

DHSHA - Instructions for Receiving Kroger Plus Card Fundraising Credits



Background

The Dublin High School Hockey Association as an organization is signed up with Kroger's Community Rewards Program, which enables us to receive fundraising credits from Kroger customers who register DHSHA to be the recipient of donations/credits tied to the usage of Kroger Plus Cards.

Due to changes in privacy laws, Kroger no longer provides member names or IDs when disbursing donations for fundraising to organizations as part of their Community Rewards Program. We receive quarterly distributions from Kroger and we know how much we receive in total, but we receive no detail regarding who donated what amounts.

We have pursued more detailed data with Kroger multiple times in the last 6-12 months with no positive results. Please note that this affects every recipient organization registered with Kroger's Community Rewards Program, not just DHSHA.

Our challenge is applying fundraising donations at the family/player level when we do not receive that level of detailed information from Kroger. This information is available online for a limited time to individual Kroger Plus Card members via Kroger's web site, but this information is not at all available to the recipient organizations. We need to rely on association members to provide us this donation information at their individual level.

***** To receive credit the 2013-14 season for Kroger Plus Card donations, this process must be complete by Sunday, October 27. *****

Kroger Fundraising Credit Disbursement Cycle

Kroger calculates the donations and disbursements quarterly, and makes that information available to Plus Card members via their website quarterly. You can enroll but you will only see a donation amount once you've passed a quarter-end when you were enrolled.

"Quarter-end" is defined by Kroger's fiscal reporting calendar, which runs from February to January. Kroger typically calculates and disburses the funds to recipient organizations in the first month after their fiscal month-end, so we need to get information each quarter following this schedule:

Kroger Fiscal Quarter	Range of Months	Month of Kroger disbursement / When we need to capture data
1	Feb - Apr	Late May - Jul
2	May - Jul	Late Aug - Oct
3	Aug - Oct	Late Nov - Jan
4	Nov - Jan	Late Feb - Apr

Finally, this information is available to Plus Card members for a quarter only. If we as individuals do not capture this information each quarter prior to it being updated the next quarter, it is no longer available.

DHSHA - Instructions for Receiving Kroger Plus Card Fundraising Credits



Instructions

Follow these instructions to have fundraising donations as part of the Kroger Community Rewards Program credited to your DHSHA family/player.

1: Log on to your Plus Card account on kroger.com.

2: Find your contribution amount.

Go to "My Account", then "Account Settings". Toward the bottom right, there is a Community Rewards section. If you are currently contributing to DHSHA it will show "DUBLIN HIGH SCHOOL CLUB HOCKEY ASSOCIATION" as the Organization Name and "82166" as the Organization Number.

If you were enrolled prior to the last Kroger fiscal quarter-end, you will see a contribution amount in a field labeled "Last Quarter Kroger Donation". In the example screen shot to the right, the association member enrolled in April and has passed a Kroger quarter-end, so they have a donation amount listed for the previous quarter:

The screenshot shows the 'Plus Card' and 'Community Rewards' sections. The 'Community Rewards' section displays the following information:

- Organization Name: DUBLIN HIGH SCHOOL CLUB HOCKEY ASSOCIATION
- Organization No.: 82166
- Enrollment Date: 04/22/2013
- Last Quarter Kroger Donation: \$65.52 (circled in red)

Buttons for 'Edit' and 'Cancel' are visible at the bottom of the Community Rewards section.

If you were NOT enrolled prior to the last Kroger fiscal quarter-end, you will still see DHSHA's Organization information but you will not see a contribution amount. In the example screen shot to the right, the association member enrolled in August and has not yet passed a Kroger quarter-end as of the middle of October, so they do not have a donation amount:

The screenshot shows the 'Plus Card' and 'Community Rewards' sections. The 'Community Rewards' section displays the following information:

- Organization Name: DUBLIN HIGH SCHOOL CLUB HOCKEY ASSOCIATION
- Organization No.: 82166
- Enrollment Date: 08/12/2013 (circled in red)

Buttons for 'Edit' and 'Cancel' are visible at the bottom of the Community Rewards section.

3: Get a screen shot of your Community Rewards section.

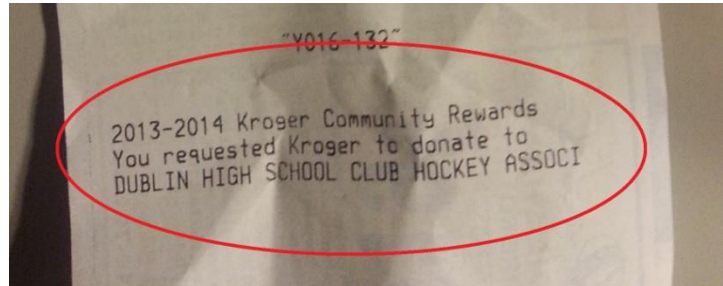
Use "Ctrl-Alt-Print Screen" to capture an image of the Account Settings page. Make sure the image contains the Community Rewards section of the page. Save this image to a file.

DHSHA - Instructions for Receiving Kroger Plus Card Fundraising Credits



4: Alternatively, scan or take a picture of a Kroger receipt.

Alternatively, if your Plus Card is registered to donate to DHSHA, you can get the Organization Name from the bottom of a Kroger receipt. It will show the Organization Name, but will not show the Organization Number or your Donation Amount.



Scan or take a picture of this receipt.

5: Send the screen image or receipt image to the DHSHA Treasurer.

Send the captured image of the Plus Card Account Settings page or the captured image of the receipt to: orgtreas@dublinhockey.org. Be sure to include the family/player name in the e-mail.

6: Repeat this process for each Plus Card contributing on behalf of your player/family.

If grandparents, aunts, uncles, friends, etc. are also contributing on your behalf, we need this process carried out for every Kroger Plus Card that is contributing to DHSHA.

7: Repeat this process each Quarter.

Use the table above to follow the schedule for doing this each quarter (four times a year). We can then properly apply the donation credits to which you are entitled.

Summary

The DHSHA Board and Trustees apologize for how cumbersome and inconvenient this process is to DHSHA Association members. As parents of players, we are also affected by this. Again, please note that this affects every recipient organization registered with Kroger's Community Rewards Program, not just DHSHA. We appreciate in advance your patience and cooperation. We will continue to pursue improvements with Kroger.