

INTRODUCTION

Over the past 10 years, Ingles Markets has contributed over 10 million dollars to schools in towns where Ingles stores are located. These dollars have been used for valuable learning tools and equipment. Public schools, private schools and home school associations are welcome to participate in this program, grades K-12. This year, we are sending this Coordinators Guide to help every school that participates in the Tools for Schools program get the maximum results possible. Ingles and our Tools for School program are committed to helping thousands of schools and students
Achieve their education goals.

WHAT'S INSIDE

Forms:

Ingles Tools for Schools Link Forms for Individual parents or friends of your school
Ingles Tools for Schools Event link forms for special parent teacher or sporting events

Important Dates:

Program start and end dates and ordering deadlines
Dates to monitor for monthly dollar total reporting
Timelines to follow for a successful school campaign

Important contact information:

Contact names and phone numbers
Website address

Helpful hints:

Previously tried ideas that have helped schools and coordinators get great results from the program

Ordering information:

How to browse the catalog
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Procedures

PROGRAM DATES

Program Start Date: July 29, 2007

This is the date in which teachers, parents and friends of your school can begin re-linking for the 2007/2008 school year. **Remember EVERYONE must link their Advantage Card to their selected school code each year. This does not carry over from year to year.**

Program End Date: May 17, 2008

This is the last date that dollars will accumulate for your school code. Reporting for this will occur at the designated final reporting date. This is when most schools select their materials and order them using the dollars they have earned.

Order Dates:

You may order anytime you wish during the duration of the program. After the program has ended for 2007/2008, your last day to utilize your dollars is **June 14, 2008.**

Remember, your dollars must be spent or they will be removed from your account. Dollars earned do not roll over to the following school year.

Monthly Reporting Dates

These are the dates you should check the Ingles Tools for Schools website for your new accumulated totals. The website address is www.ingles-markets.com. These totals are updated every month. The schedule follows:

Reporting Date:

September 29, 2007

October 27, 2007

November 24, 2007

December 29, 2006

January 26, 2008

February 23, 2008

March 29, 2008

May 20, 2008 (Final reporting period)

Posted By:

October 2, 2007

October 30, 2007

November 27, 2007

January 3, 2008

January 29, 2008

February 26, 2008

April 4, 2008

May 22, 2008

SUGGESTED TIMELINE FOR BEGINNING YOUR PROGRAM

July/August:

- a. Write your school code on the provided individual and PTA link forms.
- b. Make copies of the forms with the number already provided.
- c. Prepare a take-home letter for parents and boosters, encouraging them to support your school's Tools for Schools program. Include link form.
- d. Include the Individual link forms and letter in registration materials provided to parents.
- e. Prepare a list of activities at your school where parents and boosters can link their cards.

September

- a. Collect all link forms. Make copies and deliver to your local Ingles.
- b. Gather all PTA forms and fax to Melissa Leavell at 828-669-3668.
- c. Getting your link information to Ingles is key to your program's success.

October – April

- a. Maintain contact with boosters and parents.
- b. Keep link forms and program information available at all school events.
- c. Check totals on reporting dates and inform participants on progress.

May

- a. Retrieve final dollars from www.ingles-markets.com

- b. Order your school equipment prior to June 14, 2008.
- c. Send a thank you letter to your boosters and parents for their support.

IDEAS THAT WORK

Below you will find ideas that have been sent to us by coordinators who have had success with their program. If you develop a particular program that works well for you, share it with us.

1. Put a computer logged on to the Ingles website at student/teacher and booster events so they can link online during the event.
2. Call your local Ingles Store manager and have them visit key events or fairs at your school. They are an excellent voice for the program. They will sign folks up for the Advantage Card and then link their cards to your school. Store telephone numbers are available on www.ingles-markets.com.
3. Pick a particular item that your school can work for at the beginning of the program. Encourage the entire community to help your school get that item. Send updates home with students to keep the community informed of their progress.
4. Get your schools website involved. Provide a link to the Ingles website (www.ingles-markets.com) directly from your site. Parents who wish to link on line can do so just by going to your site. Also, maintain monthly updates on how your school is doing on the program.
5. Visit the Ingles Website often and read the weekly insert for special Tools for Schools incentives brought to you by some of America's best food companies.

CONTACT INFORMATION/ORDERING INFORMATION

Program Director: Melissa Leavell

Telephone Number: 1-800-635-5066, ext. 421

Website Address: www.ingles-markets.com

Ordering equipment with your Tools for Schools dollars is easy. First, log on to www.ingles-markets.com and visit the Tools for Schools site. You can browse the catalog for just what you want or take a look at some of the recommended items on the pull down menu. Once you are ready to order, simply enter your school code and password and your ordering screen will be available. If you watch the upper right hand corner of your ordering screen you will see the dollars change in real time.

Make sure when you are ready to order that you have your Tools for Schools School ID Code and your school's designated password. Should you have any questions while ordering or if you need assistance, do not hesitate to contact Melissa Leavell at 828-669-2941, ext. 421.