

# Food Families

## COUPONING 101

### MODULE 3

This module was developed in collaboration with

COUPONS  for  HUNGER



# COUPONING 101

| Module Component      | Details  |
|-----------------------|--|
| Topic:                | Couponing 101  |
| Time Required:        | 120 minutes  |
| Objective:            | The objective of this module is to provide information about coupons, why manufacturers use them, where to find them, and how to save money by using them.   |
| Learning Outcomes:    | <p>By the end of this session, participants will be able to:</p> <ul style="list-style-type: none"> <li>• Explain how using coupons can help a shopper save money on every grocery bill</li> <li>• Effectively organize and manage the couponing process</li> <li>• Source a variety of coupons</li> <li>• Understand the value of rewards programs and which ones provide the best benefit</li> <li>• Complete the registration process with multiple rewards programs</li> <li>• Follow cashier etiquette that should accompany the use of coupons</li> <li>• Understand the store policies for using coupons</li> <li>• Include other family members (e.g. children) in the couponing process</li> <li>• Save money by using coupons</li> </ul> |
| Materials Required:   | <ul style="list-style-type: none"> <li>• Internet access</li> <li>• A projection machine to show websites or computers/iPads</li> <li>• Computers for rewards program sign-up process</li> <li>• Examples of a variety of coupons (bring hundreds)</li> <li>• Zippered binders for each participant, with scissors, highlighters, and coupon holders</li> </ul>  |
| Preparation Required: | <ul style="list-style-type: none"> <li>• Print handouts</li> <li>• Collect a sufficient amount of coupons so a variety of products are represented and each participant has enough to look through and organize</li> <li>• Look at "Part 2" of this module and bring as many visual examples of coupons as possible (i.e. product packaging)</li> <li>• Prepare one binder (or more) with an example for how to organize coupons</li> <li>• Have laptops available for participants to begin signing up for rewards programs</li> <li>• Enlist volunteers to support rewards program sign-up</li> </ul>  |



| Module Component  | Details   |
|---|---|
|   | process   |
| Budget Considerations:  | <ul style="list-style-type: none"> <li>Zippered binders – 12 x \$15/binder = \$180.00</li> <li>Scissors – 12 x \$5/pair = \$60.00</li> <li>Highlighters – 12 pack for \$15.00</li> <li>Coupon holders – 12 x \$7/holder = \$84.00</li> </ul>  |
| Handouts:   | <ul style="list-style-type: none"> <li>Writing Manufacturers For Coupons</li> <li>Online Coupon Reference Sites</li> <li>Cashier Etiquette</li> <li>Involving Your Family In The Couponing Process</li> <li>Rewards Programs Information</li> </ul>   |
| Sources:  | <ul style="list-style-type: none"> <li>Coupons Online</li> <li>Greedyrate\$.ca</li> </ul>   |
| Summary Instructions:<br><b>A</b> = Activity<br><b>P</b> = Presentation<br><b>Q</b> = Question(s) | <ul style="list-style-type: none"> <li><b>A</b> Welcome And Icebreaker (10 minutes)</li> <li><b>P</b> What, Where, Why Of Coupons (10 minutes)</li> <li><b>P</b> Online Reference Sites (10 minutes)</li> <li><b>A</b> Cashier Etiquette Role Play (10 minutes)</li> <li><b>P</b> Cashier Etiquette Handout (5 minutes)</li> <li><b>A</b> Organizing Your Coupons (25 minutes)</li> <li><b>P</b> Involving Your Family In The Couponing Fun (5 minutes)</li> <li><b>P</b> Rewards Programs (10 minutes)</li> <li><b>A</b> Rewards Program Sign-up (25 minutes)</li> <li><b>A</b> Wrap-Up &amp; Evaluation (10 minutes)</li> </ul> |



# MODULE CONTENT

## Part 1 – Activity: Welcome And Ice Breaker (10 minutes)

**Instruction:** Welcome everyone to the third week of the Food Families program.

### PP Slide 3 – Ask:

- Does anyone remember the “plate method”? Did you try it?
- What’s one healthy eating principle you implemented this past week?

### PP Slide 4 – Agenda

- Icebreaker
- What, Where, Why of Coupons
- Cashier Etiquette
- Organizing Your Coupons
- Involving Your Family in Couponing
- Rewards Programs

**Ice Breaker: PP Slide 5** – Ask the group to share their thoughts and stories based on the following questions:

- Have you ever had a funny or frustrating experience attempting to use coupons?
- Does anyone refuse to use coupons? Why?
- Has anyone ever had an argument with a cashier or manager regarding a coupon? What happened?
- Where is the most unusual place you have found a coupon?
- What is the most money you have ever saved using coupons?

