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Grand Rapids, MI 49501-1752  
Visit [Meijer.com/rewards](http://Meijer.com/rewards) for more information.

ROYAL OAK FOOTBALL TEAMS, INC.  
28754 GLASGOW  
SOUTHFIELD, MI 48076

Dear GINA ATKINSON,

Congratulations! You've enrolled in Meijer Community Rewards. This kit has everything you need to make this program a success for **ROYAL OAK FOOTBALL TEAMS, INC.**

***Your 6-digit code number for your supporters to use when joining is 115167.***

This kit contains:

- Meijer Community Rewards applications for your supporters.
- A generic letter to your supporters.
- Meijer Credit Card information flyers.
- A selection of possible announcements to insert in your next newsletter.
- MCR awareness posters to hang in your building(s).
- Frequently Asked Questions and Answers (FAQ's) - 4 pages of critical information your supporters will need to know.

***You may order more supplies at [Meijer.com/rewards](http://Meijer.com/rewards).***

### **School and Church Marketing Recommendations**

Here are suggested steps to help ensure your organization makes the most of Meijer Community Rewards.

#### **Step 1: Encourage supporters to join Meijer Community Rewards in one of three ways:**

***Join in the store with Meijer Credit Card*** - Supporters can join in the store when they apply for a Meijer Credit Card. If they are approved for instant credit, they can earn rewards that same day! They may also apply online at [Meijer.com/creditcard](http://Meijer.com/creditcard).

If they already have a Meijer Credit Card, they can join simply by calling 1-800-962-7011.

***Join on the internet to receive a Meijer 1 Card<sup>SM</sup> and keytags*** - Supporters can join online and receive a Meijer 1 Card<sup>SM</sup> and keytags within 2 weeks (The Meijer 1 Card<sup>SM</sup> is our store customer card, not a credit or debit card).

***Join by mail*** - Supporters can join by completing and mailing the enclosed application. They will receive their Meijer 1 Card<sup>SM</sup> in approximately 3 weeks.

#### **Step 2: Use your organization's website to inform members about MCR.**

You can download an internet ready graphic in the school/religious group section at [Meijer.com/mcrgs](http://Meijer.com/mcrgs). To see how other organizations use their website, use any internet search engine and enter a search for "Meijer Community Rewards".

#### **Step 3: Publish an announcement in your newsletter or weekly bulletin that refers people to [Meijer.com/rewards](http://Meijer.com/rewards).**

#### **Step 4: Schools - Send letter and application home with students.**

#### **Step 5: Have information and applications readily available in a meeting place or at your building's entrance.**

- Step 6: Make a presentation during meetings or events like classes, open houses, socials, PTA meetings, new member meetings, luncheons, sports activities.**
- Step 7: Emphasize how the funds you receive will be used. The greater your organization's goal, the greater your success will be.**
- Step 8: Set goals for both number of family supporters as well as for actual dollars.**  
Keep people informed of how well goals are being met by mentioning it in every newsletter.
- Step 9: Have staff join Meijer Community Rewards right away!**  
They can be your strongest promoters.
- Step 10: Promote your partnership with Meijer Community Rewards by putting posters in high traffic areas.**  
Write your organization's code number and your goal on the poster and place Meijer Community Rewards applications on a table nearby.
- Step 11: Encourage supporters to share the program with family, friends, alumni, etc., and designate your organization as their rewards beneficiary.**  
For their convenience, they can use the family and friends linking feature.

### **Organization Account Reporting and Management**

On the 4th of each month, your contact person will receive an email reminding them that they can retrieve their monthly statement online. Your check will be sent on the Friday following the 15th of each month.

Please note: Checks will only be sent once organizations have accumulated \$100 or more in rewards.

You can manage your organization's account at ***Meijer.com/mcorgs***

There you can:

- Review your rewards history and check remittances
- Request statements to be re-sent immediately via e-mail
- View and change your organization information
- View a complete list of current supporters, their activity status, and their monthly rewards.
- Order supplies, download ads, letters and forms
- View the most recent organization update

To start using this tool, you'll need to go to the Website and retrieve your organization password. This password has been randomly assigned, and you may change it once you sign in.

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Meijer Community Rewards applications  
Meijer Credit Card information Flyers  
Organization and Member FAQs