



Community Rewards Registration Step-by-Step Guide

Kroger Community Rewards

Are you looking for a way to raise money for your favorite school, church or community organization?

Kroger Community Rewards (KCR) makes supporting community organizations as simple as shop, scan and earn! Once you've registered, a percentage of each of your shopping trips will be contributed to the organization you've selected every time your card is scanned.

Registering is as simple as updating the Community Rewards field on your My Account page* with the information of the organization you wish to support.

The following is a step-by-step guide to walk you through the registration process. Afterwards, there is a brief "Help Section" to answer any additional registration process questions that you may have.

*An Online Account is required to register for Kroger Community Rewards. If you have not registered an Online Account, please refer to the accompanying "Online Account Registration Step-by-Step Guide." Once you've registered an Online Account, come back to this guide to complete the Community Rewards registration process.

Select "Sign In" on our homepage.

The screenshot shows the Kroger website homepage. At the top is the Kroger logo. To its right are links for WEEKLY ADS, FIND STORES, Rx REFILLS, and PLUS CARD. Below these is a navigation bar with links: Home, Great Meals, Healthy Living, Fresh Foods, Gift Center, Services, Pharmacy, In Store, and See All. A search bar is located below the navigation bar. To the right of the search bar, the 'Sign in' link is circled in red. Next to it is a 'Create an account' link. A yellow banner on the right side says 'Sign in and SAVE!'. Below the search bar, there is a message about an email database breach with a link to 'Frequently Asked Questions'. The main content area features three promotional banners: 'Save on Fuel' (with a gas pump image), a beauty care promotion for 'allure' (with a '\$2 OFF coupon'), and 'Advertised Specials' (which currently shows 'No Featured Products Currently Available'). At the bottom, there is a 'DIGITAL COUPONS' section showing 151 coupons worth up to \$235, with examples like 'Save \$0.55 on Coca-Cola®' and 'Save \$0.50 on 2 Coca-Cola®'.

Kroger

WEEKLY ADS FIND STORES Rx REFILLS PLUS CARD

Home Great Meals Healthy Living Fresh Foods Gift Center Services Pharmacy In Store See All

Search: All Sites

Sign in
Download coupons, view your points and more.

Create an account
Registration is free & easy. Why join?

Sign in and SAVE!

Questions about the email database breach and how it may affect you? Please see our email [Frequently Asked Questions](#) for further details.

Save on Fuel
Take a break and spring into fuel savings!

BUY 2 OR MORE PARTICIPATING P&G BEAUTY CARE PRODUCTS & RECEIVE A **\$2 OFF** coupon
CLICK FOR DETAILS
for your next in-store purchase.