## Part 2 – Presentation – What, Why, Where Of Coupons (10 minutes)

**Instruction:** Engage the entire group in conversation during this part of the session. Ask the questions to the group, find out what they know, and capture their answers on a flip chart or white board.

### PP Slides 6-7 – Script: What Are Coupons?

1. A coupon is a ticket or document that can be redeemed for a financial discount or rebate when purchasing a product. Typically, manufacturers distribute coupons to be used in retail stores as part of a marketing and sales promotion.



### PP Slides 8-9 – Why Should You Coupon?

1. It provides the opportunity to save a lot of money (and who doesn't want to save money?)
  - a. You can combine coupons to save money
  - b. Couponing should help you manage your food costs and reduce the amount of money you have to spend on products
  - c. Coupons can save you money on more than just groceries
2. It is a great way to try new products at a fraction of the cost
3. Manufacturers want you to use coupons because they want you to try their products or get them back into your mind

### NOTE: Be sure to caution the group!

- Plan to start small or you may get overwhelmed or obsessed with it.
- Couponing should be a choice you make to save your family money and NOT become a second job.

### PP Slide 10 – Where Can You Find Coupons?

1. Your mailbox
2. Online websites
3. Local newspapers
4. Magazines
5. Mobile devices
6. Direct from manufacturers – Call or email and share your story with them on how you love their products and they will often send you coupons
7. Tear pads in stores (at the front entrance or sometimes right beside the product)
8. Internet printables
9. Facebook – Manufacturers are looking to create a fan base and often ask for a page "like" in order to receive coupons (it may be best to create a separate Facebook account strictly for couponing as your feed will get inundated with advertising)
10. Peelies/Hangtags – Coupon savings found directly on the product to be used right away
11. Product packaging – Cereal boxes, pop cases, granola bar boxes
12. Local events – E.g. Home Show, Western Fair
13. Doctor and dentist offices
14. Coupons are everywhere!! Once you start to coupon more and more, you will find them.

**Instruction:** Provide the group with as many examples of the various places/ways you can find coupons. It will be very beneficial for visual learners.



### Part 3 – Presentation – Online Reference Sites (10 minutes)

**Instruction: PP Slide 11** – If it is possible to have a computer and projection machine available, it would be helpful to be able to show the websites to the group as you discuss them. If a projection machine is not possible, laptops or iPads shared among the group could also help.

**Script:** There are two types of manufacturer coupon sites. The first are company sites that use the Internet to offer coupons so you will buy their product or service. The second kind of site is the online saving communities and you can visit them to check out the deals.

The Internet has made things much easier because you no longer have to sort through piles of coupons you may never use. Now you can just browse, click, and print the ones you want.

Here are a few examples (be sure to check that these are still up to date):

1. [www.mrsjanuary.com](http://www.mrsjanuary.com)
2. [www.simplyfrugal.ca](http://www.simplyfrugal.ca)
3. [www.groceryalerts.ca](http://www.groceryalerts.ca)
4. [www.canadianfreestuff.ca](http://www.canadianfreestuff.ca)
5. [www.savealoonie.ca](http://www.savealoonie.ca)
6. [www.redflagdeals.com](http://www.redflagdeals.com)
7. [www.save.ca](http://www.save.ca)
8. [www.smartcanucks.ca](http://www.smartcanucks.ca)

**Instruction:** Give participants the handout(s) related to online resources.

### Part 4 – Activity – Cashier Etiquette Role Play (10 minutes)

**Instruction: PP Slide 12**

1. Invite two participants to come to the front of the room and role-play a customer checking out their groceries using a number of coupons. Ask one to play the customer and one to play the cashier.

2. Encourage your actors (and group) to think about some of the frustrations the customer might have to deal with.

Possible examples include:

- The cashier is new and doesn't know how to handle the coupons
- The coupon just expired, but the print was so small you couldn't see it
- The store doesn't have the product being sold on the coupon
- The store doesn't honour certain coupons
- Being behind someone else who is checking out of the store with many coupons and it takes forever



3. Encourage your actors (and group) to think about some of the frustrations the cashier might have to deal with.

Possible examples include:

- The customer doesn't have the coupons ready – they are buried at the bottom of their purse
- They try to use coupons for products that aren't actually on the coupon
- The coupons are expired
- The customer watches their every move and comments multiple times that they are making mistakes in ringing the products through
- The customer wants to speak with the manager

4. Allow the group to help direct the actors and provide ideas and insight into the role-play. Feel free to switch new actors into the activity at any time.

