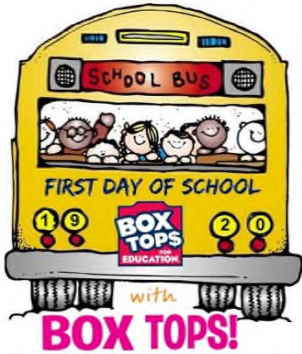


Back with BOX TOPS! School



Welcome to Birch Lane Elementary School all new and returning Parents & Students. **WELCOME BACK** to a new year for Box Tops for Education (BTFE) collecting too! **DID YOU KNOW?** ... Last year collecting Box Tops brought in **\$1206.20** and we exceeded our **\$1000** Goal!! We would like to raise even more for the 2019-20 school year setting our goal to **\$1000**. We are off to a good start with already earning over **\$38.40 just digitally over the summer**.



ALL ABOARD!! Time for some clipping fun! For those of you unfamiliar with this program, it is a very easy way to make money for our school. Simply **CLIP** Box Top labels found on the packaging of so many products you probably use on a regular basis. **CHECK** for a visible product acronym & expiration date, and **SEND** them to school. Box Tops are each worth **10¢** and they quickly add up to real cash for our school.



OUT WITH THE OLD... When the Box Tops program began over 23 years ago, sending in clips was really the only way to run the program. Over the years, technology has advanced at a remarkable rate opening all kinds of new opportunities. BTFE had a decision to make.... to stay in the past or find better ways to grow the program and **GOING DIGITAL** was their solution! They made this change for many reasons, but primarily to modernize the program for the next generation of participants and they believe that this new structure will allow Box Tops to attract more brands to participate in helping schools earn even more. **IN WITH THE NEW...** Let's ditch the scissors and pick up our phones to earn cash for our school. Just download the new & improved mobile app, register, select Birch Lane and then scan an eligible receipt containing Box Tops product. The app will automatically add Box Tops to our school's earnings online AND you can track our school's progress in real time.



CLIP: Traditional Box Tops clips are being phased out of production, but you can still send unexpired clips to school. **Every valid Box Tops clip is worth 10¢.**



SCAN: If you see this label, **do not send it to school**. Use the new Box Tops app to scan your store receipt within 14 days of purchase. The app will find participating products and instantly add Box Tops to your school's earnings online.

Please note: Clippable Box Tops will remain on some product packaging during the program transition. All clippable Box Tops will be accepted until they expire and, better yet, most participating brands are awarding both the receipt scan earnings and traditional clip earnings for a single product purchase during this time of transition. Just make sure to clip the Box Tops AND scan your receipt!