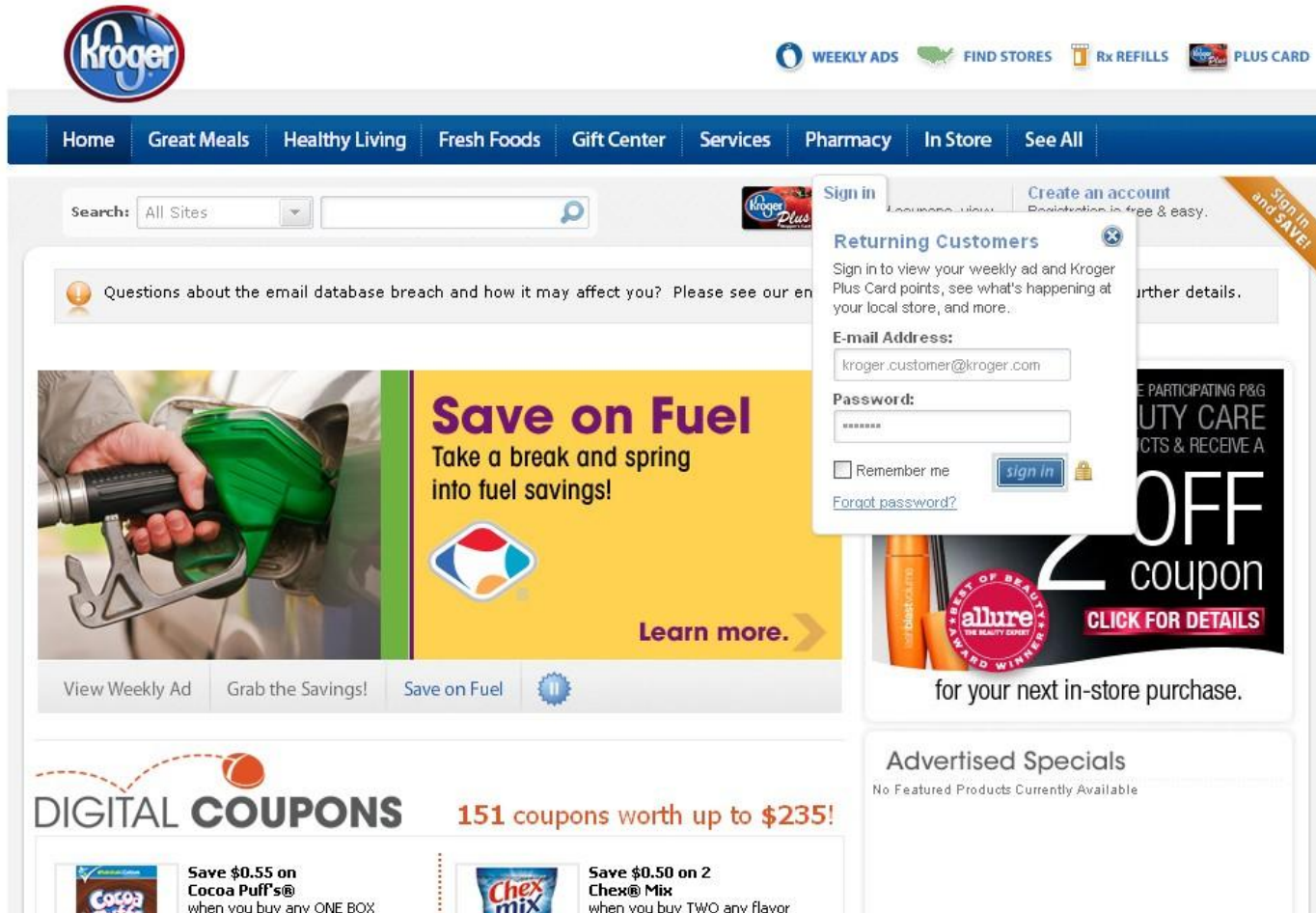
Advertised Specials
No Featured Products Currently Available

DIGITAL COUPONS 151 coupons worth up to \$235!

Save \$0.55 on Coca-Cola®

Save \$0.50 on 2 Coca-Cola®

Enter your Online Account credentials.



The screenshot shows the Kroger website's homepage. At the top is the Kroger logo and navigation links: WEEKLY ADS, FIND STORES, Rx REFILLS, and PLUS CARD. Below this is a blue navigation bar with links: Home, Great Meals, Healthy Living, Fresh Foods, Gift Center, Services, Pharmacy, In Store, and See All. A search bar is located below the navigation bar. A sign-in modal is open, displaying the 'Returning Customers' section. The modal includes a 'Sign in' button, a 'Create an account' link, and a 'Sign in and SAVE!' banner. The login form has fields for 'E-mail Address' (containing 'kroger.customer@kroger.com') and 'Password' (masked with asterisks). There is a 'Remember me' checkbox and a 'sign in' button. A 'Forgot password?' link is also present. Below the login form, there is a 'Save on Fuel' advertisement with a green fuel pump nozzle and the text 'Take a break and spring into fuel savings!'. To the right of this is a '2 OFF coupon' for 'allure' products. At the bottom, there is a 'DIGITAL COUPONS' section with two offers: 'Save \$0.55 on Cocoa Puffs® when you buy any ONE BOX' and 'Save \$0.50 on 2 Chex® Mix when you buy TWO any flavor'. A blue and white diagonal graphic is in the bottom left corner.

Kroger

WEEKLY ADS FIND STORES Rx REFILLS PLUS CARD

Home Great Meals Healthy Living Fresh Foods Gift Center Services Pharmacy In Store See All

Search: All Sites

Sign in Create an account Registration is free & easy.

