



**...turn this**

**into this...**



# **Kroger Plus Card** for **Education**

**2009-2010 SCHOOL COORDINATOR GUIDE**

*Providing tomorrow's educational tools today!*



## Program Dates

The Kroger Plus Card For Education Program will run for 28 weeks to give your school plenty of time to rally community support.

**Shopper Bar Code Registration Begins:** Sunday, September 20, 2009

**Point Accrual Begins:** Sunday, September 27, 2009

**School Enrollment Deadline:** Sunday, October 25, 2009

**Special Request Deadline:** Saturday, October 31, 2009

**Point Accrual Ends:** Saturday, April 24, 2010

**Educational Award Order Deadline:** Friday, May 14, 2010

## Point System

To make distributing this money fair to all schools involved, we will divide the program into seven periods. You will be sent an email at the end of each period showing your point total, or you can check them online at [www.aftsjayc.com](http://www.aftsjayc.com). Schools will earn a percentage of the \$300,000 based on the amount of support they receive from registered supporters who shop using their Kroger Plus Card. It's kind of like a pie, the size of your school's slice will depend on how much your supporters are shopping.

**ALL Coordinator's must visit**  
**[www.aftskroger.com](http://www.aftskroger.com) or**  
**call 1-800-999-7740**  
**to register or activate your school!**

# Welcome to the 2009-2010 Kroger Plus Card for Education Program!



## Shop, Scan and SUPPORT Your School!

At Kroger, we're all about community. That's why we are proud to offer \$300,000 in FREE educational awards to area public, private and parochial schools grades K-12. Once again this year we are offering the Kroger Plus Card For Education Program!

As you know, the Kroger Plus Card electronically captures each school's progress. The card was developed to help you save money when shopping at Kroger, and now the Kroger Plus Card will continue to help your school earn points toward desperately needed educational awards.

## How the Program Works . . . It's Easy!

Each time registered supporters shop at Kroger using their Kroger Plus Card, they earn points for your school -- points you save and redeem for great educational awards, just as you've always done. The next page will explain all the details on how supporters can sign-up for the Kroger Plus Card for Education Program..

## Your Job as the School Coordinator . . . Activate

Go to our website [www.aftskroger.com](http://www.aftskroger.com) to activate and/or register your school with your School ID Number that can be found on the inside cover of this guide. Each school coordinator should go to the site and update their information.

This site is also where you can place orders and view your school's progress. We will post the number of points your school earned at the end of each period as well as a cumulative list of total points. You may redeem points at any time during the program or wait until the end to place your orders. The deadline to place orders for the 2009-2010 school year is Friday, May 14, 2010.

If you do not have access to a computer, you may call our toll-free number [1-800-999-7750](tel:1-800-999-7750) and one of our program coordinators will assist in registering or activating your school.

## Everyone Can Register for Your School . . . “Bar None”



### Communicating Your School Bar Code is Essential

The goal of your 2009-2010 Kroger Plus Card for Education Program should be seeking supporters by communicating your School Bar Code. Remember, the success of your program lies in circulating your School Bar Code to the community. To receive credit for each and every purchase your supporters make using their Kroger Plus Card, they must be registered using your School Bar Code. After they are registered, their spending throughout the program is electronically credited to your school through the Kroger Plus Card. (We will explain later in this guide the different ways to communicate the School Bar Code to your supporters.)

## Two Ways Supporters Can Register

1. Inside this kit is YOUR School Bar Code just for YOUR SCHOOL. To complete their registration, each supporter who wants to register for your school must take their Kroger Plus Card and a copy of your schools bar code to the cash register and have it scanned.
2. Your supporters can also visit the Customer Service Desk, with their Kroger Plus Card, where the cashier can look up your School Bar Code on a master list and automatically register them.

**It is a one-time registration.**

## Awards Catalog

What classroom couldn't use an extra computer, new playground balls or even an advanced calculator set? Just about any educational tool your school desires can be found among the pages of our Awards Catalog. You'll select from the latest, most technologically current equipment -- computers, accessories, software, sporting goods and a wide array of books and videos. Photographs and detailed descriptions of the awards help make the selection process easy.

