



TAKE CHARGE OF EDUCATION FUNDRAISING RESOURCES

TARGET MAKES SCHOOL FUNDRAISING EASY.

Thanks to parents, teachers and other supporters in your community, your school is already benefiting from Take Charge of Education, one of the easiest ways to raise funds for anything your school needs.

Here's how the program works: When school supporters enroll and use their REDcardSM, Target donates up to 1%* of every purchase made with their REDcard to your school. As more people join the program, the funds really add up—there's no limit to the amount you can receive.

For community members to participate in Take Charge of Education, all they need is a REDcard and to designate your school online at Target.com/tcoe, or by calling 1-800-316-6142.

- To get the REDcard credit account (Target[®] Visa[®] Credit Card or Target Credit CardSM), school supporters can apply in stores or online at Target.com/apply.
- Target also offers the Target Check Card, which is our newest product, and acts like a debit card by connecting to an existing checking account. School supporters can apply for the Target Check Card in stores.

Tap into the power of the program with promotional ideas and easy-to-use resources on the back of this page.



TAKE CHARGE OF EDUCATION[®]

Reward your school.



The REDcardSM



*Subject to Take Charge of Education program rules. See Target.com/tcoe or call 1-800-316-6142. REDcardSM: Target[®] Visa[®] Credit Card, Target Credit CardSM and Target Check CardSM. Subject to application approval. ©2008 Target Stores. The Bullseye Design, 5% Bullseye Design and Target are trademarks of Target Brands, Inc. All rights reserved. 858422



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ENCOURAGE EVERYONE TO ENROLL

Let your community know how easy it is for REDcard holders to help your school. Ask parents, teachers and other school supporters to visit Target.com/tcoe or call 1-800-316-6142 to designate your school, and then to use their Target® Visa® Credit Card or Target Credit CardSM whenever they shop at Target, or their Target® Visa® Credit Card everywhere else Visa credit cards are accepted. Target now offers the Target Check Card, which also offers the benefits of Take Charge of Education. If they don't have a REDcard already, have school supporters apply in person at any Target store or visit Target.com/apply.

ALERT THE MEDIA

Fill out the media alert included in this kit and distribute it to local TV stations, newspapers and other media to spread the word about your award and how your community can participate.

THANK YOUR SUPPORTERS

Participating parents, grandparents and other loyal advocates are your biggest allies in fundraising. By thanking them for their support and letting them know what the funds were used for, you encourage them to stay active and to get others involved.

USE OUR ONLINE TOOLS

At Target.com/tcoe, you'll find everything you need to promote your fundraising program at events, in the media and on your school's website. Click "Get the Tools" (see the website image below) to download talking points, web banners, clip art and other easy ways to generate interest.

While online, you can track your school's progress. Simply enter your school's name and state to see:

- Your school's last payout from the program
- The amount your school has received from Target to date (since 1997)
- Your school's progress toward the next payout, updated daily
- How many people have enrolled in the program and designated your school

Click on "Get the Tools" to get started.

Target gives 5% of its income to communities – **over \$3 million every week.**



Target.com/community