



Amazon SchoolRewards Associates Program Enrollment Instructions

Amazon SchoolRewards Associates Program uses the same online enrollment process as Amazon's other Associates programs. It takes about 15 minutes and involves three parts:

Signing Up to become a member of SchoolRewards (*required*)

Posting Your SchoolRewards Link to give shoppers quick access to Amazon products from your school or school group's website (*recommended*)

Setting Up Your aStore to give shoppers additional ways to fundraise for your school (*recommended*)

Before you start, you should have on hand:

1. The school's street address.
2. The URL (web address) of the school's or school group's website (if there is one).
3. The tax name and tax ID number of the school or school group you're enrolling.
4. The preferred method of payment — direct bank deposit, check, or gift certificate.
5. For payment by check or gift certificate, the name of the school or school group it should be made out to. For direct deposit, the following information:
 - Bank Name and Location (country only)
 - Bank Account Type (e.g. savings or checking)
 - Bank's Routing Number and/or ABA Number
 - Name of the Account Holder

Signing Up

Step 1: Join Amazon Associates as a SchoolRewards member.

- Launch your web browser and go to www.amazon.com/schoolrewards.
- Click **Begin the Enrollment Process** near the bottom of the screen.
- On the left side of the Join Associates screen, click **Apply now**.



Step 2: Create an Amazon Associates Account.

- On the Associates Application screen, choose an email address as your Amazon Associates account log-in name.
Note: Many schools and school groups create a new email address specifically for SchoolRewards through such free email services as Yahoo, Hotmail, or Google's Gmail. This allows for hand-off of the program to different individuals over time.
- Click **No, I am a new customer**.
- Click **Sign in using our secure server**.

Amazon.com Associates Application

It's easy to become an Amazon.com Associate. To process your application, you must create an Amazon Associates account. The address you choose will be the main one listed against your e-mails here, so please use an e-mail address that you check regularly. If you use this address, you may use the same password to access your Amazon Associates accounts to be linked, please select a different e-mail address.

A screenshot of the Amazon Associates application form. It shows a text input field for 'My e-mail address is'. Below this, there are two radio button options: 'No, I am a new customer.' (which is selected) and 'Yes, I have a password:'. The 'Yes, I have a password:' option has a corresponding text input field. The entire form area is circled in red.

- On the next screen (Registration), enter your name and then create a password for your Amazon Associates Account.
- Click **Continue**.

Step 3: Provide your member information.

- In the first section of the Contact Information screen, enter the required **information for the Payee**, starting with the name of school or school group that will receive the SchoolRewards payments.
- Enter the **contact information**.
- In the next section (Your Web Site Profile), do the following:
 - **What is the name of your Web site?** Enter the name of your **school** or **school group**.
 - **What is the URL of the main Web site ...?** Enter the **school** or **school group's website address**.
 - **How many individuals are in...?** Click the down-arrow, and then click **any number range** — it doesn't have to be accurate.
 - **Select the categories...?** Ignore this instruction and leave all the boxes blank.

Your Web Site Profile:

* What is the name of your Web site?

* What is the URL of the main Web site you use to send traffic to Amazon?

How many individuals are in your organization?

Select the categories that best fit your site

<input type="checkbox"/> Apparel & Accessories	<input type="checkbox"/> Home & Garden
<input type="checkbox"/> Automotive	<input type="checkbox"/> Industrial & Scientific
<input type="checkbox"/> Baby	<input type="checkbox"/> Jewelry & Watches
<input type="checkbox"/> Beauty	<input type="checkbox"/> Kitchen & Housewares
<input type="checkbox"/> Books	<input type="checkbox"/> Magazine Subscriptions
<input type="checkbox"/> Camera & Photo	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Cell Phones & Service	<input type="checkbox"/> Music
<input type="checkbox"/> Classical Music	<input type="checkbox"/> Musical Instruments
<input type="checkbox"/> Computer & Video Games	<input type="checkbox"/> Software
<input type="checkbox"/> Computers	<input type="checkbox"/> Sports & Outdoors
<input type="checkbox"/> DVD	<input type="checkbox"/> Tools & Hardware
<input type="checkbox"/> Electronics	<input type="checkbox"/> Toys & Games
<input type="checkbox"/> Gourmet Food	<input type="checkbox"/> Unbox Video Downloads

- **Briefly describe your site . . .** Type a **brief description** in the text box provided.
- **(Required) Primary method for generating referrals** Click the down-arrow, then click **School/Educational Institution**. (Note: Even though this appears to be an optional field, it is required for the School Rewards Associates Program.)
- Click **Continue**.