Returning Customers

Sign in to view your weekly ad and Kroger Plus Card points, see what's happening at your local store, and more.

E-mail Address:
kroger.customer@kroger.com

Password:

☐ Remember me [sign in](#)

[Forgot password?](#)

Save on Fuel
Take a break and spring into fuel savings!

2 OFF coupon
CLICK FOR DETAILS

DIGITAL COUPONS 151 coupons worth up to \$235!

Save \$0.55 on Cocoa Puffs®
when you buy any ONE BOX

Save \$0.50 on 2 Chex® Mix
when you buy TWO any flavor

Advertised Specials
No Featured Products Currently Available

Select My Account.

The image is a screenshot of the Kroger website's header and main content area. At the top left is the Kroger logo. To its right are links for WEEKLY ADS, FIND STORES, Rx REFILLS, and PLUS CARD. Below these is a blue navigation bar with links: Home, Great Meals, Healthy Living, Fresh Foods, Gift Center, Services, Pharmacy, In Store, and See All. A search bar is located below the navigation bar. To the right of the search bar, a welcome message says "Welcome back, Customer!" followed by links for My Kroger, My Weekly Ads, and My Account. The "My Account" link is circled in red. Below the welcome message is a notice about an email database breach with a link to "Frequently Asked Questions". The main content area features two large promotional banners. The left banner is for "Save on Fuel" and includes a "Learn more" link. The right banner is for a "\$2 OFF coupon" on beauty care products. Below the banners are sections for "DIGITAL COUPONS" and "Advertised Specials". The "DIGITAL COUPONS" section shows a coupon for "Save \$0.55 on" and another for "Save \$0.50 on 2". The "Advertised Specials" section shows a Coca-Cola coupon for "FINAL COST 3 FOR \$9 WITH CARD".

Kroger

WEEKLY ADS FIND STORES Rx REFILLS PLUS CARD

Home Great Meals Healthy Living Fresh Foods Gift Center Services Pharmacy In Store See All

Search: All Sites

Welcome back, Customer! [\(Logout\)](#)
[My Kroger](#) | [My Weekly Ads](#) | [My Account](#)

Questions about the email database breach and how it may affect you? Please see our email [Frequently Asked Questions](#) for further details.

Save on Fuel
Take a break and spring into fuel savings!
[Learn more.](#)

