasm generated, the greater the benefits to your school.

We know of no better way to serve the community than by enhancing the educational and developmental environment of our children. We look forward to your school's success in this year's program.

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

Go to our website [www.aftsSpartan.com](http://www.aftsSpartan.com) by clicking on the button below, to 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. To identify your local participating Spartan Stores, check the enclosed page or go on-line where you can search by state and city.**

Students, parents, administrators, businesses, community groups and other school supporters collect register receipts that are issued during the 30 week program.

After being collected and counted, your register receipts are deposited into an "account" with us. The receipts will accumulate in this account until you have enough receipts to redeem for your choice of educational awards offered in the Awards Catalog.

To help support your efforts, we will introduce the Apples for the Students program to the public with our own awareness campaign in local media and will continue to promote the program in our stores throughout its duration.

[Activate My School](#)

# 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 on-line at [www.aftsSpartan.com](http://www.aftsSpartan.com) 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

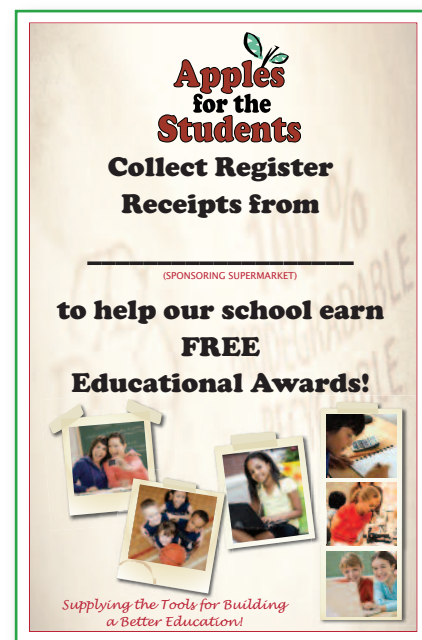
Place the Classroom Reminder Posters all around your school in visible locations — classrooms, hallways, administrative offices, gyms, cafeterias, etc. These posters help remind students, faculty and school visitors just how important their contributions are to educational awards!

## School Goal Poster

This large poster should be placed in a visible area to attract everyone's attention to the program and provide a rallying point as goals are realized. When you've established your school's goal, simply write in the amount, then update your weekly progress by filling in the increments with a marker.

## School Hall Poster

This large poster should be placed in a high visibility area to attract attention. This poster will remind supporters that all of their register receipts will count for points for your school throughout the duration of the program.



**NOTE:** ADD THE SPONSORING SUPERMARKET NAME ON THE LINE PROVIDED.

# Announcements & Forms

**Click on the heading to be taken to the original form found in this guide.**



## **Magic Envelope**

One of the best receipt-getting ideas is called the “Magic Envelope.” Simply fill in the appropriate information and make copies to be distributed. Supporters can use this envelope as a collection spot for all register receipts just by taping it to their refrigerators.

## **Communication Graphics Sheet**

Add graphics to all of your announcements, press releases and newsletter 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.

## **Register Receipt Deposit Slip**

- Circle the total AFTER coupons (the total actually paid) on each receipt. Most receipts show the “Apple Points” on the bottom; you can send in just that bottom portion.
- Tally receipts in batches of approximately \$1,000. Secure each batch (folded flat, not rolled) with a rubber band. Write the total of each batch, along with your School Name and School ID Number, on the enclosed Register Receipt Deposit Slip and secure it to its batch under the rubber band. Please do not staple or roll the batches.
- Send the receipts to Apples for the Students Program Headquarters, PO Box 25312, Pittsburgh, PA 15220.

The account we set up for your school is similar to a savings account, except that your school's account balance is shown in Award Points instead of register receipt dollars.

Don't wait until you have overwhelming paper piles — especially towards the end of the program. If you tally and submit batches throughout the program, the process will be much easier to wrap up at the end of the program.

You can then view your receipt totals online by visiting our website. As batches are submitted, your online balance will be adjusted accordingly — usually within a few days of submission.

# 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:

You can also place your order on-line at [www.aftsSpartan.com](http://www.aftsSpartan.com). Sign in using your User Name and Password and click on Place Order, or click on the button below to be taken directly to our site.



- 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: Apples for the Students 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 has earned will be delivered in six to eight weeks.

[Place My Order](#)

# Introduce Your Program

## Apples for the Students



Dear Parent,

Educational technology changes daily! That's why (SCHOOL NAME) is taking part in the (STORE NAME) Apples for the Students program that will help us earn needed educational awards without dipping into tight school budgets.

Thanks to the (STORE NAME) Apples for the Students program, we can receive computers, software, sporting goods, audio-visual aids, science items, books and other teaching tools FREE in exchange for (STORE NAME) register receipts.

Receipts dated between September 1, 2011 and March 30, 2012 are valid.

When you shop at (STORE NAME), save your receipts. Better yet, don't just save your own receipts — ask your friends and relatives to save theirs too! Send them to the school weekly and Apples for the Students volunteers at the school will do the rest.