* Briefly describe your site, including the type of items you intend to list.

Try to keep this under 10 lines or so.

Primary method for generating referrals

Required:
Click this down-arrow and choose **School/Educational Institution**.

Step 4: Provide your payment information.

- In the first section of next screen (Your Payee Tax Information), enter the **tax name and tax ID number** of the school or school group (*ideally, this will be a nonprofit to minimize taxes*).
- For “Organization Type,” click the down-arrow, and then click **Individual**.

1 ACCOUNT INFO 2 GENERAL INFO 3 PAYMENT INFO 4 REVIEW

Your Payee Tax Information

* Tax Name
Required for U.S. citizens, residents and corporations.


* Tax ID Number

Payee Tax Information (for U.S. citizens or resident)
Please enter your U.S. Social Security number (for individual corporations). [Learn More](#)

* Organization Type

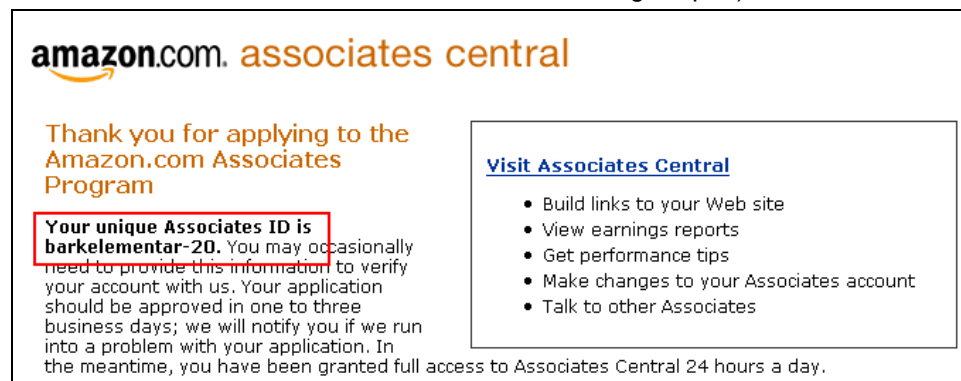
- In the second section (Your Payment Method), choose the preferred method for the enrollee — gift certificate, direct deposit, or check. If direct deposit, provide the required bank information.
Note: If you choose to be paid by check, the school or school group must accumulate at least \$100 in SchoolRewards each month before Amazon can issue a check. For payment by gift certificate or direct deposit, the amount is only \$10 a month.
- Click **Continue**.

Step 5: Review your application.

- Review the information you provided for accuracy on the next screen (called “Review Your Amazon.com Associates Application”).
- To make changes, click **Edit** to the right of the information that needs changing. 
- Under “Your Contract Terms,” Click **Associates Operating Agreement** to review it. If you agree with the terms, **click the Check Box**.
- Click **Continue**.

Step 6: Write down and send us your new Associates ID.

- Write down the unique Associates ID for your SchoolRewards program, which appears under the thank-you message. (Note: The Associates ID is an adaptation of the website name you entered in the sectional called “Your Website Profile” during Step 3.)



- Email your unique Associates ID to us at SchoolRewards@amazon.com. Just type in the exact ID on the subject line and send the email.

Earning School Rewards

That’s all there is to signing up. After enrolling, you can expect the following:

Your SchoolRewards Link

You receive two emails from the Amazon Associates program — a welcome email, followed by an email approving your application and giving you your SchoolRewards link, which combines your unique Associates ID with a web address (URL). (*Instructions for posting your SchoolRewards link are included on page 6 for your review.*)

Your SchoolRewards link is every shopper’s gateway to Amazon.com. The school or school group distributes this link far and wide to parents, teachers, students, family members, friends, acquaintances, and anyone else who might like to support the school. If possible, the school also posts its SchoolRewards web link on its website for quick access to Amazon.com.

SchoolRewards aStore

You’ll also receive an email from SchoolRewards suggesting that you set up your own aStore — a mini-store with school books, supplies, and products that gives shoppers another opportunity to generate your SchoolRewards (*aStore instructions are included on page 7 for your review*).

