

Academic Honor Card/Applause Card Program Information

What is the Academic Honor Card/Applause Card program?

*The Academic Honor Card is a discount and incentive card awarded to local secondary students who achieve an 85 or better for a full semester. Cards are distributed each December and May to a total of approximately 18,000 students.

*The Applause Card is a discount and incentive card given to all employees of the Carrollton-Farmers Branch Independent School District. Approximately 3800 cards are distributed to C-FBISD employees each year.

How does the program work?

*Local businesses sign up to participate in our program (see information below) and agree to provide discounts or incentives to cardholders. Examples of incentives commonly offered include percentages off of a product or service, “buy one, get one free” promotions, and free or discounted items with the purchase of regular items.

*Cardholders visit the program websites at **www.academichonorcard.com** and **www.applausecard.com** to view listings of participating businesses and incentives. Cardholders present their card to the business in order to receive the discount.

How will my business benefit from participating in the program?

*There is no cost for participating in the program.

*By participating in the program, information about your business will be posted on the card websites. This is a great way to get some free advertising for your business as well as to potentially increase revenue through increased sales.

*Your business will be recognized as supporting educators and encouraging students to do well in school.

How do I become a participant in the program?

*Simply fill out the Participant Information Form and fax or email the form to:

**Michelle Capener
Partners In Education Facilitator
Capenerm@cfbisd.edu
469-287-2461**

Once the form is received, your information will be posted on the website.

*Additionally, you will also receive Academic Honor Card and Applause Card signs that can be posted at your business to indicate to customers that you are a participant in the program.

Thank you for your support!