We are counting on your participation in this effort to help enhance the educational environment at our school through the (STORE NAME) Apples for the Students program.

Yours in education,  
(NAME AND TITLE)

To create excitement and awareness for your program, design your own letters using these models as an example. Also use some of the graphics from the Communication Graphics Sheet.

### Letter Home To Parents...

Ask parents to participate in your Spartan Apples for the Students program as soon as it begins.

Use the “Attention” and “Apples for the Students” graphics from the Communication Graphics Sheet.

### Ask the Community to Help...



Send this type of letter to parents, local clubs and organizations to remind them of your on-going program and to solicit their support. Use the “Time” and “Apples for the Students” graphics from the Communication Graphics Sheet.

## Apples for the Students



Spread the Word!

Our (STORE NAME) Apples for the Students program is off to a great start, but we are still far from our goal of (LIST GOAL).

Help us by saving your (STORE NAME) register receipts for (SCHOOL NAME).

Local businesses and community groups are also “pitching in.” Your business or organization can become our partner by adopting (SCHOOL NAME) and collecting (STORE NAME) register receipts from your fellow employees and patrons.

Every dollar on (STORE NAME) register receipts counts toward FREE educational awards for our school.

The more register receipts we collect, the more our children's learning environment is enriched with FREE educational awards from (STORE NAME).

Help provide more computer access for our students and the “hands on” training they must have to meet today's challenges by spreading the word to friends, families, and co-workers!

Don't delay – do it today for our children's future.

Thank you,  
(Name & Title)

# Planning Success

## Set Your Goal

Setting specific goals gives a realistic target for achievement and encourages participation from students and community volunteers.

Evidence from thousands of participating schools proves that the size of your enrollment does not limit your school's ability to generate community involvement and to collect great numbers of register receipts. With enthusiasm and excitement in the community, your school, no matter its size, can do it!



It is amazing how quickly register receipts can accumulate! Consider that the average American family spends about \$100 per week on groceries. If you assume an average of 30% participation when setting your goals, your school could expect about \$30 in register receipts per week from each student. This number takes into account that some families don't participate or have children in more than one school and must divide their register receipts among their children's schools.

Use this simple formula to get a rough idea of how your school might perform:

$$\begin{array}{rcl} & \text{NUMBER} & \text{OF STUDENTS enrolled in your school} \\ \times & \underline{\$30} & \\ = & \text{TOTAL} & \text{DOLLARS WEEKLY} \\ \times & \underline{\text{NUMBER}} & \text{OF WEEKS in the program} \\ = & \text{TOTAL} & \text{GOAL for register receipts collected} \end{array}$$

## Introduce the Program to Parents...

Ask parents to participate in your Apples for the Students program as soon as it begins.

Use the "Attention" and "Apples for the Students" graphics from the enclosed Communication Graphics Sheet to create flyers to send home to parents.

This formula gives an approximate total value of the minimum amount of register receipts your school can expect to collect. Add to this more register receipts coming from clubs, organizations, businesses, even school alumni! With a little effort, your register receipt total will quickly grow beyond your original goal.

When you establish goals, print them in the space provided on your Goal Poster.

# Ask For Help

## Recruit Others

**School Volunteers** — Plan a meeting with other school groups to help develop ideas to gain attention for your school's effort. Get the entire school community involved. Most winning schools involve parent volunteers' assistance with collecting, receipt counting and getting the word out to the rest of the community.

**Recruit Groups and Clubs** in your school to rally their peers to participate. These in-school leaders can work to help motivate their fellow students to collect register receipts and help with receipt tallying and bundling. Remember, it is the STUDENTS and STAFF who benefit most from the program. Help them understand the benefit and they will help!

**Check Your Progress** — The enclosed Goal Poster will serve both as encouragement and as a reminder of the program. As students, teachers and parents see continuous movement toward the goal, more interest is generated.



## Build Excitement Through Communication

The more excitement you can generate, the greater the response you will receive. The more response you receive — the more educational awards will be presented to your school FREE!

One of the easiest and most effective ways of communicating your program's many benefits is through letters and flyers. The use of the two sample letters found in this guide have proven enormously powerful in keeping parents and supporters involved in your efforts.

With each letter's explanation is a note about adding graphics. These graphics are provided for you on the Communication Graphics Sheet located in this guide. Refer to it and cut out the graphics you need to include with each letter. 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.

### Remember to Contact:

- Parent Volunteers
- Students, Teachers & Administrators
- Relatives, Friends & Neighbors
- Parent Volunteer Booster Groups
- Student Council
- Honor Society
- Teaching Staff
- School Clubs & Sports Teams
- Boy Scouts & Girl Scouts

Use these samples or create your own letters to send home to parents. At the very least, try to send some type of communication home to parents every three weeks during the program. Ask for their support and you'll likely get it.

# Rally Support

## Rally Business and Community Groups



Many groups within your community can provide tremendous support for your program. Typically, business and community groups are active in local projects and have an established network to communicate ideas of local interest. Ask some of these locally based clubs, special-interest organizations and businesses to assist in the collection of register receipts.