The Top Two

To summarize, there are two important ways you can encourage shoppers to generate SchoolRewards:

1. **Website Posting:** Post your SchoolRewards link on the home page of your school’s or school group’s website for easy access by all.
2. **aStore Shopping:** Set up your own aStore of school books, supplies, and products to attract school supporters. If shoppers don’t find what they’re looking for there, they can quickly move on to the full Amazon.com website by clicking on a “Powered by Amazon” button on any aStore page.

The transition to Amazon is seamless, and whether shoppers buy at the aStore or on Amazon.com, they earn up to 10% of every purchase for the school.



Posting Your SchoolRewards Link

Step 1: Get your SchoolRewards link, the gateway to Amazon.com.

Your new SchoolRewards link is included in the email approving your application, which you receive after you enroll. If you misplace the email, you can recreate it by adding the unique Associates ID you received in Step 6 above to the following URL:

<http://www.amazon.com/?tag=>

An example is:

If your Associates ID is **barkelementar-20**, your full SchoolRewards link is:

<http://www.amazon.com/?tag=barkelementar-20>

Step 2: Post your SchoolRewards link on the home page of your school or school group's website.

Typically, it is easy to link any portion of a website to an external URL. The way it's done depends on the software that was used to build the website.

Unless you're authorized to make changes on your school or school group's website, you'll need to ask the student or webmaster responsible to help you post your SchoolRewards link. Simple instructions for posting the Web link are included in the application-approval email you receive after enrolling.

We also recommend posting the Web link in a way that website visitors only see a colorful message — such as **Fundraise While You Shop** or **Help Raise Money for Our School With No Extra Effort** — or the SchoolRewards logo:



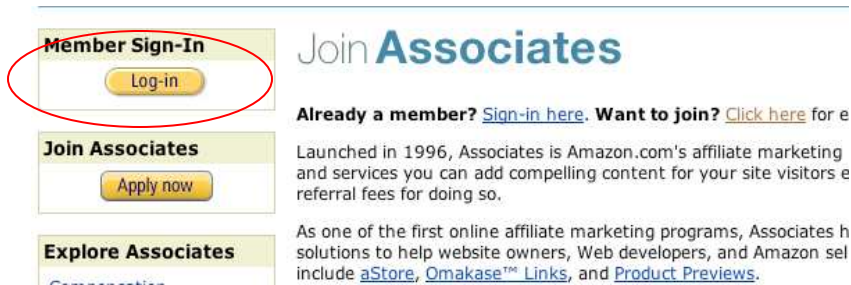
Finally, to make the fundraising opportunity clear, we recommend adding a simple explanation to the message or SchoolRewards logo you use. (*Note:* The logo is available on the Amazon Associates website: www.amazon.com/associates. After you log on, click **Build Links/Widgets** under Tools on the left side of your screen, then click **Classic Links**, then click **Banner**, and you'll see SchoolRewards listed alphabetically by category.)

Once the webmaster connects your SchoolRewards link to the home page of the school's website, every person who clicks it goes directly to Amazon.com. From there, every purchase a shopper makes earns up to 10% of the purchase price (minus the taxes and fees specified in the Associates Operating Agreement).

Setting Up Your Own aStore

1. Log on to Amazon Associates.

- Open your Web browser and type in the Amazon Associates web address (URL): www.amazon.com/associates.
- Click **Log-in** under Member Sign-In in the upper left corner of the Join Associates screen.



- On the Sign-In screen, the email address you provided above in Step 2 of “Signing Up” should appear in the first box. **Type in the password** you entered in that same Step 2.
(Note: If you forgot your password, click **Need help?**, then click **reset your password** in the first sentence on the next screen.)
- Click **Sign in using our secure server**. This takes you to Associates Central where you will set up your aStore.

2. Pick an aStore template.

- Click **aStore** under Tools on the left side of the screen.
- On the next screen (the main aStore screen in Associates Central), again click **aStore** under Tools on the left side of the screen.



(Note: Do not click “Build an aStore Now” on the blue bar in the upper part of the screen; it doesn’t provide access to the SchoolRewards aStore templates.)



