

# BIG CHANGES WITH BOX TOPS!!!

## ARE BOX TOPS CLIPS GOING AWAY?

Eventually, yes, the physical clips are going away, and the Box Tops program will become digital-only. Over the summer you'll see some participating brands begin to change their packaging from a physical Box Tops clip to the new Box Tops icon.

## HOW DOES THE NEW PROGRAM WORK?

At its core, the Box Tops for Education program structure and purpose remain the same – to help schools get what they need. The main difference is how schools will earn – instead of clipping, checking expiration dates, bundling and submitting, all Box Tops will be earned digitally via receipt scan. You'll now download the new and improved, user-friendly Box Tops app, register and select a school, and then scan an eligible receipt containing Box Tops products. You'll continue to earn 10 cents for each Box Tops product purchased plus extra earnings for any Bonus Box Tops opportunities. The app will automatically add Box Tops to your school's earnings online, giving users access to see how you are supporting your school in real-time.

## HOW LONG CAN I CONTINUE TO SEND IN BOX TOPS CLIPS?

BTFE will honor all clipped Box Tops until they expire. If you find and receive valid Box Tops, BTFE encourage you to mail them using the online submission form!

## WHEN WILL PACKAGE CHANGES OCCUR?

Most packaging with the new Box Tops branding (removing physical clips) will be available on store shelves in June 2019. BTFE expect that the most popular items will have the new branding on the package by August. The remaining, participating products will transition to the new Box Tops branding by the end of calendar year 2019.

What about the products on shelf in stores that have clippable Box Tops as the program transitions?

BTFE will continue to accept clipped Box Tops until they expire. Better yet: supporters can 'double dip' during the packaging transition by clipping the physical Box Tops AND scanning their receipt with those participating items. Please note, a few brands are not allowing the 'double dip' and will return a message in the app that the brand is a 'clip only' brand and encourage users to submit the physical Box Tops to their participating school.



## I KNOW THAT BOX TOPS SUPPORTERS LIKE TO KNOW HOW MUCH THEY'VE CONTRIBUTED TO THEIR SCHOOL AND HOW MUCH THE SCHOOL HAS EARNED TO DATE. WILL THERE BE A WAY TO TRACK REAL TIME INDIVIDUAL AND SCHOOL EARNINGS WITH THE DIGITAL PROGRAM?


Absolutely! Within the Box Tops mobile app and on the Box Tops web site, users will be able to see the details of both their personal earnings and the total earned by all school supporters. We feel this transparency will be even more motivating and give additional visibility to retailer Bonus Box Tops programs.

## DOES THIS CHANGE AFFECT WHEN SCHOOLS GET MONEY?

No, the twice a year issuance of checks will still take place in December and April and is not affected by this change. Schools will continue to receive their checks in December and April.

## WHAT DOES THIS MEAN FOR EAGLE ACADEMY?

First, download the app and register for our school. Continue to clip Box Tops and submit

them (they will take clippings until they expire). Keep your eye out for  on participating products. IF you do buy participating products with no clipable Box Tops, PLEASE scan your receipt into the APP. As for the trophy and competitions, there will need to be some brainstorming on the best way to count clippings since they will be all over the place.

## PLEASE KEEP CLIPPING AND START SCANNING IN RECEIPTS! OUR SCHOOL HAS EARNED NEARLY \$9,000 SINCE STARTING THIS PROGRAM!