### Part 5 – Presentation – Cashier Etiquette Handout (5 minutes)

**Instruction: PP Slide 13** – Give the group the Cashier Etiquette handout and go through it together, answering any questions, and gathering information about some of their experiences with good and poor customer service.

### Part 6 – Activity – How To Organize Your Coupons (25 minutes)

**Instruction: PP Slide 14-15**

1. In this activity, participants will learn how to efficiently and effectively organize coupons. Finding the right method and system will make the process of taking advantage of coupons so much easier.
2. Hand out all supplies to participants. This should include:
  - 3-ring binder
  - Highlighter
  - Scissors
  - Coupon holder
  - Coupons
3. Explain to participants what they should not do regarding coupon organization using the script below:



### Coupon Organization – What NOT To Do!

- Clip 'N Forget Method – You gather coupons, clip them, but end up doing nothing with them but stuffing them in in a drawer in your house. You soon forget about your “stash” and they eventually expire.
  - The Bottom Of The Purse Method – This method happens when you find a good coupon at a store and put it in your purse to keep it “safe.” Next spring, you find it when you’re cleaning out your purse to start the new season.
  - The Forgotten Folder Method – With this method, you organize your coupons in a folder, but never consult the folder before putting a meal plan together or making a trip to the grocery store.
4. Explain a few ways participants might best organize coupons and provide participants time to begin to put their package together. Provide the group with all the coupons you have gathered over the last several weeks so they can begin to go through them and organize them for future use.
  5. Show participants binders you have put together so they can see a real life example.
  6. Show participants a few tangible examples of how the coupons may be organized. Thoughts to consider as part of the organization process include:
    - Choose the right 3-ring binder with a carrying handle
    - Find the layout that works best for you
    - Category layouts – find a specific coupon in one particular category (e.g. diaper coupon in “baby” section)
    - Expiry date layout – sorted by month
    - Combination layout – category and expiry date
    - Alphabetical layout – sort by brand name or by item, e.g. soap under “S”

### Part 7 – Presentation – Get Your Family Involved In The Couponing Process (5 minutes)

**Instruction: PP Slide 16** – Go through the handout that outlines some of the ways to get other members of the family involved in the couponing experience.

### Part 8 – Presentation – Rewards Programs (10 minutes)

**Instruction: PP Slide 17** – Present the benefits of being involved with Rewards Programs.





**Script:** Ask the group:

- How many of you are actively collecting benefits from rewards programs?
- Which rewards programs are you using?
- What are some of the ways you have saved money through your rewards programs? Get a few examples.
- What are some of the potential challenges with rewards programs?
- Which ones do you think have the most members here in Canada?

**Here is the top 14 in Canada (as of 2016):**

1. Air Miles
2. Shopper's Optimum
3. Canadian Tire money
4. Aeroplan
5. HBC Rewards
6. Petro Points (may not be many in the group who drive)
7. Scene Point
8. Club Sobey's (recently replaced by Air Miles)
9. CAA
10. PC Points/PC Plus
11. Plum (Indigo/Chapters)
12. Sears
13. Esso Extra
14. metro&moi

**Provide participants with Rewards Program handout.**

### **Part 9 – Activity – Sign-Up For Rewards Program (25 minutes)**

Instruction: If you have a projection machine available, you could walk through this process on the big screen for everyone. If you don't have the appropriate technology, break the group up into smaller groups, and use volunteers to show the participants how to sign up for one or two rewards programs.

Shopper's Optimum and PC Plus are good options, as everyone in the group should be able to use the benefits.

Once the sign-up has been demonstrated, provide time for participants to use computers or their cell phones to begin their registration/sign-up.



## Step 10 – Presentation – Wrap Up & Evaluation (10 minutes)

### Instruction:

#### PP Slide 18 – Ask:

- What is one idea you hope to implement this week?
- Do you have any other questions about couponing?

**Instruction: PP Slide 19** – Have the group complete the evaluation for this session and hand it in to the facilitator. Encourage the group to continue the couponing process over the course of the week.

Here are a few ideas for keeping the momentum going:

- Have a contest to see who can save the most money through the use of coupons in the next week. They can report to the group next week.
- Encourage the group to bring coupons to share with the group next week. Whoever brings the most coupons wins a prize.
- Encourage the group to do some research. Ask the group to find one new couponing website or resource to share with the group.
- Encourage them to find more rewards programs to sign up for and go through the process.