- You are now on the screen called “Manage your aStores.” Decide which template you want — K-8 School or High School — then click **Use this template** to the right of your selection. (If you’d like to see what the template looks like first, click the **template name** in the left column.)

Template	Description	Use This Template
K-8 School Template	A demonstration store for K-8 schools to use as a starting point for building an aStore.	Use this template
High School Template	A demonstration store for high schools to use as a starting point for building an aStore.	Use this template

Step 3: Choose your aStore ID.

- On the next screen, under Find a tracking ID, type **an easy-to-remember-name** in the text box, such as the name of your school without spaces (e.g. AdamsSchoolStore). The tracking ID is used by Amazon to track and report your earnings.
- Click **Search** so we can make sure the ID is still available.

Create a Tracking ID for your new aStore

Enter the tracking ID you would like to use for your new aStore. Your tracking ID can be up to 64 characters long. Please do not include any spaces. If the tracking ID is available, the tracking ID will also appear in your aStore's URL. [Learn more about](#)

Add a new Tracking ID

Find a tracking ID

-20 ([Why does my tracking ID end with '-20'?](#))

[Search](#)

- If someone is already using your aStore ID, you’ll see this same screen again, along with three alternatives to your original choice. Click an **alternative** or type in a new ID, and then click **Search**. If your ID is available, a Congratulations screen appears, and you’re ready to customize and launch your aStore. Click **Continue** on the Congratulations screen.

Step 4: Customize your aStore’s category pages.

We’ve already set up classroom categories and added products to the two SchoolRewards templates (K-8 School and High School). There’s a lot you can do to change these basic templates and customize your aStore for your school.

Since we'd like you to launch your aStore quickly, the instructions below suggest only a few changes to the basic templates, using the K-8 template to illustrate. You can return to Associates Central at any time to make additional changes or create other aStores for your school or school group.

- On the screen called "Create aStore Pages," notice the five options for aStore under Tools on the left side of your screen.

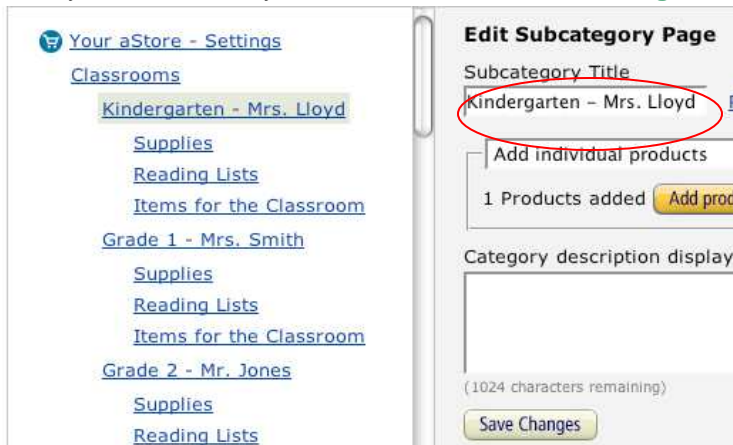
You'll be making a few changes under "Category Pages" and "Color & Design." Then you'll click through Sidebar Widgets to "Get Link" and launch your aStore.

- Let's start with a few edits on "Category Pages," which already appear on the screen. As you can see, we've put in supplies, reading lists, and other items for several K-8 classrooms.

First, change these teacher names to those in your school. Start by clicking **Kindergarten – Mrs. Lloyd**.



- Under Edit Subcategory on the right, type in the name of **your school's kindergarten teacher** where you see Mrs. Lloyd's name, then click **Save Changes**.



- Do the same for the other teachers, clicking **Save Changes** after each edit.
- Now, if you'd like, you can change what we set up for the supplies, reading list, and classroom items categories for each grade in the same way as you did for the teacher names. For example, click **Reading Lists** for your kindergarten teacher, then click **Add products** under Edit Subcategory on the right side.

- On the left side of the next screen (Add Products. . .), you see small images for the nine books on the kindergarten list — *Frog and Toad are Friends*, *Grandfather's Journey*, *Olivia*, and so on.

To add a book, click the **down-arrow** under Search above the images, then click **Books**.

- Type the ISBN number or a keyword (such as a word from the book's title) in the text box, then click **Go**.

Add Products to products

Step 1: Use the Search at your website, or find into the Search box.

Step 2: Click on the search results to the click on the hyperlink product details on Amazon.

