

2011-2012
Together in Education
Coordinator's Guide





Introduction

Since 1998, Harris Teeter has contributed more than 16 million dollars to schools in our local areas. These dollars have been used by the schools however they deemed necessary.

Want to start earning money for your school? Simply link your VIC card to the school(s) of your choice. You may link your VIC card to a maximum of five schools, and money will be disbursed equally among those chosen. After your card is linked, simply purchase Harris Teeter brand items or fill a prescription at our pharmacy and money will be automatically donated to the school(s). Continue reading this guide to learn more about linking VIC cards to the TIE program.

In This Packet

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Important Dates:

- Start and end date for the TIE program
- Dollar and link updates
- Payout dates
- Best dates to launch communication to parents and supporters

Helpful Hints and Suggestions:

- Tips on how to make the most of our TIE program

Supply Instructions:

- Supplies available to order
- How to order supplies

Important Contact Information:

- Contact names and phone numbers
- Website address



TIE Overview

How do you earn money?

Thank you for participating in our Together in Education (TIE) program. Our program is only for pre-school through 12th grade (public or private) and does include Home School Associations. Schools earn money based on Harris Teeter brand items and prescription purchases. A percentage is donated directly to the school. The following information is to help you understand why the key to our program is re-linking VIC cards each year!

We have three payout periods between August 1st and May 31st each year. Here is a breakdown of our payout schedule:

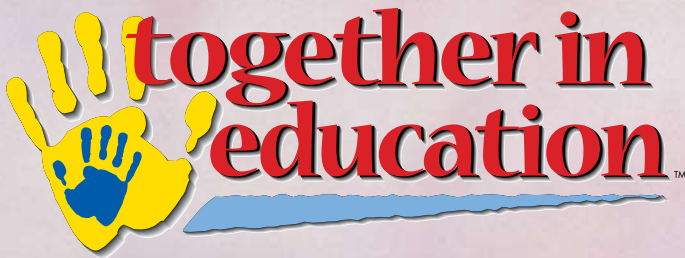
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|----------------------------|------------------------------------|
| August - November | 1st contribution to schools |
| December - February | 2nd contribution to schools |
| March - May | 3rd contribution to schools |

During the first contribution there is a minimum of \$250 that needs to be accumulated in order to receive a check. If there is not \$250 in the account, the funds will accumulate until the second contribution. The account must have at least \$250 during this payout as well. If there is not \$250 in the account, the funds will accumulate until the third contribution. This payout only requires a minimum of \$25 to receive a check. Funds are calculated on a daily basis. TIE Coordinators may login to their account and see what their schools have accumulated.

At the end of each period, we calculate the total dollars to determine if you have met the dollar requirement for that period. If a payout is received during either the first or second contribution, the funds are set back to \$0. If the minimum is not met for the third contribution, the school will lose those funds. We do not roll any funds over to the following year.

Since our program begins on August 1st each year, the earlier the supporters get linked the better. This gives them more time to help accumulate funds to the school's account. TIE Coordinators have access to the school's account, which allows them to check and see how well the school is doing on a daily basis. Customers may also visit the community tab on www.harristeeter.com, click on "Together In Education" and "TIE Earnings" to check the school's earnings for the current school year.





Tools Available to the Coordinator

You may visit the Together in Education program on our website by visiting www.harristeeter.com. Select “Community” and “Together In Education” in the top navigation to get to the main Together In Education page.

On the website, you will find several tools to assist you with the Together In Education program, such as:

Mail In Link Form

Mass Link Enrollment Form

Direct Linking Enrollment Website

Program Dates

Mark Your Calendar!

Program Dates: August – May (each year)

- **Schools may start linking on August 1st each year**
Because our program ends on May 31st, each customer must re-link their card each year starting August 1st.
- **Program End Date: May 31 (each year)**
This is the last day that funds will accumulate in the TIE account. All VIC cards are un-linked from the schools on June 1st each year.
- **Final payout: Sent out by the end of June**
Please be sure to check that your school address is correct. If there is a separate mailing address, it needs to be updated on the site as well.

Timeline for Beginning Your Program

July/August

- Write your school code on our individual TIE newsletters:

http://www.harristeeter.com/community/tie_coordinator_section/tie_newsletters.aspx

- If you would like to link cards for community members, you may use the Mass Link option. Request their VIC card numbers or phone numbers (if used at the register) and last names, enter them on the form found on the TIE Coordinator section. Here you may also request to link their card year after year. Save your Mass Link forms and key them year after year. After your forms are filled out key them into the Mass Link system by logging into your TIE Coordinator page, and clicking on “Mass Link.” There are three columns: VIC or phone and last name.

https://www.harristeeter.com/community/tie_coordinator_section/tie_coordinator_login.aspx?returnUrl=%2fcommunity%2ftie_coordinator_section%2fmass_link.aspx

- Prepare a take-home letter for parents and boosters, encouraging them to support your school's Together in Education program.
- Use the individual link forms and parent letter found on TIE Coordinator page.
- Make a list of your school's upcoming functions for the school year. What functions would give you the best opportunity to link VIC cards? If parents are attending an event at the school, this would be a perfect opportunity to contact to them.

