

D&W Fresh Market/  
Family Fare Stores  
Cash for Class  
PO Box 8700  
Grand Rapids MI 49518



## CASH FOR CLASS

CALEDONIA BAND  
PO BOX 501  
CALEDONIA, MI 49316-0501



## 2011-2012 PROGRAM GUIDELINES

Information for School Groups

### CALEDONIA BAND

**CONGRATULATIONS...your school group is already enrolled in the D&W Fresh Market and Family Fare Cash for Class programs.**

Your group's Cash for Class code is **95577**

### New Updates to the Program

- D&W Fresh Market and Family Fare Cash for Class program will now be tied to the 'yes' card. Yes card members must designate school group to automatically credit your school's account. (Note: Up to 2 schools can be linked per year.) Yes card members need to log onto [www.myyesrewards.com](http://www.myyesrewards.com) and click the 'yes' card on the right side of the screen
- Your school's rebate will be determined by the amount of purchases your group makes during Event Weeks in proportion to all groups purchases during those times.
- Because of our concern for customer privacy, D&W Fresh Market and Family Fare will not provide schools with names of customers participating in the program. We will disclose the total number of members participating and total purchase amount.

### How the Program Works This Year

Your members will shop at a D&W Fresh Market or Family Fare and have their 'yes' card scanned at the checkout. Their purchase amounts will automatically be credited to your school group account. Your school group's rebate will be determined as a percentage of all group's purchases.

Checks will be mailed at the completion of this year's program (March, 2012).

### 2011 Program Event Weeks

October 2 – 8, 2011

October 30 – November 5, 2011

November 20 – 26, 2011

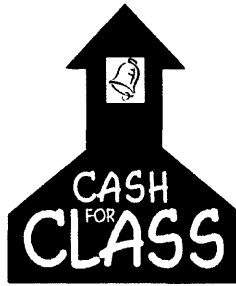
### What You Need to Communicate to Your School Group Members

We have supplied a **sample letter** (reverse) for you to customize and distribute to your school group members. The letter includes the key messages of the program:

- Your school group code
- Instructions on linking their D&W Fresh Market and Family Fare 'yes' card to your school group to credit their purchase amounts to your school's account automatically.
- Explains how to get a 'yes' card if they don't already have one.
- Clarifies that the program will not interfere with any rewards they currently receive with their 'yes' card.

### Questions?

Call Dawn Bredeweg, Community Relations Coordinator, 616-878-2235



Dear Parent,

CALEDONIA BAND is again participating in both the D&W Fresh Market and Family Fare Cash for Class program to earn money for our school. Beginning October 2, 2011, it is being updated to a more robust and easier program that ties directly to your D&W Fresh Market/Family Fare 'yes' card.

During the week of October 2 – 8, 2011, October 30 – November 5, 2011 and November 20 – 26, 2011, purchases you make with your 'yes' card will automatically be credited to our school account. You must link your card to our school code. At the end of the school year and after all 6 event weeks are finished, our school will receive a rebate check based on the percentage of all of our member's purchases.

As a 'yes' cardholder, you need to go to [www.myyesrewards.com](http://www.myyesrewards.com) to link your card to our school.

Our school code is **95577**. You only have to link your 'yes' card once each school year plus you'll have the convenience of not having to remember to tell the cashier our school code during event weeks. Once you link your card – it will automatically calculate the rebate for our school.

***Already a 'yes' member and have an on-line account?***

Log into your account by entering your email address and password under 'Returning Members' and go to your "My Profile" page to link our school code.

***Already a 'yes' member but don't have an on-line account set up?***

Just visit the 'yes' website at [www.myyesrewards.com](http://www.myyesrewards.com), click on 'First-Time to Site' and follow the steps to complete your on-line account registration. During the registration process, you will be able to link our school code.

***Not a 'yes' member yet?***

Sign up on-line at [www.myyesrewards.com](http://www.myyesrewards.com) by clicking on 'Join yes' and fill out the on-line registration form. Then you can pick up your 'yes' card in-store at the Customer Service desk. During the registration process, you will be able to link our school code to your card.

The Cash for Class program does not interfere with your 'yes' card points earned or points exchanged. You will continue to get ad savings and points and it will not cost you any money to participate and help our school.

Don't forget to link your 'yes' card to our school code and help our school raise additional dollars.

Thank you.