Step 3: In the "Add description for each image. You can also This will help you to

Currently, you can a Pagination will be de products to the category

- On the next screen, click **Add** next to the book(s) you want to add to the kindergarten reading list, then click **Back to Category Pages** at the bottom of the screen.

Search results for "kindergarten"

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[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#)

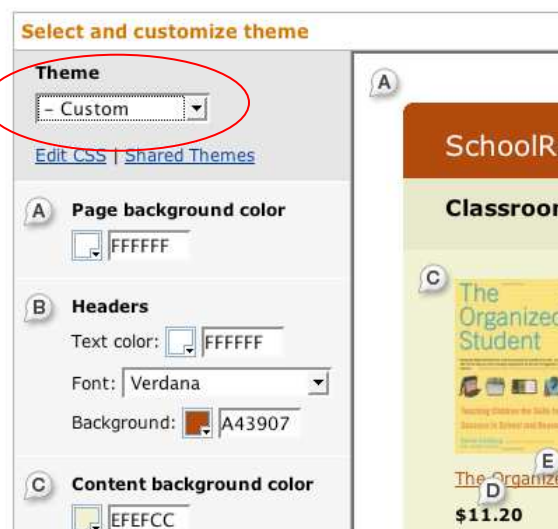
Add		Fancy Nancy : The Great Red Boat Race Price: \$11.55
Add		Someday Price: \$10.19
Add		Fancy Nancy Price: \$11.55

Step 5: Customize your aStore's color and design.

- Click **Color & Design** under Tools on the left side of the screen.
- On the next screen (Edit Color & Design), you see options for customizing the colors, headers, background colors, body text, and so on for your aStore.
For now, click the **down-arrow** next to the word "Custom" under Theme.
- Click one of the **color themes** and see how the colors change in your aStore's image on the right.

Edit Color & Design

Customize the look and feel of your store by selecting the color including a link to your logo. The logo will appear next to the st [Learn more](#)



Step 6: Name your aStore.

- If you would like a descriptive store name to appear in the title bar of each shopper's Internet browser, type a **store name** in the text box under Name Your Store, further down the page.

Name Your Store

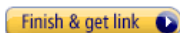
Give your store a name. This name will appear a optionally be included in the header.

Example: Jane's Harry Potter store (105 characters remaining)

- Click **Continue** to save your color and name changes.

Step 7: Finish up by publishing your store.

- On the next screen (Sidebar Widgets), click **Finish & get link** at the bottom of the screen to skip these customization options (your can return later) and launch your store. If you'd first like to see how your store looks, click **Preview Sto**



- That's it! Your store is ready to add to your school's website.

Give **the store's URL** (web address) displayed on the screen to the student or webmaster responsible for your school's or school group's website. The webmaster can incorporate your school's aStore as part of the top-level navigation for the website and link the URL as a standalone store (the first option under Get Store Link).

Your store has been published!

There are a number of ways to integrate your aStore into an existing Web level "Store" section to your Web site's main navigation. Then simply link to a page within your site that contains your aStore frameset containing your aStore and site navigation in separate frames [Learn more](#)

Get Store Link

Specify how you would like to embed your store into your Web

- Simple link to my store as a standalone site. [Learn more](#)
- Embed my store using an inline frame. [Learn more](#)
- Embed my store using a frameset. [Learn more](#)

`http://astore.amazon.com/newschool109-20`

[Highlight HTML](#)

Note: Your Associates ID, newschool09-20, is already embedded in the code.



Give URL to student or webmaster responsible for your website.

In the Future

Your aStore is another way for shoppers to fundraise for your school or school group. They can earn SchoolRewards in two ways:

1. Shopping at your aStore
2. By accessing Amazon.com products through your SchoolRewards link.

So, be sure to communicate both the Web link and aStore location far and wide to parents, teachers, students, family members, friends, acquaintances, and anyone else who might like to support the school.

To update your aStore with new teachers or products, add sidebars, incorporate a logo, or do a little more with colors and design, just log on to Amazon Associates as you did in Step 1 above under "Setting Up Your Own aStore. You can access your existing aStore, or create additional stores, by clicking **aStore** under Tools on the left side of the screen.

Good luck, and please don't hesitate to email schoolrewards@amazon.com with any questions.