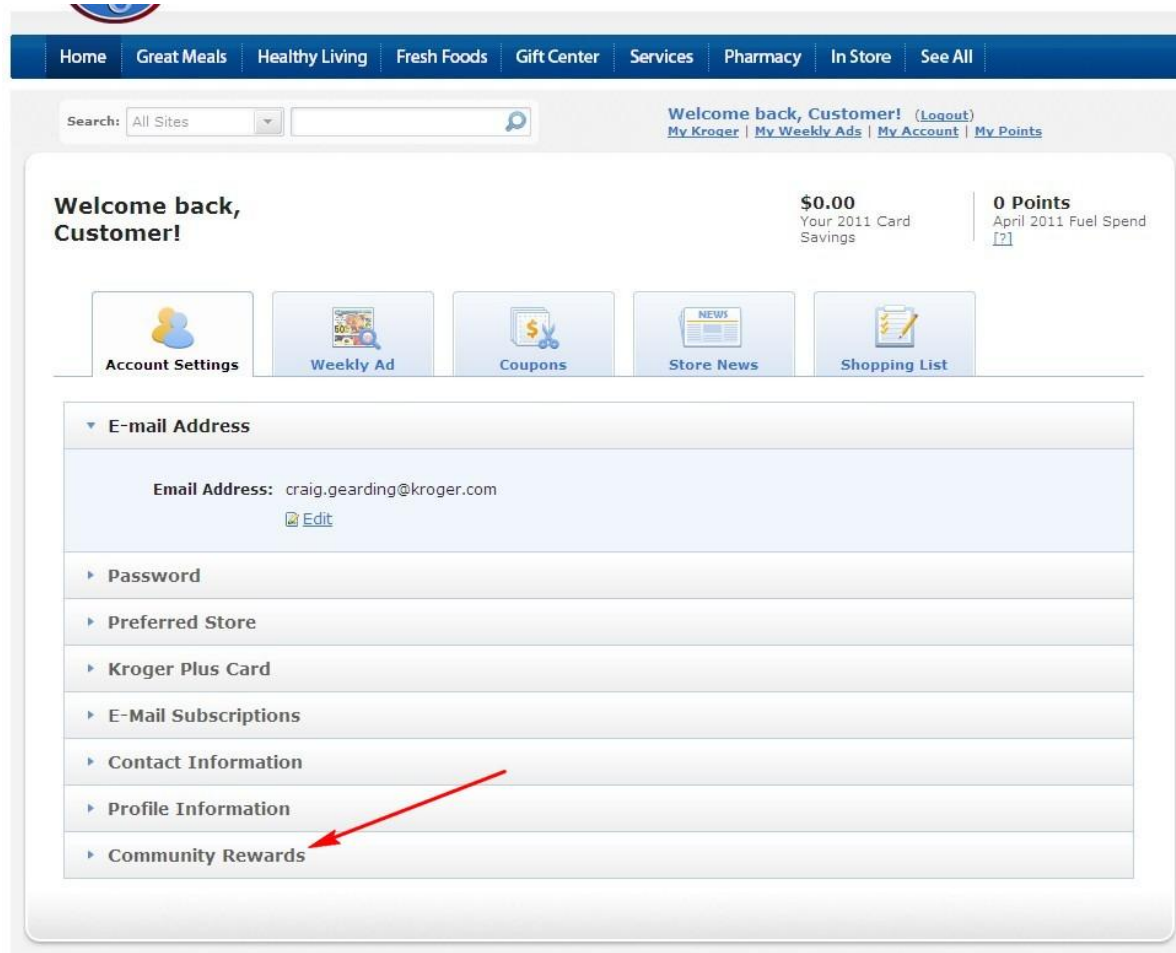
View Weekly Ad Grab the Savings! Save on Fuel

BUY 2 OR MORE PARTICIPATING P&G BEAUTY CARE PRODUCTS & RECEIVE A
\$2 OFF coupon
[CLICK FOR DETAILS](#)
for your next in-store purchase.

DIGITAL COUPONS 152 coupons worth up to \$234!
Save \$0.55 on Save \$0.50 on 2

Advertised Specials
FINAL COST 3 FOR \$9 WITH CARD
[Coca-Cola, Pepsi or 7UP Soft](#)

Select “Community Rewards” from the bottom of the My Account page to expand the field.



The screenshot displays the Kroger website's 'My Account' page. At the top, a navigation bar includes links for Home, Great Meals, Healthy Living, Fresh Foods, Gift Center, Services, Pharmacy, In Store, and See All. Below this is a search bar and a welcome message: 'Welcome back, Customer! (Logout)' with links to My Kroger, My Weekly Ads, My Account, and My Points. The account summary shows a balance of \$0.00 for the 2011 Card Savings and 0 Points for the April 2011 Fuel Spend. A row of icons provides quick access to Account Settings, Weekly Ad, Coupons, Store News, and Shopping List. The main section, titled 'E-mail Address', contains a list of account settings. A red arrow points to the 'Community Rewards' option at the bottom of this list.

Home Great Meals Healthy Living Fresh Foods Gift Center Services Pharmacy In Store See All

Search: All Sites

Welcome back, Customer! (Logout)
[My Kroger](#) | [My Weekly Ads](#) | [My Account](#) | [My Points](#)

Welcome back, Customer!

