

NEW PROGRAM FAQs

Are Box Tops clips going away?

Eventually, yes, the Box Tops program will become digital-only. Over the summer you'll see some participating brands begin to change their packaging from a physical Box Tops clip to the new Box Tops icon

With thousands of products and hundreds of brands, this will take some time, but that will be the eventual direction of the program.

We'll continue to honor all physical clips until they reach their expiration dates, as long as they are validly submitted by coordinators, so keep clipping and sending them to your school!

How does the new program work?

At its core, the program structure and purpose remain the same – to help schools get what they need. The main difference is how you'll earn – instead of clipping, all Box Tops will be earned digitally via receipt scan.

You'll now download the new and improved, user-friendly Box Tops app, register and select a school, and then scan an eligible receipt containing Box Tops products. You'll earn 10 cents for each Box Tops product purchased plus extra earnings for any Bonus Box Tops opportunities. The app will automatically add Box Tops to your school's earnings online, giving visibility to see how you are supporting your school in real-time.

Why are you making this change?

When the program began over 22 years ago, sending in clips was really the only way to run the program. Over the years, technology has advanced at incredible rates opening all kinds of new opportunities.

We're making this change for many reasons, but primarily to modernize the program for the next generation of participants. Mobile phone usage, especially smart phones, has reached a tipping point and people want to have "instant gratification," seeing how their contributions are impacting their school. With this new technology we can connect an entire school community together in a seamless way to earn for their school.

Additionally, we also know that it can be hard for schools to earn without strong coordinator support. With digital receipt scanning, now anyone can earn for any school.