

Clipping \$aves Cash

Savvy shoppers use coupons to find bargains for everyday products

BY CHRIS BROWN, Staff Reporter

Like the popular TLC Reality show "Extreme Couponing," Kirksville residents, former Truman State students and current students use coupons as a practical way to save money on groceries, household supplies and, sometimes, services and fun activities.

Although alumnae Elizabeth Brewster and Roxxy Duda and senior Elana Moyer said it sometimes is difficult to collect and use coupons effectively as a student, they still recommend coupons to students as a way to save for everyday purchases.

Duda said she used coupons as a student after she moved out of the residence halls, but her use of them has increased since she graduated. During the last three months, Duda said she has been collecting coupons to save money on products she buys regularly by using the "binder method."

Each Sunday, Duda gets a newspaper from the paper rack, clips all the coupons out, sorts them into separate categories for different kinds of products and puts them in a binder. She said she uses the binder to collect multiple coupons of each kind, so if she decides to use more than one of a specific coupon, she has them stored up and easily can find them.

After customers use coupons at the store to receive the discount, Duda said stores mail those coupons back to the manufacturer of whatever product the coupon is for, then the manufacturer sends the store money in return for those coupons.

Although she used coupons to save money on groceries when she was a Truman student living off campus, Duda said she thinks couponing is more beneficial for people who have graduated and are planning for a more family-oriented lifestyle. She and her husband are planning to start a family in the future, she said, and they want to make sure they are able to afford diapers and household supplies.

Current students still can use cou-



Submitted photo

Alumna Roxxy Duda's purchases after shopping with coupons during Black Friday during Nov. 2012 are displayed above. Duda said thanks to coupon use, she received the above items and more for free and even was given money back in some cases.

pons to save money for their practical needs. Moyer said she uses coupons to save money while living on campus.

Moyer said she grew up in a household where money was tight, and her mother used to collect coupons from the Kansas City Star each Sunday. Her family used coupons primarily for food and everyday supplies like cleaning products, she said.

Moyer said she began clipping coupons for cleaning products and residence hall supplies during the summer before her freshman year of college. She saved coupons all summer, then went out and bought all of her supplies at once. She said for that one shopping trip, the coupons she had collected saved her almost 50 percent on supplies for her first semester at Truman.

Moyer said she continues to use coupons to save money on specific products she buys regularly. She said she once used coupons to save 40 dollars on groceries that originally cost \$70.

Moyer said she realizes using and collecting coupons is a low priority for many students because of how busy most of them are. She said she also recognizes that couponing might be foreign to some students who didn't grow up in households that used coupons regularly. Still, Moyer said she urges students who might be in a tight economic situation to consider the benefits of couponing.

Brewster, who now lives in Kansas City, said she uses a variety of coupons for different services, such as manicures. She is able to take advantage of

online services such as Groupon, which she wasn't able to do when she lived in Kirksville, she said.

Brewster said online services like Groupon offer local coupons for restaurants and other services daily, as well as deals on more wide-ranging services such as traveling and vacations. Those who sign up for these websites receive deals directly to their mobile device or via email every day.

Brewster said services like these are designed for people who live in big cities or who travel a lot, and some services strictly are for fun activities like dining. She said Truman students would be better off taking advantage of newspaper coupons for groceries and services that are practical for student life.



EXTREME COUPONING: Tips and Tricks

- Use coupons from multiple sources. Get weekend subscriptions to several newspapers, and ask friends and coworkers to give you ads they aren't using. Check online regularly for printable coupons and look for promo codes for online transactions.
- Get organized. Use baseball card holders or sheet protectors in a binder and sort coupons by expiration date or product category.
- Know the rules. Search online or ask in-store for a store's coupon policies, and keep a hard copy in your binder. You don't want to run into an issue at the checkout line when a cashier says you can't use a manufacturer's coupon with one you got from the store.
- Buy in bulk. Don't buy products when you need them, but when you can get them at the lowest price. Stock up in advance when you can get products for cheap.
- Only buy what you'll use. Even if you get a great deal on a certain product, if you're never going to use that product, you didn't actually save money — you wasted money on things you don't need and won't use.