

Q3 Guidebook

Enroll today & get a
\$30 Amazon.com
Gift Card!*



kumon.com

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Overview

Promotion Dates

- **September 1- 30** with 2-week grace period until October 15th

Promotion Details

- New Students will receive a **\$30 Gift Card**
- KNA will share cost of the Gift Card with Instructors
- Instructors will be charged **\$15 per New Student** for the gift card

Gift Card Distribution

- **The Amazon.com e-Gift Card Code** will be provided on **Kumon+** Portal Site
- Important to **collect New Parent e-mails** as much as possible in Sep & Oct (84% of our current parents have provided e-mail addresses to Instructors)

Communication & Follow-Ups (Sample Communication Timeline for the September New Enrollment)

- Oct: Welcome to Kumon E-mail
 - Nov: 2 Reminder E-mails
 - Dec: Instructors reach out
- *Refer to pages 4-5 for exact Timeline Dates

Creative Messaging

Main Headline: *“Give your kids an even smarter school year!”*

Supporting Subhead: *Kumon is the smartest extra-curricular activity you can give your kids!*

- **Supporting copy points:**
 - You want your kids at the head of the class. Doing homework quickly and accurately and advancing to the highest levels in school. That’s why enrolling them in the Kumon Math & Reading Programs is so valuable.
 - Kumon kids can advance and study above grade level. Is your child’s learning limited to what the class is studying?
 - It takes just 30 minutes per subject, a day. What busy schedule can’t handle that?
 - While friends stress over homework, Kumon kids get it done faster and with less effort. How will your kids enjoy their extra time?

Important Facts

- Q3 2016 Promotion Dates: **September 1-30** (with a 2-week grace period until October 15. Note- the 2-week grace period will not be advertised to the public).
- Instructors must charge registration fee for all new students.
- Students must be enrolled with first class day scheduled on or before **October 15, 2016** in order to be eligible for an Amazon.com Gift Card Code.
- **NEW** Students will receive a **\$30** Amazon.com Gift Card Code.
- KNA will share the cost of the Amazon.com Gift Card Codes with Instructors –
 - Instructors will be charged **\$15 per New Student** for the gift card.
- Please remember that it is **IMPORTANT** to collect new parent e-mails as much as possible at the time of enrollment in September and October.
- Each participating center will receive a **FREE** window cling to display as well as 30 copies of gift card redemption directions to distribute to new parents. (delivered by August)
- The Amazon.com Gift Card Code will be sent electronically through our loyalty website, Kumon Plus. In **4 to 8 weeks following enrollment**, parents/guardians will receive a “Welcome to Kumon” email which will include the child’s student ID and the gift card code redemption details.
- Amazon.com Gift Cards (“GCs”) cannot be transferred for value or redeemed for cash. GCs may be used only for purchases of eligible goods at Amazon.com or certain of its affiliated websites.

**Amazon.com is not a sponsor of this promotion. Except as required by law, Amazon.com Gift Cards (“GCs”) cannot be transferred for value or redeemed for cash. GCs may be used only for purchases of eligible goods at Amazon.com or certain of its affiliated websites. For complete terms and conditions, see www.amazon.com/gc-legal. GCs are issued by ACI Gift Cards, Inc., a Washington corporation. All Amazon[®], [™] & © are IP of Amazon.com, Inc. or its affiliates. No expiration date or service fees.*

September Enrollment (September 1-30): Timeline

2016

SEPTEMBER

S	M	T	W	T	F	S
					1	2 3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

S	M	T	W	T	F	S
						1 2 3 4 5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER

S	M	T	W	T	F	S
						1 2 3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

October 2016

10/11 IT to finalize new enrollment & Marketing Team order gift cards

10/13 Marketing Team receives gift card codes from Amazon.com

10/14 IT uploads gift card codes on Kumon+ Site

10/17 'Welcome to Kumon' email goes out to parents

November 2016

11/7 1st reminder email to parents (as of 10/31 report)

11/28 2nd reminder email to parents (as of 11/21 report)

December 2016

12/5 Provide Instructors w/ live list on MyFranchise of parents who have not accessed the Kumon+ Site

