

# Register Tapes for Education



## How Your Store Contributes

Shoppers save register tapes every time they shop at your store. Schools collect the tapes and your store simply contributes back 1% of the Tape Value for Equipment that the Schools need. The average cost to a store is just \$270/month for the 7 month program.

### Example:

School A Collects \$50,000 in Tapes  
School A receives \$500 in Credit for Equipment they order



# Proven Success - Complete Program

## Schools Encourage Parents to Shop at Your Store!

For over 20 years Register Tapes for Education has helped grocery stores grow and prosper in their communities by giving schools the opportunity to earn valuable equipment to provide a better education for local children simply by encouraging people to shop at your grocery store.

- It's Easy to Participate
- It's a Proven Concept
- It Drives Revenue
- It Creates Loyal Customers
- Completely Turn-Key
- Reach Every Student's Parents
- Another Reason to Shop at Your Store
- Strengthen Relationships with Families

"I think it's a very good program. It brings customers back into the store — creates loyalty. Also, the children encourage parents to shop at our store to earn free equipment for their school."

– Grocery Kart



## Our Team does all the Work – You get all the Benefits

### It's Easy to Help Your Schools Make a Better Grade with the Right Equipment

1. Our Program Headquarters provides a list of all of the schools in your area.
2. We contact each school and invite them to participate in your program.
3. We work with each school to provide them tools to invite their communities to shop at your grocery store, collect receipts and bring them to their school.
4. Schools send the receipts to our headquarters and we give them points for every dollar they spend on groceries.
5. At the end of the program the schools order equipment that they need to help provide a better education for our kids.

## Program Timeline

August

Schools Receive Kits  
Stores Receive POP

Sept. - March

Stores Display POP  
Schools encourage shopping at your store and save receipts  
Schools make final deposits

April

Schools Order Equipment  
Stores are centrally billed through Affiliated Foods Midwest

Sign-Up Today!

1-800-352-4658 or [www.registertapesforeducation.com](http://www.registertapesforeducation.com)

## Schools Need Our Support More Than Ever – Parents and Shoppers in Your Community Will Help!

- Education Budgets Are Down
- Parents Will Shop at Your Store More to Support Schools
  - Encourages Community Involvement
  - Increase Customer Loyalty
  - Contribute Based on Spend
- Families Will Spend More Based on Program



## Building Customer Loyalty Through Community Involvement

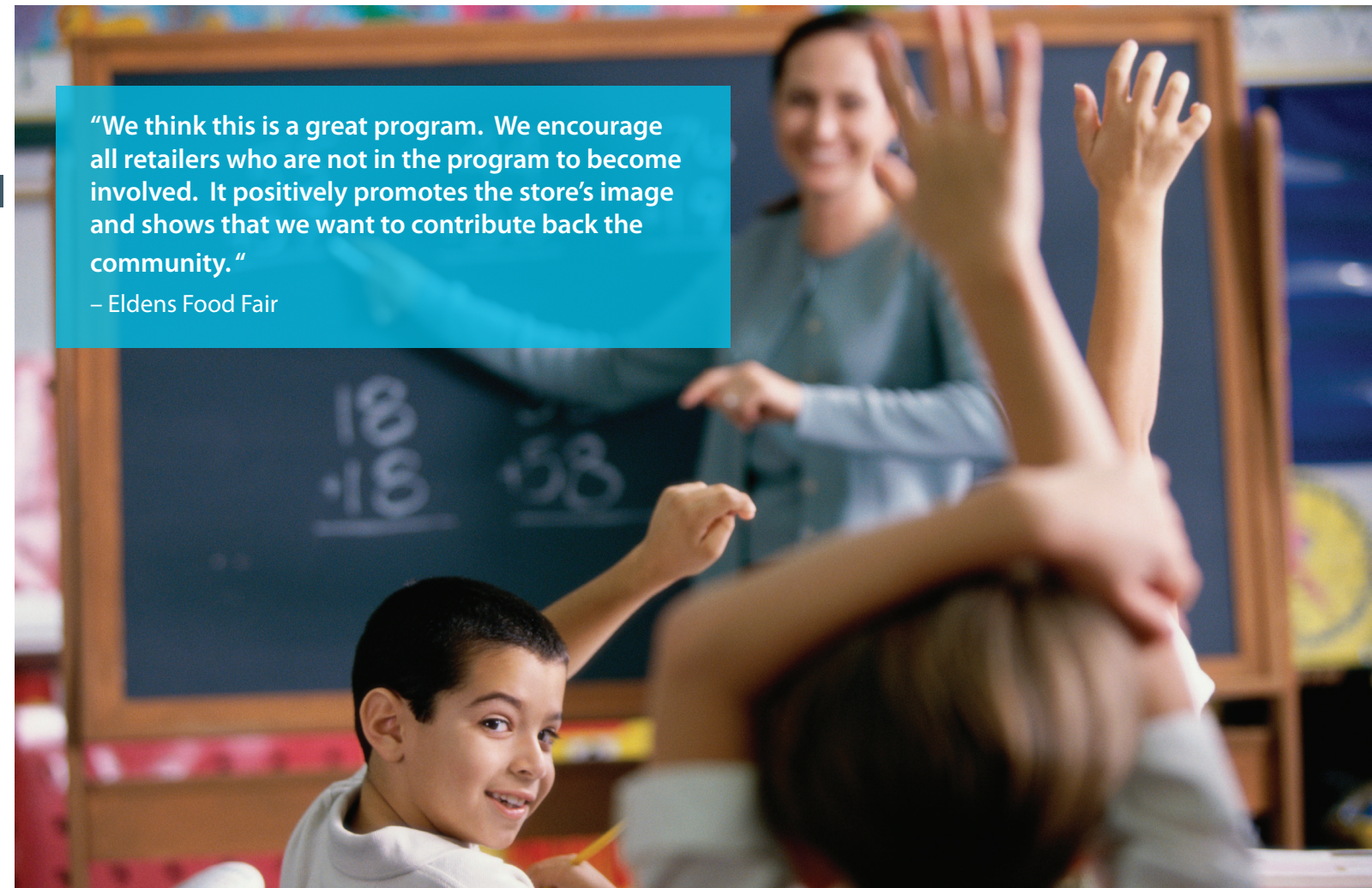
### Program Includes...

- Complete Program Kits for Every School
- Extensive Equipment Catalog
- On-Line Shopping and Ordering
- Comprehensive Web Site for Schools
- Web site for stores to manage Program
- School Posters, Store Posters
- Flyers for Parents
- Contests for the Schools and Students
- Toll FREE Program Support Hotline
- Shipping and Handling for all Equipment
- Collecting and Auditing Register Receipts
- Monthly Reports and School Newsletter
- No Money Upfront



"We think this is a great program. We encourage all retailers who are not in the program to become involved. It positively promotes the store's image and shows that we want to contribute back the community."

– Eldens Food Fair



"Schools like the items they can earn, they feel they are high quality items. With the way the economy and school budgets are, especially with the budget cuts in South Dakota, our customers and schools like that they can get something for nothing and the schools are very happy with the program."

– Fair City Food's

## Register Tapes for Education

2013-2014 Complete Program Information

- Beat the Competition
- Help Support Your Local Schools
- Grow Revenue

### Sign-Up Today – It's a Winning Program for your Store and for the Kids!

Contact: Barb Putters - Ad Manager @ 402.371.0555

Jeffrey Obuchowski - Program Headquarters @ 800.352.4658

