

Ingles Tools for Schools

2010-2011 Coordinator's Guide



Introduction

Over the past 11 years, Ingles Markets has contributed over 10 million dollars to schools using the Tools for Schools program. The money earned in the program has been used to purchase valuable learning tools and equipment. Public schools, private schools and home school associations, grades kindergarten through 12th, are encouraged to participate in the program. In the guide, you will find ways to attain the maximum results. Ingles Markets and our Tools for Schools program are committed to helping schools and students achieve their maximum education.





Resources Available to You

On Our Website

www.ingles-markets.com

Select Tools for Schools Icon

- ✓ Ingles Tools for Schools Link Forms for Individual parents or friends of your school:
- ✓ Mail In Link Form:
 - http://www.ingles-markets.com/toolsforschools/tfs_form.pdf
- ✓ PTA/O Mass Enrollment Form:
 - <http://www.ingles-markets.com/toolsforschools/ptaform.pdf>
- ✓ Direct Linking Enrollment Website:
 - <http://www.ingles-markets.com/toolsforschools/>

In This Packet

Program Overview

- ✓ Formula for Receiving Money

Important Dates:

- ✓ Program ordering deadlines, start and end dates
- ✓ Dates to monitor for monthly dollar total reporting
- ✓ Timelines to follow for a successful school campaign
- ✓ Last date to spent amount earned

Helpful Hints:

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

Ordering Information:

- ✓ How to Redeem
- ✓ Special Requests

Important Contact Information:

- ✓ Contact names and phone numbers
- ✓ Website Address



Program Overview: How do we calculate the dollars?

Thank you in participating in the Tools for Schools Program. Our program is only for Pre-school through High Schools and does include Home school Associations. Please keep in mind that Ingles' Tools for Schools calculation is based on the percentage of spending of all schools in the Tools for School program. We provide the following information to help you understand why the key to this program is linking cards each year!

At the end of each period, Ingles calculates the spending of participating linked customers for each school. The next step is to then calculate the total spending for all schools combined. Each school's spending is then calculated as a percentage of total spending for all participating schools. Each school then receives their percentage of that periods TFS Program's budget.

This means, the more cards you have linked, the more likely it is that you will receive monies. Please keep in mind, you may call our Program Coordinator to verify how many customers you have linked to your school. Please see our section on ideas on how to increase your participation.



Program Dates: Mark Your Calendar

Program Start Date: August 1, 2010

✓ This is the earliest possible date to start linking cards for the next year to the desired school. Because the Tools for Schools program is not a carry over program, each person must be re-linked each year in order to achieve maximum success in the program.

Program End Date: May 28, 2011

- ✓ This is the final reporting date for the school year; final amount earned will be posted. If materials were not purchased throughout the year, this is when most schools purchase larger items or items that were a set goal.

Order Dates:

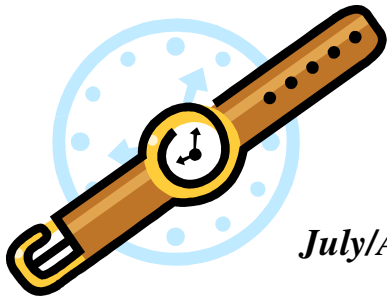
- ✓ Over the duration of the program, schools may order at any point. For those who worked towards goal items or if dollar amounts have not been used, June 24, 2011 is the final day to spend the amount earned.

~~Collection Period Dates:~~

Open Enrollment Begins: August 1st

Please remember you must re-link your cards every year. The more you have linked the more likely it is for you to earn dollars.

<i>Period</i>	<i>Dates</i>	<i>Posted to Website</i>
1	August 29 – September 25	September 30, 2010
2	September 26 – October 30	November 4
3	October 31 - November 27	December 2
4	November 28 – December 25	December 30
5	December 26 – January 29	February 3, 2011
6	January 30 – February 26	March 3
7	February 27 – March 26	March 31
8	March 27 – April 30	May 5
9	May 1 – May 30	June 2



Suggested Timeline for Beginning Your Program

July/August

- Write your school code on our individual brochure and/or PTA/O link forms. PTA/O form link:
 - <http://www.ingles-markets.com/toolsforschools/ptaform.pdf>
- If you would like for us to link your cards, make copies of the forms with the numbers to ensure you have a copy for your records. Please put a contact name and number in the package or fax. We will try to contact you once your cards have been entered.
- Prepare a take-home letter for parents and boosters, encouraging them to support your school's Tools for Schools program.
- Include the individual link forms and parent letter in registration material provided to parents.
- Prepare a list of functions at your school where parents and boosters can link their cards. Include sporting events, PTA/O meetings, Open House and any other events parents will be found.