** March 31, 2017 (Gift card code removal date from Kumon+ Site for NEW September enrollees)*

Grace Period Enrollment (October 1-15): Timeline

2016

2017

2016

OCTOBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER

S	M	T	W	T	F	S	
					1	2	3
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	

November 2016

11/10 IT to Finalize New Enrollment & Marketing Team order gift cards

11/15 Marketing Team gives codes to IT

11/16 IT uploads gift card codes on Kumon+ Site

11/17 'Welcome to Kumon' email goes out to parents

December 2016

12/8 1st reminder e-mail, as of 12/1 report

January 2017

1/10 Provide Instructors w/ live list on MyFranchise of parents who have not accessed the Kumon+ Site (2nd reminder e-mail, as of 1/3 report)

*April 30, 2017 (Gift card code removal date for October enrollees)

General FAQs

1. Q: Will the gift card code expire in 6 months?
 - A: No. The gift card code will be removed off of Kumon+ Site however, the gift card code itself does not expire.
2. Q: Can the gift card code be given over the phone?
 - A: No. Parents/guardians will be directed to Kumon+ Site to access the gift card code.
3. Q: What if the parent/guardian writes down the wrong code and leaves the Kumon+ Site?
 - A: The gift card code will still be available on the Kumon+ Site for 6 months.
 - March 31, 2017 (Gift card code removal date for New September Enrollees)
 - April 30, 2017 (Gift card code removal date for New October Enrollees)
4. Q: [Parent/student] 8 weeks have passed and I still haven't received the Welcome to Kumon email with a Student ID. What should I do?
 - A: Parents should contact the Instructor, then the Instructor must follow up with the branch in order to contact KNA Marketing Team via marketing@kumon.com.
5. Q: What if a parent/guardian does not have an email address?
 - A: Parents should contact the Instructor, then the Instructor must follow up with the branch in order to contact KNA Marketing Team via marketing@kumon.com.

Instructor FAQs

1. Q: How do I find out which of my students have retrieved the Amazon.com Gift Card Code or not?
 - A: The students who have not retrieved their gift card code from the Kumon+ Site will be on a live list on My Franchise that way Instructors can follow up with those parents after 2 reminder emails.
2. Q: When will students receive the gift card code?
 - In 4-8 weeks after enrollment, students will receive a Welcome to Kumon email with their Student ID, included will be directions on how to access their Amazon.com Gift Card code on the Kumon+ Site.
3. Q: Do I need to do anything to distribute the Gift Card code?
 - A: No. The gift card will be distributed electronically through the kumon+ portal site.
4. Q: When will I be charged for the cost of the Amazon.com Gift Card Code?
 - A: The cost of the Amazon.com Gift Card Code will appear on the November/December 2016 Statement.
5. Q: Are EO Students eligible for the Amazon.com Gift Card Code Promotion?
 - A: No. Only NEW students who enroll between the promotion period (September 1 – October 15) will be eligible.
6. Q: Are students who become discontinued but re-enroll in September (October 1-15) eligible for this promotion?
 - A: Yes. Those students that re-enroll in September (and October 1-15) will be eligible for this promotion however, they will be charged registration fees.
7. Q: Will my registration royalties be waived in lieu of the Gift Card payment?
 - A: No. The Amazon.com Gift Card Code payment of \$15 is separate from registration royalties.
8. Q: If the student discontinues, how long will they have to claim the gift card after being recorded as “Discontinued”?
 - A: The student will have access to the Kumon+ Site for 30 days after being registered as discontinued.
9. Q: Will the gift card be refunded to instructors if it is not redeemed?
 - A: No. Once a gift card code has been purchased, even if it is not retrieved, it cannot be refunded per Amazon.com Policy.
10. 8 weeks have passed and a parent still has not received the Welcome to Kumon email with my Student ID. What should I do?
 - A: Instructors must follow up with the branch in order to contact KNA Marketing Team via marketing@kumon.com.

Poster (11x17)

FOR AGES 3 THROUGH HIGH SCHOOL

Give your kids an even **SMARTER SCHOOL YEAR!**

Kumon is the smartest extra-curricular activity you can give your kids

You want your kids at the head of the class. Doing homework quickly and accurately, and advancing to the highest levels in school. That's why enrolling them in the Kumon Math & Reading Programs is so valuable.

- Kumon kids can advance and study above grade level. *Is your child's learning limited to what the class is studying?*
- It takes just 30 minutes per subject, a day. *What busy schedule can't handle that?*
- While friends stress over homework, Kumon kids get it done faster and with less effort. *How will your kids enjoy their extra time?*

Enroll today & get a \$30 Amazon.com Gift Card!*

Call us today to schedule a Free Parent Orientation to learn more:

Kumon Math & Reading Center of Center - West
Address Goes Here
555.555.5555 • kumon.com/center-west

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KUMON® Where Smart Kids Get Smarter.

