

# 2010 KIDS FIRST COUPON BOOK CAMPAIGN

## Answers to your Questions

### **What is Kids First?**

Kids First is a program administered by the Hamilton County Schools Fund for Excellence, a non-profit fundraising organization for the public schools in Hamilton County. Kids First creates a strong alliance between corporate sponsors, local merchants, students, teachers and parent volunteers, the media, and customers, whose combined support results in a highly successful program that benefits all parties.

### **What is the Coupon Book?**

The coupon book features over 200 offers for discounts and free items from local restaurants, retailers, and service providers. The books are sold for \$10 by students in 46 elementary schools during a two-week period in September. Following the campaign, the books can be purchased at First Tennessee Bank locations in the Chattanooga area. In 2009, approximately 60,000 books were sold.

### **How do the schools benefit from the program?**

The schools earn \$7 for every book sold, representing a much higher return than offered by any other fundraising program. The proceeds are allocated at the discretion of each school to pay for things like technology upgrades, curriculum materials, classroom supplies, playground equipment, fieldtrips and building improvements. The remaining 30% of book revenue covers program expenses and funds other school programs such as the superintendent's honors banquet, college scholarships, and teaching excellence awards.

### **Why should my business participate?**

Aside from the fact that you will be supporting improvements in our local public schools, you will have the opportunity to expose your business to the entire Hamilton County area and beyond. In past campaigns, many merchants have documented a substantial increase in customer traffic and sales. Sponsors who contribute significant funds or products to the campaign receive even greater visibility through logo placement in promotional materials and acknowledgement in publicity efforts.

### **How do I get started?**

Just fill out a Kids First Merchant Application and mail it with the \$50 application fee by May 1, 2010. Offers will be reviewed in May, and you will receive a notice by mail letting you know if your offer has been accepted. Remember—the better the offer, the greater its chance of being accepted.