



Dear Community Partner:

Enclosed is your organization's Kroger Community Rewards (KCR) check for Cycle 3 Quarter 4 of the 2016 year. Thank you for participating! We are proud that this program will continue to donate to local churches, schools, and community organizations this year.

The data from Cycles 1, 2 and 3 have proved organizations which frequently remind their constituents about Kroger Community Rewards earn the most money, so keep encouraging your supporters to enroll by linking their Kroger Plus card to your organization at www.krogercommunityrewards.com. Below are a few ways to increase enrollment—we shared most of these ideas before and these methods really do work!

- Mention KCR at board meetings and volunteer meetings.
- Include a message about KCR on your organization's website with a direct link to www.krogercommunityrewards.com. Include the message in your newsletter, e-newsletter, playbill, bulletin, or outdoor marquis. Repeat the message frequently.
- Utilize social media (Facebook and other portals) to drive people to enroll. If they're following you, they're already online and they already support you!
- Run a contest: offer a chance to win a prize to everyone who enrolls in the next month. (The organization they support will show at the bottom of their receipt.)
- If your supporters aren't tech-savvy, host a sign-up day and recruit help! High school students are required to log volunteer hours, so ask teenagers from your organization or from a nearby high school to spend a few hours on a Saturday helping your constituents walk through the process online.
- If your organization lacks the space for a sign-up day, work with your local library—all public libraries have computers for patrons' use.
- Assign someone within your organization (a staff member or volunteer) to be your official KCR "advocate"—if there is a go-to person, your supporters will be more likely to enroll if someone is available to answer their questions.
- Profile one of your enrolled supporters in your newsletter. Ask the question, "Why did you choose to support [Your Organization] with Kroger Community Rewards?" The answer might inspire your other supporters to enroll!

Again, thanks for participating in our new Kroger Community Rewards program—we are proud to partner with you to make a big difference in our community!

Sincerely,

The Kroger Community Rewards Team
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