On the enclosed Point Value List, each of these items is identified and given a value in points. Refer to these points when ordering awards.

Please remember to share this information with your school principal and curriculum advisor so they can help determine which awards would be most beneficial for your school.



## Classroom Posters

Place the Classroom Posters all around your school in visible locations -- classrooms, hallways, gym, administrative offices, cafeteria, etc. These posters help remind students, faculty and visitors to the school just how important their contributions are to educational awards!

## School Hall Poster

This large poster should be placed in a high-visibility area to attract attention. When a customer initially signs up to donate their points to your school each subsequent purchase made by that customer is automatically credited with points to your school throughout the duration of the program.

## **Build Excitement Through Communication**

Over the years, participating schools and the awards they earned, prove that school size does not limit your ability to generate community involvement and to earn points to redeem for awards. By publicizing your program throughout the community to generate excitement and enthusiasm, your school can accumulate points -- regardless of size!



The more excitement you generate, the greater your community response, which will quickly translate to free educational tools for your school. One of the easiest and most effective ways to announce your program's many benefits is through letters and flyers. Be sure to use graphics to jazz up the look of your correspondence.

## **Introduce the Program**

### **Flyer Home**

Distribute the enclosed Flyer Home to publicize the benefits of using the Kroger Plus Card and to explain how easy it is for supporters to register for the Kroger Plus Card For Education Program.

### **School Bar Code Labels**

This coordinator kit also includes a sheet of YOUR School Bar Code Labels. Place a School Bar Code Label on all of your correspondence to your supporters before making copies. Supporters can then take them into their store and have them scanned, along with their Kroger Plus Card, to start earning points for your school.

## **Ask the Community and Businesses to Help**

Send a letter to local businesses, clubs and organizations telling them about your Kroger Plus Card for Education Program. Be sure to enclose one of your bar code labels so they can sign up to help your school.

## Placing Orders

**Original of these can be found as tear outs in this guide.**

### Order Redemption Form (Placing Orders)

Your school may place award orders as soon as you have accumulated the required number of points. We suggest that your awards be selected by the school principal or curriculum advisor. Orders must be postmarked, or placed online, no later than Friday, May 14, 2010 to be eligible.

Follow this procedure when placing orders:

- Complete the Order Redemption Form, typing or printing clearly.
- Make a copy for your records and place in an envelope, and send it to our program headquarters by regular mail. Our address is: Kroger Plus Card For Education Program Headquarters, PO Box 16103, Pittsburgh, PA 15242.

When our program coordinator receives your school's order, the award point value will be subtracted from your school's account. The educational awards your school earned will be delivered in six to eight weeks.

**You can also place your order online at [www.aftskroger.com](http://www.aftskroger.com). Sign in using your four digit School ID Number then click on Place An Order.**

### Award Point Value List

The Award Point Value List shows you at a glance just how many points are necessary for the awards your school wants to order.



# Kroger Plus Card for Education

~ powered by Apples for the Students

**Is as easy as . . .**

PLACE ONE OF YOUR  
SCHOOL BAR CODE LABELS  
HERE BEFORE COPYING

(this is our actual bar code)

- 1.** Take our school bar code to your local Kroger to be scanned along with your Kroger Plus Card.
- 2.** Each time you shop with your Kroger Plus Card through April 24, 2010 your purchases automatically earn our school FREE educational awards.
- 3.** That's it . . .  
just shop, scan, save and support our school!