August/September

- Get your cards re-linked! This must be done each year. Here are the many ways that can be used to link VIC cards to our TIE program:
 - Collect all take home letters. Link the VIC cards using the Mass Link section of the TIE Coordinator page.
 - Cards may be linked at the stores during checkout.
 - Visit www.harristeeter.com to link your VIC card.
 - Call the Customer Service number on the back of your VIC card.
- Get a jump on links by scheduling a TIE linking event at your local Harris Teeter. During your event, you may stand in front of the store and ask customers to link their VIC cards to your school.
 - These events may be scheduled at: www.harristeeter.com, click on community, fundraising event. If you have not already established a profile on the page, you will need to do so before it will allow you to schedule the event.

- Be prepared for your linking event. Get familiar with the TIE program. If a customer has a question, you will need to have the answer if you want their support. Have the proper materials, TIE brochures, information about your school and reminder cards, which can be found on the TIE Coordinator section. The reminder cards will be handed out to the customers. These will contain your school name and TIE number. They will hand these to the cashier. The cashier will link their cards.
- The key to a successful TIE year is to get your linking done early. The earlier you have your links in, the longer you have to see your money grow. Sit back and watch your money grow week after week.

October-April

Keep the communications going; remind your parents and supporters to link their VIC cards. Also, be sure to encourage them to shop at Harris Teeter and make sure they understand how TIE works. Remind them that they need to purchase Harris Teeter brand items or fill prescriptions at our store to receive a percentage of the sales.

- Have link forms and program information available at all school functions.
- Keep your parents up-to-date on how much money has been raised each month.
- Use our monthly TIE newsletters to communicate fresh information about TIE.
- As the TIE Coordinator, you should check our TIE section on a regular basis. Here, we will post any upcoming contest and other important information about the program.

May

- Know who will take over the TIE Coordinator position for the following year. Get them the details on how the TIE program works.
- Create a TIE communication binder to help keep the program organized. This is the best way to keep the most up-to-date information for the new coordinator. Remember, when information is lost it takes time away from the focus on the program, which could potentially cost the school money. They are losing out on an opportunity to link cards and earn money for the school, if they don't have the proper materials to get started.
- Acknowledge the parents and supporters who supported your TIE program. Share with them the earnings for the year. Let them know what the school plans to purchase with the money they have earned. Remind them that their card is no longer linked and must be linked again starting on August 1st.
- Share your school's story with us! Email us, call us or Facebook us. Let us know how TIE has helped your school.

Ideas that were shared with us!

Does your school use its website as a way to communicate with parents? Set-up a direct link for parents to link their VIC card. Making it easy for parents is the best thing schools can do. Use this opportunity to tell parents they can get their friends and family involved. Encourage them to forward the link to their family and friends. If they live near a Harris Teeter, they can link to your school. It doesn't matter where they live, they can support your school.

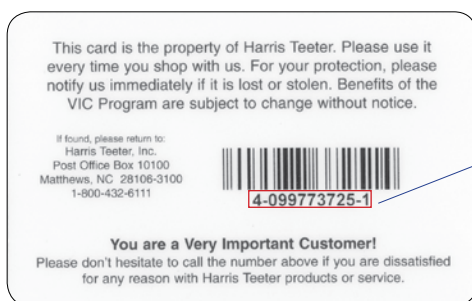
Follow the below link for graphics that can be used on your website. Please consider this our written permission to use the graphics provided.

http://www.harristeeter.com/community/together_in_education/tie_logo_page.aspx

Reach out to your local neighborhoods for support. Find out if they are hosting any HOA meetings that you can attend. Do you have any retirement communities nearby? Take this opportunity to reach out to them. Do they have monthly meetings that you can attend? Bring a door prize and have them provide their VIC card information to enter. Tell them how they can support your school for FREE. Tell them how TIE works.

Reaching out to your local Harris Teeter Management staff for assistance at your next event is an excellent way to build a relationship between your school and your local store. They can assist you with TIE links at your next school event. Phone numbers can be found on our store locator page: http://www.harristeeter.com/other/store_locator/store_locator.aspx

Things to Remember



Be sure to use the first (11) digits on the VIC card when filling in the VIC card number on any forms or on the website.

- Re-linking must be done each year for the school to gain monies.
- Get your creative minds going. How can you challenge your school to increase your TIE links TODAY! Every student loves a challenge, especially if there is a reward at the end.
- **We want to hear from you.** Visit our website and voice your comments to our Customer Service Department:

https://www.harristeeter.com/other/contact_us/contact_us.aspx



Visit our Facebook page and let us know how your school is doing this year:
<https://www.facebook.com/harristeeter>

Contact Information

Together In Education Coordinator

e-mail: tie@harristeeter.com

Phone: 800-432-6111

Fax: 1-704-844-3914



Website Addresses

To register for the first time download TIE registration forms:

http://www.harristeeter.com/community/together_in_education/tie_registration_info.aspx

To link your VIC cards:

http://www.harristeeter.com/community/together_in_education/link_to_your_school.aspx

To see how much you have earned without logging into the TIE Coordinator page, just enter your school's name in the keyword search box:

https://www.harristeeter.com/community/together_in_education/tie_earnings.aspx

To see how much you have earned for the duration of the TIE program, check the TIE Coordinator page:

http://www.harristeeter.com/community/tie_coordinator_section/tie_coordinator_home.aspx

Please do not hesitate to contact us with any questions. We are here to help! We want you to make the most of the TIE Program.