August/September

Get you cards linked! ***This must be done each year.*** Here are some ideas on how to link the Ingles Advantage Card **12** digit number.

- Collect all link forms. Have a representative from your school enter them on-line (<http://www.ingles-markets.com/toolsforschools/>). Parents and friends can link online if they wish.
- Make copies and take to your local Ingles or send them directly to our offices:

Ingles Markets Inc.
Tools for Schools
PO Box 6676
Asheville, NC 28816
Attn: TFS Coordinator, Advertising

- Gather PTA/O forms and fax to the Tools For Schools Coordinator at (828) 669-3668. Please include a contact name and number on the cover sheet.

Getting your linking information entered on-line is key to your programs success!

October-April

- Maintain contact with boosters and parents. Encourage participants to continue shopping at Ingles to help your school earn more money.
- Keep link forms and program information available at all school functions.
- Check totals on reporting dates and inform participants on progress.







May

- Retrieve final dollars from www.toolsforschools.com.
- Order your school equipment prior to Friday, June 24, 2010.
- Send a thank you letter to your boosters and parents for their support. You may wish to include in your letter a list of what you were able to purchase with your earnings.



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! Please remember, *you MUST have all 12 digits for the numbers to be the card to be used.* Remember, you can link friends, and family of your school. The customer does not have to have a child at your school; they just must want to be linked to your school.

-  When the children return to school, have a contest! The class with turning in the most Advantage Cards with the customer's name will receive a little party or prize. You may want to develop your own form for your school to have your school name and/or I.D. preprinted on the form.
-  Contact your local Ingles and ask for a representative to be present at school events. The representative is an excellent voice for the program and will assist those wishing to support your school. Phone numbers can be found on our website: http://www.ingles-markets.com/store_locations/
-  Pick a particular item that your school can work for at the beginning of the program, such as office supplies or a computer. Encourage the community to help your school achieve their goal in buying that item. Send updates to parents and the community letting them know the progress that is being made towards that item.
-  Get your school's website involved! Provide a link to the program website (<http://www.ingles-markets.com/toolsforschools/>). Parents and friends can link online if they wish and monthly updates are also available throughout the program.
-  We also are happy for you to use our graphics on your website. This may be found at www.ingles-markets.com/media. Please consider this our written permission to use the graphics provided.
-  In the Tools for Schools program, an individual account can be set up for specific items. In the past, the Tools for Schools program have helped schools buy new band uniforms, instruments, and even a new air conditioning system! The process is the same as registering for a new school, but it does require advanced approval. Contact our Ingles Program Coordinator to find out more! (InglesTFS@ingles-markets.com)



Ordering Information

How to Redeem

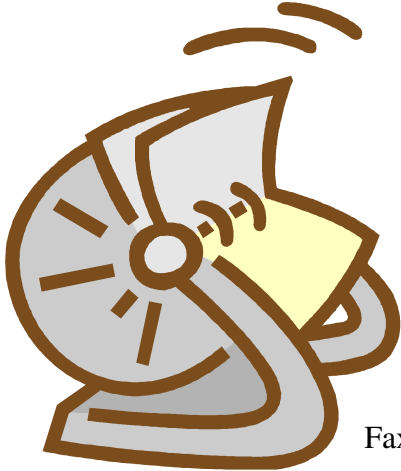
There are 3 ways to redeem your **Tools for Schools** dollars:

1. Order on the website, www.inglestoolsforschools.com (**Must have School ID and password to log in**)
2. Call in your order at 1-888-8TOOLS4
3. Download the redemption form from the How to Redeem section of the Ingles Tools for Schools website and Fax us your order at 1-888-5TOOLS4.

(<http://www.inglestoolsforschools.com/utilities/Information.asp>)

Special Request Items

While we strive to offer appropriate educational materials, as an additional resource, we will attempt to source the product you need that is not currently available on this web site. Please complete the Special Item Request form and send to us via fax or email. The form is located in the How to Redeem section of the Ingles Tools for School website (see above). While we will make every effort to meet your need, we will let you know if we will not be able to meet your request.



Contact Information

Ingles Program Coordinator e-mail address:
InglesTFS@ingles-markets.com

Telephone Number: 1-800-635-5066
Ext. 498

Fax Number: 1-828-669-3539

Website Addresses...

To register for the first time:

www.inglestoolsforschools.com/secure/user/trans/signup.asp

To link cards:

www.ingles-markets.com/toolsforschools/

To see how much you have earned or order items:

www.inglestoolsforschools.com

To redeem your TFS dollars:

www.inglestoolsforschools.com/secure/user/trans/Login.asp

Please do not hesitate to contact us with any questions.

We are here to help!

We want to see you succeed.