Q3 2016 Gift Card Redemption Guidelines for Field and Instructors

Postcard (9x6 & 6x4)



Coupon (3.3 x 8)



Yard Sign- Double Sided (18 x 24)

**Enroll today & get a
\$30 Amazon.com Gift Card!***



**Kumon Math & Reading Center of
CENTER - WEST
555-555-5555**

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Banner (23 x 60)

**Enroll today & get a
\$30 Amazon.com Gift Card!***



**Kumon Math & Reading Center of Center West
555-555-5555**

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Where Smart Kids Get Smarter.

Q3 2016 Gift Card Redemption Guidelines for Field and Instructors

Tier 1	Tier 2	Tier 3a *Free Shipping!	Tier 3b *Free Shipping!	Tier 4 *Free Shipping!
75 – Full-Size Color Flyer 25 – Color Coupon 1 – Color Poster	75 – Full-Size Color Flyer 25 – Color Coupon 2 – Color Poster 1 – Double-Sided Yard Sign	50 – Full-Size Color Flyer 25 – Color Coupon 2 – Color Poster 2 – Double-Sided Yard Sign 10 – Color Tear-off Flyers	50 – Full-Size Color Flyer 50 – Color Coupon 2 – Color Poster 15 – EL Promotion Kit 10 – Color Tear-Off Flyers	100 – Full-Size Color Flyer 50 – Color Coupon 2 – Color Poster 1 – Banner 1 – Yard Sign 10 – Color Tear-off Flyers (Should be ordered by the beginning of August)
Your Cost: \$30 Regular Price: \$41	Your Cost: \$50 Regular Price: \$67	Your Cost: \$75 Regular Price: \$85	Your Cost: \$75 Regular Price: \$84	Your Cost: \$100 Regular Price: \$114

Welcome to Kumon Email with directions on how to retrieve the \$30 Amazon.com Gift Card



Welcome to Kumon!
To help encourage our students in their commitment, we invite them to our kumon+ loyalty program.

Here's how it works:

Monthly Points:
Each month enrolled: 5 points per subject

Bonus Points:

6 months:	3 points
12 months:	5 points
18 months:	10 points
24 months and every 6 months thereafter:	15 points

*These bonus points are given based on the anniversary months of kumon+ membership.

Register <-John> now by entering Student ID <-number> at kumonplus.com to check out point earned and also to retrieve your \$30 Amazon.com Gift Card.

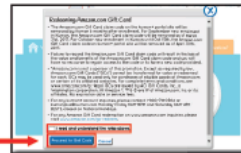
1. Log into www.kumonplus.com and register your child's student ID to create a username and password.
2. Enter your username and password.



3. Click on \$30 Amazon.com Gift Card to view the terms and conditions.



4. Check the "I read and understand the Rules above" box and click on "Proceed to Get Code".



5. You can now view the Amazon.com Gift Card Code. Visit www.amazon.com/gc/redeem.

You may be asked to sign in or create your Amazon account.
Enter the Amazon.com Gift Card Code when prompted and click "Apply to your balance".



6. Click on "How to Redeem Your Amazon.com Gift Card" under your code for further redemption details.



7. Read the steps carefully and click close.




Questions?
Contact us at 1-800-770-0504 or kumonplus@kumon.com.
The kumon+ team is available to assist you between Monday-Friday from 8AM-1PM and Saturday from 8AM-4PM (EST), excluding National Holidays.

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(310) 520-1188

“How to Receive Your \$ 30 Amazon.com Gift Card” Flyer


How To Receive Your \$30 Amazon.com Gift Card



Welcome to Kumon!


We are thrilled to have you start the journey to success with us. Your gift card code will be sent to you electronically through our loyalty website, kumon+. In the next 4 to 8 weeks, you will receive a “Welcome to Kumon” email which will include your child’s student ID and the gift card redemption details. Simply follow the steps below.

1. Log into **www.kumonplus.com** and register your child’s student ID to create a username and password.
2. Enter your username and password.
3. Click on **\$30 Amazon.com Gift Card Code** to view the terms and conditions.
4. Check the “I read and understand the Rules above” box and click on “Proceed to Get Code”.




1. Log into **www.kumonplus.com** and register your child’s student ID to create a username and password.

2. Enter your username and password.



3. Click on **\$30 Amazon.com Gift Card Code** to view the terms and conditions.



4. Check the “I read and understand the Rules above” box and click on “Proceed to Get Code”.

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