

Painless Fundraising = FREE MONEY for Schools

What is Painless Fundraising?

Some companies or 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 for schools to raise money.

Some examples are Giant's A+ BonusBucks, Safeway's school program thru the eScrip company, and Target's Take Charge of Education. These require people to register their grocery loyalty cards or credit cards at particular Web sites, then select schools to benefit from their purchases. Box Tops for Education (only K-8 schools can enroll in this program) involves collecting special coupons on products and mailing them in. A few independent grocery stores offer schools money from tallied store receipts. Schools can promote these programs to our school families and staff, and to our own extended families, coworkers and neighbors. Painless fundraising allows people's regular shopping to bring money to schools, at no additional cost to customers. Each program has different requirements, deadlines and payment schedules. eScrip, Target and Box Tops are national programs. Below is more information about Giant and eScrip.

Giant's A+ BonusBucks

Schools **MUST** "re-register" for this program at the start of every school year on Giant's BonusBucks Web site, www.giantfood.com/aplus Giant mails schools information just before each school year, including the school's password so the coordinator can go into the school's Giant site and re-register the school. Save this password—it remains the same every year for your school! If your school does not receive this mailing and does not have its Giant password on file, call Giant's BonusBucks hotline, 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 names/contact information for the A+ coordinator and school principal are correct, verify your school's listed address and grade levels, list an estimated school enrollment figure. Submit this information at the site and the school is re-registered for the new school year. Once schools do this required step, people can register their BonusCards for the school for that school year.

All Giant shoppers must register their BonusCards for Giant's school program **EVERY** school year—previous 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 Giant BonusCards at one time to credit to our own schools in the coordinator section of our school Giant sites. If people want to support more than one school, register them on Giant's A+ site instead of using the multiple card signup method. Giant shoppers no longer can fill out postcards at the store for Giant to register their cards, instead they 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** their purchases from that entire month! Giant's school program runs for about 5 ½ months of each school year.

Giant does not give school coordinators a list of who has signed up for this program for our schools. At the A+ Web site, anyone can view the number of registered signups for any enrolled school. If Giant customers want to support more than one school, they should choose all schools (up to three) during the registration process. They later can update their school selections within that school year, but must add **ALL** their school choices again, as any update to their choices will override their earlier selections.

The A+ site shows how much every school has earned several days after the end of each month. Giant pays schools by check, issued before the end of the school year. Giant checks are made out to each school; the school principal generally determines how these funds are used.

eScrip (money from Safeway, restaurants and online purchases)

The eScrip company in California (www.escrip.com) has run Safeway's school rebate program on the East Coast since school year 2002-03. To see if your school is enrolled in the program, go to www.groups.escrip.com and search for the school by name, zip code or city.

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

Every school needs its eScrip password to get into the coordinator part of the school's eScrip database and see who's signed up for your school, and who needs an annual renewal for Safeway's rebate. People's eScrip registrations ROLL OVER into each school year, staying with the schools they had first selected unless they change their school selections! If your school cannot find its eScrip password (mailed to schools when they enrolled), a school coordinator can obtain the school's eScrip password by contacting eScrip's Customer Support at 1-800-700-5655. eScrip can email the password to the person who's currently listed as your school's eScrip coordinator, who then can pass it on to the new coordinator. If the person who's listed as the coordinator cannot be located, you can obtain your school's password by mailing/faxing a letter to eScrip, on school letterhead, signed by your principal.

With the password, a school's coordinator can then sign into the school's eScrip site to update the coordinator contact information, listing his name, phone number and email address. The coordinator will receive program updates and deadline information--eScrip communicates to schools only via email it sends to a school's listed coordinator. The Coordinator Toolkit on the eScrip group home page gives information about all of eScrip's funding parts.

When coordinators sign in to their school eScrip sites, they can view two important reports. The Supporter List shows who currently is registered for their school; the Monthly Statement shows 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, see (or add/update) supporters' email addresses, and see who has registered grocery and/or credit/debit cards.

Coordinators can register several people for the eScrip program for their OWN school by using the Power Registration tool. For people who want to support two or three schools, register them at www.escrip.com instead of using the Power Registration function on the group eScrip site.

People can register for the eScrip program at ANY time of the year, so always encourage people to register! However, they can register their cards only one time--eScrip registrations ROLL OVER into each school year, and remain listed for the same school(s) that people first selected until they change their school selections. People must RENEW their eScrip registrations each fall (at the eScrip site) for Safeway to continue to pay. They can go into their eScrip records at any time in the My eScrip part of the site to view how much money their shopping earned for their selected schools, AND to UPDATE any information in their accounts (to 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 people's eScrip records, eScrip will email them Safeway renewal reminders each October. When people renew no later than November 1 each year, there is no lapse in their Safeway contributions; renewing after that date re-starts the rebate, but no back credit is given. People CANNOT sign up for Safeway's school program at Safeway stores--schools must promote the program. All Safeway stores nationwide participate in the eScrip program (but sometimes Safeways in other parts of the country have different names, like Genuardi's, Dominick's or Vons). Safeway's school program runs for eight full months (October-May).

A MAJOR part of Safeway's program is the 10% Goes Back to Schools promotion, which happens this year from August 11-September 14. When people's Safeway cards already are registered with eScrip, their rebate automatically will credit to their designated schools. ALL other Safeway

shoppers who had bought “participating items” during the 10% shopping period will receive a special redemption code on their Safeway receipts from mid-September/mid-October. Schools can collect these receipt codes from shoppers, then redeem them online for their schools! Even better—while collecting people’s receipt redemption codes, encourage them to register their Safeway cards with eScrip so their grocery shopping will help schools during the school year!

Many restaurants also are part of the eScrip program. Find participating restaurants at this site: www.escrip.rewardsnetwork.com (search for them by city or zip code). Register for the eScrip program, add a credit or debit card, 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 from many areas, nationwide, so encourage distant family and friends to support your school! This part of the eScrip program works all year long

Rebates from online purchases are another big part of the eScrip program. There are two ways that people’s online purchases can bring money to schools, but the simplest way is for school webmasters to install the “eScrip Online Mall” link on their school and/or PTA Web sites. Instructions for doing this are on the eScrip group home page. Anyone who begins an online purchase by first clicking on a school’s eScrip Online Mall link will bring a rebate to that school, at any time of the year. Over 1,000 participating online merchants, including travel and hotel sites. You can see what this link looks like on Northwood High School’s home page, at the bottom left: <http://www.montgomeryschoolsmd.org/schools/northwoodhs/>

eScrip initially may sound a bit complicated, but it can be a very interesting and fun program to work with, and can bring schools significant funding from its many parts!

One way to boost your school’s earnings: Collect grocery card numbers on PTA membership forms!

Below is *suggested wording* that could be added to PTA membership forms for an easy way to collect people’s grocery card numbers when they join your PTA. School painless fundraising coordinators then can register PTA members for Giant and/or eScrip by entering their grocery card numbers along with their names or other basic info that’s on their forms. PTAs should not collect people’s credit/debit card numbers—instead, we could inform people how they can register those numbers with eScrip. Be sure that the school’s 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+ BonusBucks: The PTA will register your BonusCards for Giant’s 2010-11 school program for <name of school>. You **MUST** sign up EVERY school year so schools receive money from your Giant shopping. If you would like to help other schools, you can list one or two more below. Giant card number (12 digits): _____ <your school>__ School 2 __ School 3

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

Safeway card number (11 digits): _____ <your school>__ School 2 __ School 3

If you have questions or want more information about these and other painless fundraising programs, contact Carol Smalls at carols@sprintmail.com or 301-585-9682.