Encourage these organizations to publicize their participation in your school's Apples for the Students program with announcements in their bulletins and newsletters. Reach out into your school's community and it will give you support!

### Organizations to Contact:

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

Imagine how many additional register receipts could be collected from a company with 100 employees. Think of the number of your students' parents who own their own businesses or work for large employers who can supplement your Apples for the Students effort. This potential is unlimited, so it's one you will want to target.

Plan how to best utilize their assistance. Ask local businesses, clubs and organizations to help your school meet its goal. When making a list of area community groups to help with your Apples for the Students drive, don't forget students' parents, businesses, organizations and school alumni. With various locations, our store is probably still accessible to many alumni of your school who may have moved from your local community.

Let art classes decorate register receipt collection boxes and then give them to your partners in the community. Have students take register receipt collection boxes home for use in their parents' work places.

Ask Helping Hands partners to display signs in their offices, write memos and include items in their newsletters communicating to their employees and members the fact that their company is participating as a "Partner for Education" to help your Apples for the Students program.

### Put Your Request for Help in Writing!

The very best way to facilitate contact with a potential business or community group partner is to put your request for help in writing. Compose an "Ask The Community For Help" letter to initiate your contact. Don't forget to use graphics from the Communication Graphics Sheet.

# Successful Ideas

## 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 entire program.

### Here are some examples:

One fourth grade student took it upon himself to make the Apples for the Students program a community service project. With the help of his family, neighbors, relatives and friends, they collected \$80,000 worth of receipts! His club was just floored by his dedication to the program.

The Home and School Club wanted to reward him personally for his efforts, so the school held an assembly where they recognized this student for his commitment to the program. In addition to his peers recognizing him, the school presented him with a \$25.00 gift card to Toys R' Us, a fast food lunch with the principal and 500 points to spend on his classroom.



**Contests with incentives for the top performers will increase student participation and make your register receipts accumulate more quickly.**

Competitions can be between homerooms, grade levels, different schools or even individual students. They may vary in length from a weekly award to a grand prize at the end of the program. Some successful schools have featured weekly winners AND a grand prize winner.

Ideas for grand prize awards might include a free afternoon at the movies, a pizza party, a bicycle, music CD's or a field trip to a local sporting event, museum, zoo or other points of interest. Winners could receive awards such as homeroom parties featuring apples, popcorn, ice cream or pizza, free lunch for a week, early lunch periods, extended recess, Apples for the Students book markers, principal for a day, principal cookout, special assembly privileges or a principal's challenge.

**Talk to local businesses about special gift certificates to be used as rewards.** You'll be surprised how community businesses will gladly contribute free incentives just to have a part in your school's effort. Try to make sure every child who participates receives a special prize.

Spartan  
Stores

# Apples for the Students

## “Magic Envelope”

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Fold Here

Fold paper on the dotted line.  
Staple or tape the edges to make an envelope.  
Tape to refrigerator or pin to noteboard.

Send collected register receipts

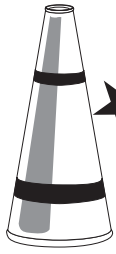
to: \_\_\_\_\_

THANK YOU for your support!

# 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

**Thank  
you**  
for your  
Blue Ribbon  
Support!



  
**TIME**  
HASN'T RUN OUT YET!

*You're Invited*  
to attend our  
**Award**  
presentation program

**COLLECTORS'  
ITEMS.** 

**TIME  
IS NOW**

**Apples**  for the **Students**

**Apples**  for the **Students**



# 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.



# Register Receipt Deposit Slip

School ID Number \_\_\_\_\_

School Name \_\_\_\_\_

School Coordinator \_\_\_\_\_

Contact Phone Number \_\_\_\_\_

Date \_\_\_\_\_

Total Dollar Amount In This Batch \_\_\_\_\_



# Register Receipt Deposit Slip

School ID Number \_\_\_\_\_

School Name \_\_\_\_\_

School Coordinator \_\_\_\_\_

Contact Phone Number \_\_\_\_\_

Date \_\_\_\_\_

Total Dollar Amount In This Batch \_\_\_\_\_



# Register Receipt Deposit Slip

School ID Number \_\_\_\_\_

School Name \_\_\_\_\_

School Coordinator \_\_\_\_\_

Contact Phone Number \_\_\_\_\_

Date \_\_\_\_\_

Total Dollar Amount In This Batch \_\_\_\_\_



# Register Receipt Deposit Slip

School ID Number \_\_\_\_\_

School Name \_\_\_\_\_

School Coordinator \_\_\_\_\_

Contact Phone Number \_\_\_\_\_

Date \_\_\_\_\_

Total Dollar Amount In This Batch \_\_\_\_\_



# *Important Dates To Remember*

**Point Accrual Begins: September 1, 2011**

**Point Accrual Ends: March 30, 2012**

**Deadline To Place Orders: April 13, 2012**

**Coordinator Notes:**