100 • Apple MacBook	150,000	170 • Volley TeachBALL	3,100	240 • Desktop PC	7,900	311 • JumpStart Advanced	8,000
101 • Apple iMac Computer	145,000	171 • Soccer TeachBALL	3,100	241 • Clickstart My First Computer	6,900	312 • JumpStart Advanced 1st Grade	8,000
102 • Apple MacBook Pro	320,000	172 • US Games Swing 'n Hop (Set of 6)	3,800	242 • Learn & Groove Musical Table	7,000	313 • JumpStart Advanced 2nd Grade	8,000
103 • Apple Mac Pro	390,000	173 • US Games Poly Fit-Spots (Set of 6)	8,500	243 • GeoSafari Laptop, Gr 3 and Up	8,000	314 • JumpStart Advanced 3rd Grade	8,000
104 • IBM/Lenovo ThinkPad Laptop	142,500	174 • Wilson Size 4 Soccer Ball	2,700	244 • Cross-Section Models - Heart	4,200	315 • JumpStart Advanced 4th Grade	8,000
105 • IBM/Lenovo ThinkCentre	140,000	175 • Wilson Size 5 Soccer Ball	2,700	245 • Cross-Section Models - Brain	4,200	316 • Dr. Seuss's ABCs	6,200
106 • IBM/Lenovo IdeaPad Computer	78,000	176 • Big "E" Bats (Set of 6)	5,500	246 • Cross-Section Models -Ear	4,200	317 • Dr. Seuss's Cat In The Hat	6,200
107 • Aspire One Notebook Computer	54,000	177 • Jump Rope HotSpots	8,000	247 • Cross-Section Models - Eye	4,200	318 • Dr. Seuss's Green Eggs and Ham	6,200
108 • Canon LaserJet Multifunction	49,500	178 • Color My Class 12" Cones, Set of 6	8,400	248 • Digest-O-Rama The Game	7,500	319 • Eyewitness 3D World Atlas	6,200
109 • Canon Inkjet Office All-In-One	17,000	179 • US Games Burst Resistant Ball	3,800	249 • SpinZone Nutrition Whiteboard	6,000	320 • Wonders of the Modern World	6,200
110 • Epson Printer/Scanner/Copier	17,000	180 • Kickball Set	4,000	250 • Inflatable Torso Model	8,500	321 • Arthur's Reading Race	6,200
111 • Canon Mobile Printer	36,000	181 • USG Junior EZ Grab Football Set	9,000	251 • Anatomy Apron	6,000	322 • English Grammar	6,200
112 • Samsung Workable Color	66,000	182 • Wilson NAA Junior Football	2,600	252 • Food Group Pocket Chart	5,500	323 • I Love Phonics!	6,200
113 • HP Monochrome Workable	45,000	183 • Wilson NL Composite Football	4,000	253 • Healthy Hurdles Nutrition on Game	5,000	324 • Fun With Addition and	6,200
114 • Canon Photo Color Inkjet Printer	15,000	184 • Wilson Leather Indoor Volleyball	5,900	254 • Cross-Section Models - Tooth	4,500	325 • Fun With Multiplication and	6,200
115 • Canon Scanner with film	20,000	185 • Wilson Street Indoor/Outdoor	3,200	255 • Food Group Bingo	3,000	326 • Let's Learn: Measurement and	6,200
116 • iPod Touch w/ Cable and iTunes	54,000	186 • Wilson 4000 Tournament	3,000	256 • Effects of Smoking Model	15,500	327 • Let's Learn: Money and	6,200
117 • Logitech VX Nano Cordless Laser	9,900	187 • Wilson NAA Street Basketball	3,200	257 • Multi-Instrument 35 Player Set	18,300	328 • Mighty Math Calculating Crew	5,900
118 • Logitech USB Keyboard and	4,000	188 • Mark 1 8-Color Pack Stopwatch	9,900	258 • Multi-Instrument 25 Player Set	14,000	329 • Mighty Math Carnival	5,900
119 • Logitech QuickCam Pro Webcam	15,000	189 • 30" Premium Hoop	12,000	259 • Multi-Instrument 15 Player Set	8,900	330 • Millie's Math House	5,900
120 • Logitech QuickCam Vision Pro	19,000	190 • 36" Premium Hoop	13,500	260 • Rhythm Instrument 6 Piece Set	5,600	331 • Photobot	4,500
121 • Crayola EZ Type USB Keyboard	7,000	191 • Magic Playground	12,000	261 • Eldon C Flute Outfit	34,000	332 • Encyclopedia Britannica:	6,200
122 • Crayola USB Mouse	4,500	192 • Crayon Clasp Pack and Electric	26,000	262 • Eldon Bb Trombone Outfit	39,000	333 • Encyclopedia of Endangered	6,200
123 • Logitech Cordless Presenter	9,000	193 • Crayola Clasp Pack, 16 Colors,	9,900	263 • Eldon Eb Alto Saxophone Outfit	92,500	334 • Eyewitness Encyclopedia	6,200
