



**TOGETHER IN
EDUCATION®**

Promoting your TIE code!

To ensure your organization receives the highest possible return, you must communicate the account number to your members and supporters. Once customers have the number, they simply tell their cashier (during check-out) that they want your organization's account number linked to their Harris Teeter VIC card. Or go to www.harristeeter.com to link their VIC card. It's that easy! The following are suggestions for communicating and promoting your organization's account number:

- Set a goal of total yearly links for your school
- Print your account number in your newsletter or bulletin
- Take the time at your first PTA/Group meeting to discuss TIE and be prepared to provide parents and supporters with any combination of the resources described below to get them to link their VIC card to your school.
- Purchase HT brand items to display at your school meetings/ get-togethers as examples of products which raise money for your school
- Create and hang flyers and posters
- Mail flyers to your members/supporters and send them home with your students
- Use your social media sites to promote your code and remind individuals to link
- Announce your account number at organization events
- Post your account number on your outdoor marquees
- Post your account number on your web site
- Place stickers with your school's code on customer's VIC card to remind them to link at their next shopping trip
- Promote your code through neighborhood bulletins to get the support of your neighbors and local school supporters
- Send letters or emails to grandparents, aunts, uncles and other family members, alumni and friends of the school to link their VIC card to your school
- Collect the last names and VIC card numbers for parents, teachers, friends, etc. of your school in order to mass link these numbers to your TIE account. You can do so on the coordinator's page of the Harris Teeter Together in Education website.
- Invite your Harris Teeter store manager to your school meetings/ get-togethers to speak about the TIE program
- Suggest a "Bring your VIC card to school" day at your school. Have kids bring in their parent's VIC cards for a mass link at school! Check with your principal for approval first.
- (Available in NC, SC, & GA) Request to hold a linking event at your local Harris Teeter! Go online to harristeeter.com. Under the "Community" tab, click on "Fundraising Events" to submit a request.