



KNOX TRIP PROGRAM

AN INSTRUCTIVE INFOGRAPHIC

WHAT IS TRIP?

THE TUITION REDUCTION INCENTIVE PROGRAM (TRIP) IS DESIGNED TO RAISE FUNDS FOR THE SCHOOL AND REDUCE FAMILY TUITION FEES. HERE'S HOW IT WORKS: THE SCHOOL BUYS GIFT CARDS IN BULK AT A DISCOUNTED RATE FROM VARIOUS RETAILERS AND SELLS THEM AT FACE VALUE TO THE PARTICIPANTS.

GREAT! SO WHY SHOULD I PARTICIPATE?

BECAUSE...EVERY PARTICIPATING FAMILY IS GIVEN AN ACCOUNT IN WHICH THEIR PURCHASES ARE RECORDED AND 40% OF THE CREDIT EARNED CAN GO INTO THIS ACCOUNT TO BE USED TOWARDS THE FAMILY'S ANNUAL TUITION!



MEET THE BAKERS...



THE BAKER FAMILY REGULARLY PURCHASES GIFT CARDS FOR GROCERIES, GAS AND CLOTHING

ON A MONTHLY BASIS THEY SPEND:



\$500 ON GROCERIES

\$150 ON GAS



\$50 ON CLOTHING

\$100 ON MISCELLANEOUS/ ENTERTAINMENT



TOTAL: \$800

IF THIS IS DONE CONSISTENTLY THROUGHOUT THE YEAR, THE BAKER FAMILY CAN REDUCE THEIR ANNUAL TUITION BY APPROXIMATELY \$180 AND THE SCHOOL RECEIVES \$270.



THE BAKERS ARE ONLY ONE SCENARIO...DIFFERENT RETAILERS OFFER DIFFERENT DISCOUNT RATES AND EVERY FAMILY HAS ITS OWN SPENDING PATTERNS.

HOWEVER, THE BEAUTY OF THIS PROGRAM IS THAT ANYONE CAN PARTICIPATE AND DIRECT THEIR TRIP EARNINGS TO AN ACCOUNT THEY SPECIFY ON THEIR TRIP ORDER FORM.

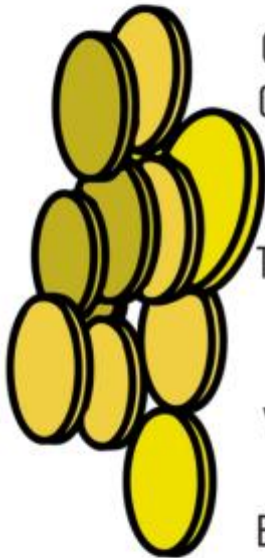


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FOR EXAMPLE, IF THE BAKERS HAVE 5 FAMILIES PARTICIPATING (GRANDPARENTS, AUNTS, UNCLE, ETC) THEIR TUITION COULD BE REDUCED BY AROUND \$1000 PER YEAR!
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THE GREAT THING ABOUT THE PROGRAM IS THAT YOU GET EXTRA BENEFITS FROM THE MONEY YOU ARE ALREADY SPENDING. IT'S LIKE FREE CASH BACK

BUDGET BONUS



IF YOU PURCHASE GIFT CARDS AT THE BEGINNING OF THE WEEK (OR MONTH) FOR ALL YOUR ANTICIPATED EXPENSES, THE BALANCE ON THE GIFT CARDS CAN HELP YOU EASILY KEEP TRACK OF YOUR SPENDING. IT'S LIKE THE ENVELOPE OR JAR BUDGET SYSTEM WITHOUT ALL THE LOOSE CHANGE.

PLEASE CONSIDER USING TRIP WITH DILIGENCE THIS YEAR - FOR YOUR OWN FAMILY OR TO HELP SOMEONE ELSE, AND FOR THE BENEFIT OF THE ENTIRE KNOX COMMUNITY.

THE GREATER YOUR CONSISTENCY, THE GREATER THE RESULT FOR EVERY FAMILY IN THE KNOX COMMUNITY



SO HOW DO I BEGIN?

FIRST



FILL OUT THE REGISTRATION FORM, RETURN IT TO THE SCHOOL OFFICE AND PLACE AN ORDER TODAY SO YOU CAN START REAPING THE BENEFITS.

SECOND



TELL YOUR FAMILY, FRIENDS AND NEIGHBORS ABOUT TRIP SO THAT THEY CAN GET INVOLVED AS WELL!

WWW.KNOXTRIP.CA