124 • External Hard Drive, 500GB	25,900	194 • Model Magic Class Pack 75 CT,	6,500	264 • Eldon Bb Trumpet Outfit	39,000	335 • I Love Science!	6,200
125 • DVD-R Set of 4, 25-Disk Spindle	11,900	195 • Starter - 4" Block Alph.w/Die-	97,900	265 • Stentor Conservatoire Series	39,000	336 • Let's Explore: Solar System	6,200
126 • DVD+R Set of 4, 25-Disk	11,900	196 • MARK IV Roller Die Cutting	49,900	266 • Dr. Jean and Friends CD	3,200	337 • Let's Learn: Temperature and	6,200
127 • CD-R Set of 4, 25-Disk Spindle	9,500	197 • 4" Block Numbers	21,900	267 • Hohner Special 20 Harmonica C	7,000	338 • Wonders of the Natural World	6,200
128 • Canon PowerShot IS Digital Elph	46,000	198 • 4" Block Math Signs	20,900	268 • 00 Standard Pencils w/Sharpener	14,900	339 • Let's Learn: Location and	6,200
129 • Canon EOS Rebel Ti Camera	129,900	199 • 4" Lowercase Block Alphabet	51,000	269 • White Drawing Paper, 18x24 500	8,100	340 • Oregon Trail 5th Edition	5,900
130 • Canon PowerShot A480 Digital	22,500	200 • Calendar Set	43,500	270 • 24 Fiskar's 5" Scissors Blunt	10,900	341 • Profiles: US Presidents	5,300
131 • Canon Digital Camera w/ Printer	37,000	201 • Birthday Set	22,500	271 • Chart Pad, 1" Rule 23x32, White,	3,100	342 • US History	6,200
132 • Canon Vixia Flash Memory	97,000	202 • Border Set	40,500	273 • The Perfect Plan Book, Gr K and	2,400	343 • Dry-Erase Board w/Marker Set	16,500
133 • Canon Flash Memory Camcorder	49,000	203 • Bookmark Set	18,000	274 • Glue Sticks, 120	10,900	344 • Combo Cork/Dry-Erase Board	9,900
134 • Canon Multimedia Projector	129,000	204 • School Set	40,900	275 • Two 1-Gallon Refills Glue	7,500	345 • Cork Bulletin Board w/Pins	12,000
135 • Canon Realis Hi Res. Multimedia	300,000	205 • SO BIG Crayons, Classroom Pack	14,000	276 • Elmer's School Glue. 1 1/2 oz	13,900	346 • One Way Magnetic Sign,	18,900
136 • Sharp 19" LCD HDTV	48,000	206 • Prang Tempera Paint, Set of 12	6,100	277 • Elmer's School Glue. 4oz size	16,500	347 • Rectangle Magnetic Sign,	18,900
137 • Sharp 32" LCD HDTV	84,000	207 • Conical Point 192 Markers	19,900	278 • Railroad Poster Board, 4-Ply, 100	6,800	348 • Magnetic Stop Sign,	18,900
138 • Sharp 22" LCD/DVD Combo	62,000	208 • Fine Point 192 Markers	21,900	279 • Bulletin Board Paper 48x50	3,500	349 • Dry-Erase Easel w/Color Marker	41,500
139 • Sharp 26" LCD/DVD Combo	95,000	209 • Scholastic Best Sellers K-2 (40	22,000	280 • Bulletin Board Paper 48x50	3,500	350 • Heavy-Duty Paper Shredder	42,500
140 • Sharp 32" LCD TV/DVD	105,000	210 • Scholastic Best Sellers 3-5 (40	22,000	281 • Bulletin Board Paper 48x50 Black	3,500	351 • Heavy-Duty Stapler w/Staples	12,500
141 • JVC 42"TV W/ BluRay Player	225,000	211 • Scholastic Favorite Books 6 (25	14,500	282 • Bulletin Board Paper 48x50 Red	3,500	352 • Saddle Stapler w/Staples	9,500
142 • Sharp 52" LCD HDTV	280,000	212 • Scholastic Favorite Books 7 (20	12,000	283 • Manila Tag Chart Sheets, 1 1/2"	6,500	353 • 2" Long Reach Stapler w/Staples	11,700
143 • Motorola 2-Way Radio (pair)	11,000	213 • Scholastic Favorite Books 8 (20	12,500	284 • K'Nex Forces, Energy and Motion	22,000	354 • PolyBoard Paper Trimmer	13,000
144 • Karaoke Machine	12,500	214 • Junior Library Books - Elem.	15,000	285 • Inclined Plane Student Model	6,500	355 • Label Maker	19,900
145 • Flip Video Ultra Digital	22,000	215 • Scholastic First Dictionary Gr-3	3,000	286 • Inclined Plane Demonstration	16,000	356 • Ohaus Triple Beam Balance	20,000
