

# **Painless Fundraising = FREE MONEY for Schools!**

## **What is Painless Fundraising?**

Many corporations or individual stores offer money to schools from customers' everyday shopping. These corporate/school rebate programs collectively are called Painless Fundraising, or "no sell" fundraisers--they do not involve selling particular products to raise money.

Some examples are Giant's A+ School Rewards, eScrip (this includes Safeway's rebate, plus school rebates from online purchases and restaurants), and Target's Take Charge of Education. These programs generally require people to register their grocery loyalty cards and/or credit or debit cards at specific Web sites, then to select schools to benefit from their purchases. Box Tops for Education involves collecting coupons printed on different products and mailing them in (only K-8 schools can enroll in this program). A few independent grocery stores offer schools money from tallied store receipts. Schools can promote these programs to our school families, plus to our extended families, coworkers and neighbors. Painless fundraising allows a person's regular shopping to bring money to schools, at no additional cost to the customer. Each program has particular requirements, deadlines and payment schedules. eScrip, Target and Box Tops are national programs. Below is information to help coordinate the Giant A+ and eScrip programs.

## **Giant's A+ School Rewards (formerly A+ BonusBucks)**

Schools MUST "RE-REGISTER" every school year at [www.giantfood.com/aplus](http://www.giantfood.com/aplus) to participate in the A+ program. Giant generally mails information to schools about this program each August, including the school's password so the coordinator can re-register the school. Save this password—it remains the same for your school every year! If your school does not know its Giant password, call Giant's School Rewards hotline at 1-877-ASK-APLUS to get it. Then go to the A+ site and click on Re-Register Your School. Review the info that Giant has for your school: check that the contact information for the A+ coordinator and school principal is correct, verify your school's listed address and grade levels, give an estimated school enrollment figure. Submit this information online, and the school is re-registered for the new school year. Once schools do this simple step, people can register their BonusCards for that school year's A+ cycle.

Giant shoppers need to register their BonusCards for the A+ program EACH school year—prior years' card signups do NOT roll over into the following years. People can choose up to three schools to benefit from their shopping. Coordinators can register up to 20 BonusCards at one time for credit to their schools in the coordinator section of the A+ site. If people want to support more than one school, register them on Giant's A+ site instead of using the multiple card signup method. Shoppers no longer can fill out postcards at stores for Giant to register their cards, but must register online or call the hotline number. People who sign up for this program by the end of a month receive school credit for ALL purchases made that month! Giant's A+ program runs for about 5 ½ months each school year; this school year's dates are October 8, 2010-March 24, 2011.

The A+ site does not let coordinators see who has registered for their schools. However, anyone can view the number of registered cards for any enrolled school. If Giant customers want to support more than one school (up to three), they should choose all schools during the registration process. People can update their school selections later that school year, but must add ALL school choices again; updates to their schools override their earlier selections.

The A+ site updates how much schools have earned several days after the end of every program month. Giant pays schools by one check, issued before the end of the school year. Giant checks are made out to schools, not PTAs; the school principal may determine how this funding is used.

Giant can provide a store employee for Back-to-School Night or other events. Contact your local Giant store manager to make arrangements. You must provide signup forms to use at the event.

## **eScrip (rebates from Safeway, restaurants and online purchases)**

The eScrip company in California ([www.escrip.com](http://www.escrip.com)) has run Safeway's school rebate program in the Safeway East market since school year 2002-03. To see if your school is enrolled in this program, go to [www.groups.escrip.com](http://www.groups.escrip.com) Search for the school by name, zip code or city.

eScrip pays monthly by direct deposit to the bank account that was specified during enrollment. eScrip, however, will pay either to schools, PTAs or school boosters or foundations. If your PTA will be managing and promoting this program, eScrip payment can be changed to go directly to the PTA's bank account (of course, first discuss this with your principal!). eScrip earnings then become PTA income; your members determine how the money is used!

The Coordinator Toolkit on eScrip's group home page describes all of eScrip's funding parts. No group password is needed to access the toolkit information. Here you also can find several short training videos that highlight specific topics. Coordinators need their group eScrip passwords to see who has signed up for their school, and also see who needs an annual Safeway renewal. eScrip registrations ROLL OVER into each school year, remaining with the school(s) that people had first chosen unless they change their school selections! If you cannot find your group eScrip password (sent after enrollment), contact eScrip's Customer Support, 1-800-700-5655. eScrip sometimes will email the password to the person listed as your school's eScrip coordinator, who then can give it to the new coordinator. You might, however, need to obtain your group password by mailing, faxing or emailing a letter to eScrip, on school letterhead and signed by your principal.

Using your group password, update the coordinator contact information for your eScrip group. Coordinators receive important program updates and deadline information from eScrip via email. When coordinators sign in to their school eScrip sites, they can view two types of reports. The Supporter List shows who currently is registered for their school; the Monthly Statement area has detailed financial statements for 13 months. Coordinators can go into the My Assistant area of their eScrip site to see who needs to renew for Safeway's rebate, view (or add/update) supporters' email addresses, and see who has registered grocery and/or credit/debit cards.

You can register people for the eScrip program for your OWN school by using the Power Registration tool. If people want to support two or three schools, register them at [www.escrip.com](http://www.escrip.com) instead of using Power Registration.