146 • Bretford LCD Multimedia	27,000	216 • Scholastic Children's Dictionary	3,300	287 • Snap Circuits Kit	12,500	357 • Replogle "The Treasury" Globe	7,500
147 • Bretford Overhead Projector Cart	24,000	217 • TI-108 Calculators (Set of 10) Gr	10,000	288 • Snap Circuits Junior Kit	7,000	358 • Time Tracker	8,000
148 • Bulb Lampchanger Overhead	22,000	218 • Primary Calculator (Set of 10)	6,500	289 • Erupting Volcano	7,500	359 • Replogle "The Geographer"	7,000
149 • Visual Presenter	45,000	219 • TI-10 Calculators (Set of 10) GrK	19,000	290 • Lever Student Model	4,400	360 • Classroom Emergency Response	30,000
150 • Bretford Flat Panel Wide-Body	73,600	220 • TI-30IIS Scientific Calc (Set of 10)	22,000	291 • Lever Demonstration Model	16,000	361 • Explorer GLOBE	6,500
151 • Bretford Adjustable Cabinet W/	49,500	221 • Calculator Caddy w/10 Student	11,900	292 • Ken-A-Vision Professor	15,000	362 • Replogle "Globe4Kids" Globe	5,600
152 • Califone Small Group PA System	22,000	222 • TI-15 Fraction Calc (Set of 10) Gr	23,000	293 • Ken-A-Vision Professor	17,000	363 • Ohaus School Balance	7,000
153 • Presentation Pilot Pro Wireless	9,600	223 • TI-84 Plus Graphic Calculator	20,000	294 • Fulcrum Balance Student Model	6,000	364 • Geosafari Talking Globe	12,900
154 • Califone Superior Stereo	13,900	224 • See n' Solve Visual Calculator	4,200	295 • Fulcrum Balance Demonstration	16,000	365 • Arthur Season 10	7,500
155 • Olympus Digital Voice Recorder	5,900	225 • Algebra Tiles Classroom (Set of	15,000	296 • Prepared Slides Set	3,500	366 • Buster's Western Adventures	8,500
156 • Epson Duet Projection Screen	25,000	226 • Lego Tech Machines Set	19,500	297 • Cross Section Flower Model	4,500	367 • Liberty's Kids - Package One	15,500
157 • Califone Multimedia CD/Cassette	37,500	227 • Pretend & Play Kitchen Set, 70	6,400	298 • Fisher Sci Education Primary	20,000	368 • Liberty's Kids - Package Two	15,500
158 • JWIN Portable	7,000	228 • Classroom Jeopardy II Game	64,000	299 • Butterfly Garden	3,000	369 • Liberty's Kids - Package Three	15,500
159 • JVC DVD Player	11,000	229 • Dolls Multi-Ethnic 10 Doll Set	20,200	300 • Butterfly Pavillion	4,000	370 • Liberty's Kids - Package Four	15,500
160 • Califone Multimedia CD/Cassette	65,000	230 • Gears Gears Gears Movin'	6,400	301 • Microproelite 98 Piece	10,900	371 • Liberty's Kids - Package Five	15,500
161 • Sharp BluRay Player	39,000	231 • Lego Basic Just Bricks, 576 pcs	6,500	302 • Root-Vue Farm	4,900	372 • Jean-Michel Cousteau Ocean	8,000
162 • Califone Megaphone	14,500	232 • Lego Duplo Bulk Set	6,000	303 • Primary Bucket Balance	3,200	373 • Freedom: A History of the US -	25,000
163 • JVC DVD Player + VHS	16,000	233 • The Yacker Tracker	9,000	304 • EarthBox Ready-to-Grow Garden	13,000	374 • Between the Lions, Season 1	11,000
164 • Whisper Phone Class Pk of 12	14,500	234 • Big Money Magnetic Coins and	4,900	305 • Classroom Magnet Lab Kit	4,900	375 • Natural World Series - 10 Video	21,000
165 • Hands-On Football	3,500	235 • Hot Dots Phonics Complete	15,900	306 • Ladybug Land	3,000	376 • Amazing Animals Series - 10	21,000
166 • Hands-On Basketball	3,800	236 • Eggspert Group Pack, P-K & Up	6,500	307 • Economy Magnifier Set	2,000	377 • Living Earth Series - 13 Video Set	27,000
167 • Voit 8.5" Playground Balls (Set of	4,800	237 • Mathshark, Grade 1 and Up	7,000	308 • Motorized Solar System	5,000		
168 • US Games 6' Parachute Play	3,100	238 • Talking Hot Dots Pen	2,000	309 • I Spy/Junior	5,900		
169 • Bucket o'Chalk (Set of 6 Buckets)	9,000	239 • Teaching Cash Register	8,000	310 • I Spy! School Days	5,900		

## Thanks, Coordinator!

By volunteering to be the Kroger Plus Card for Education School Coordinator, you've taken the first step toward great educational awards for your school and its students. Congratulations!

Stores are eagerly awaiting your supporters, and their customers, to come in and start the fanfare! Signs and posters, and plenty of excitement will be surrounding the program. If you don't already, get to know the store manager and their associates. They are fully aware of the program and are prepared to help you as a coordinator, as well as all of your supporters.

Because your role is vital, here are some helpful hints about implementing a successful program at your school.

### Here's a Checklist to Help You Get Started

ALTHOUGH YOU MAY HAVE PARTICIPATED IN PREVIOUS APPLES FOR THE STUDENTS PROGRAMS, YOU MUST AGAIN ACTIVATE YOUR SCHOOL TO EARN POINTS FOR THE 2009-2010 PROGRAM.

- ✓ Visit [www.aftskroger.com](http://www.aftskroger.com) to register or activate your school. Simply enter your school code and follow the on-screen instructions.
- ✓ Publicize your School Bar Code. Communicating this code is the key to your success. Each person who signs up to help your school will have to use this code to insure that your school receives its points.
  - o Display the enclosed School Hall and Classroom Posters
  - o Send letters and flyers home to parents
  - o Announce your program at sporting events and other school activities
- ✓ Tell supporters how to sign up to help your school.



### Make [www.aftskroger.com](http://www.aftskroger.com) Your Friend

This year's program is 28 weeks long -- from Sunday, September 20, 2009 through Saturday, April 24, 2010. We will list your progress on our website and communicate with you via e-mail at the end of each period. Be sure to check the site so you can advertise your success!

Based on how many points you have, you may place orders any time after the first period (we won't have point totals posted until then) or, you may hold on to your school's points and wait until the program is over to place award orders. It's up to you!



Kroger Plus Card For Education  
Program Headquarters  
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Pittsburgh, PA 15242-0103

**Kroger Plus Card**  
for  
**Education**