As of August 1, 2010, Safeway's school program runs ALL YEAR LONG! Shoppers' rebates begin from the day of eScrip registration. People can register for the eScrip program at ANY time of the year, so promote the many parts of eScrip all year long in different ways! However, people can register their cards only one time--eScrip signups ROLL OVER into each school year. People remain listed for the same school(s) they first chose until they change their school selections in the My eScrip part of the site. Supporters who had registered their Safeway cards must RENEW their eScrip accounts each fall so that Safeway continues to pay. They also can go into their eScrip records at any time (in My eScrip) to see how much money they earned for their selected schools, and to UPDATE any information in their accounts (change their school selections, add more grocery or credit/debit cards, change their address, etc.). People can choose up to three schools to benefit from their shopping. If a working email address is in supporters' eScrip records, eScrip will email them reminders to renew. People must renew each year BEFORE NOVEMBER 1 for no lapse in their Safeway contributions; renewing after then re-starts their Safeway rebate, but no back credit is given. People CANNOT sign up for Safeway's school program at Safeway stores. All Safeway stores nationwide participate in the eScrip program, including Safeways in other markets such as Genuardi's, Dominick's and Vons.

A MAJOR part of Safeway's program is the 10% Goes Back to Schools promotion. The shopping period of this year's promotion was August 11-September 14, 2010. If shoppers' Safeway cards already were registered with eScrip by September 6 (and their accounts were renewed last year), their rebate automatically credits to their designated schools. ALL other Safeway shoppers who bought "participating items" during the 10% shopping period will receive a special redemption code on their Safeway receipts from September 18-October 9. Schools can collect receipt codes from shoppers, and then redeem them at the 10% promotion redemption site for their schools:

[www.backtoschools.escrip.com](http://www.backtoschools.escrip.com) Also encourage shoppers who received 10% receipt codes to register their cards with eScrip so their Safeway shopping automatically helps schools all year! The 10% redemption site will close promptly October 13 (midnight PST). Both receipt codes AND Safeway card numbers can be entered into that site to bring in money from this promotion. Folks who registered with eScrip AFTER September 6 (or who had dormant accounts last year or who renewed those accounts after that date) must have their 10% earnings separately redeemed!

Many RESTAURANTS are part of the eScrip program. Find participating restaurants at this site: [www.escrip.rewardsnetwork.com](http://www.escrip.rewardsnetwork.com) (search by city or zip code). Register for the eScrip program, link a credit or debit card, and then pay at the restaurant with that card. People who already are signed up for the eScrip program can go into their eScrip accounts to register a credit/debit card. You can find participating restaurants in many areas, nationwide, so encourage other family members and friends to support your school! This part of the eScrip program works all year long.

ONLINE PURCHASE rebates are another year-long part of eScrip. There are two ways that these purchases can bring money to schools. The simplest way is for webmasters to install the “eScrip Online Mall” link on school and/or PTA Web sites. Instructions for doing this are on the eScrip group home page. People starting an online purchase by first clicking on a school’s eScrip Online Mall link will bring a rebate to that eScrip group, without needing to be signed up for the eScrip program, or without having a credit/debit card in their eScrip accounts. Over 1,000 online merchants participate, including travel/hotel sites. You can see this link on the bottom left side of Northwood High School’s home page: [www.montgomeryschoolsmd.org/schools/northwoodhs](http://www.montgomeryschoolsmd.org/schools/northwoodhs)

eScrip has a Facebook page with a discussion area for coordinators. You can read it even without a Facebook account. Look up Facebook and “Electronic Scrip (eScrip)” in your search engine.

## **Boost your earnings: Collect grocery numbers on membership forms!**

Below is some suggested wording that PTAs could add to their membership forms to collect people’s grocery card numbers when they join your PTA. Painless fundraising coordinators then can register PTA members for Giant A+ and/or eScrip by entering their grocery card numbers along with their names and other needed info from the membership forms. PTAs should not collect people’s credit/debit card numbers—instead, we can inform people how to add those numbers to their eScrip accounts. Be sure that the coordinator can obtain PTA membership information quickly to maximize your school’s earnings!

Your grocery shopping can help <name of school>! Here are two easy ways:

**Giant A+ School Rewards:** The PTA will register your BonusCards for Giant’s 2010-11 school program for <name of school>. You **MUST** register your cards **EVERY** school year. If you want your Giant shopping to support up to two other schools, list them below.

Giant card number (12 digits): \_\_\_\_\_ <your school> \_\_\_ School 2 \_\_\_ School 3

**Safeway’s school rebate, thru eScrip:** The PTA will register your Safeway cards with eScrip for <name of school>, or renew your existing eScrip account (if you signed up for this program before, you **MUST** renew each school year so Safeway continues to pay). If you want your Safeway shopping to support up to two other schools, list them below. Don’t know your Safeway card number? First call 1-877-SAFEWAY to get your card number, then we can register your card.

Safeway card number (11 digits): \_\_\_\_\_ <your school> \_\_\_ School 2 \_\_\_ School 3

For more information about these or other painless fundraising programs, contact Carol Smalls at [carols@sprintmail.com](mailto:carols@sprintmail.com) or 301-585-9682.