\$0.00
Your 2011 Card Savings

0 Points
April 2011 Fuel Spend [?]

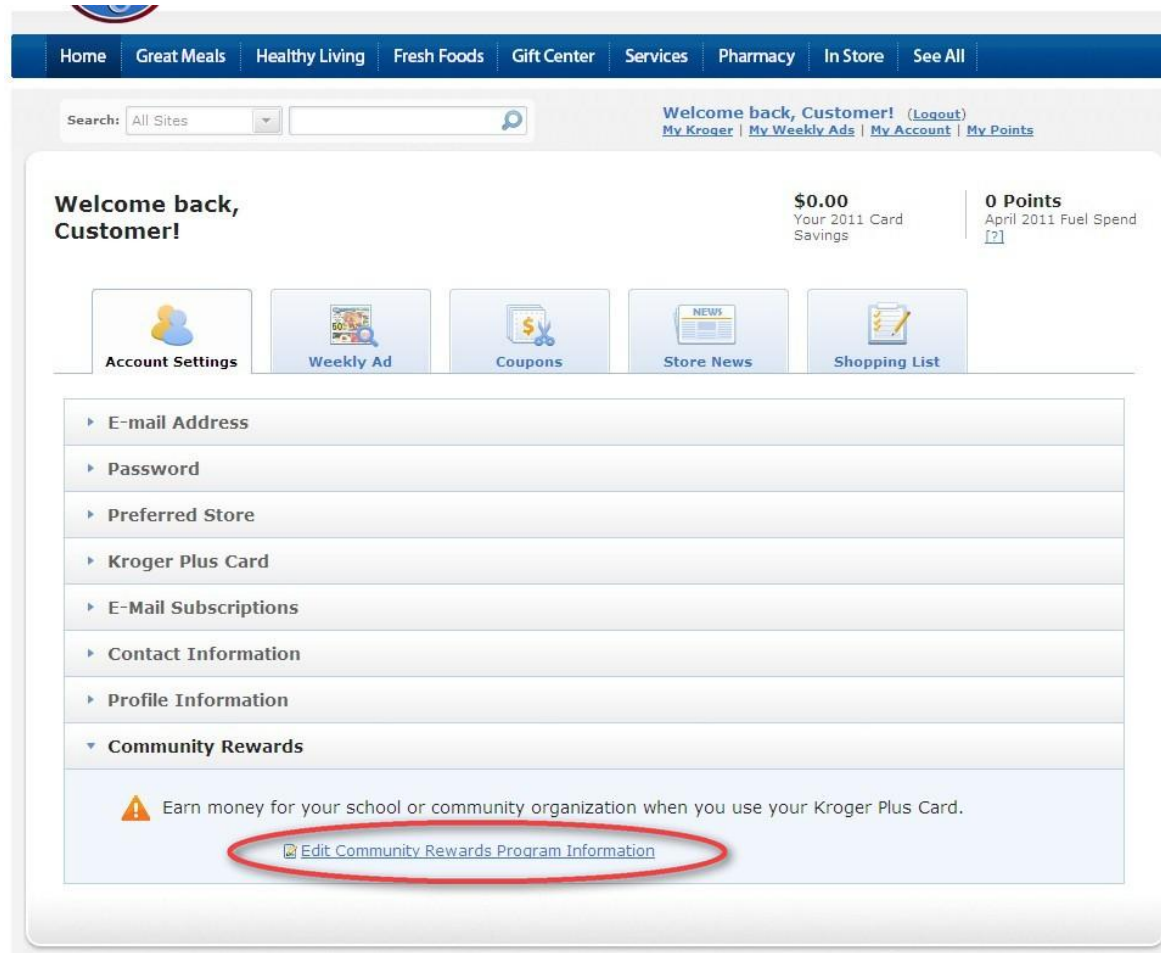
Account Settings Weekly Ad Coupons Store News Shopping List

E-mail Address

Email Address: craig.gearding@kroger.com [Edit](#)

- ▶ Password
- ▶ Preferred Store
- ▶ Kroger Plus Card
- ▶ E-Mail Subscriptions
- ▶ Contact Information
- ▶ Profile Information
- ▶ Community Rewards

Select “Edit Community Rewards Program Information.”



The screenshot displays the Kroger website's account management interface. At the top, a navigation bar includes links for Home, Great Meals, Healthy Living, Fresh Foods, Gift Center, Services, Pharmacy, In Store, and See All. Below this is a search bar and a welcome message for a customer, with links to My Kroger, My Weekly Ads, My Account, and My Points. The main content area features a 'Welcome back, Customer!' message, a balance of \$0.00 for the 2011 Card Savings, and 0 Points for the April 2011 Fuel Spend. A row of icons provides quick access to Account Settings, Weekly Ad, Coupons, Store News, and Shopping List. A list of account settings is shown, including E-mail Address, Password, Preferred Store, Kroger Plus Card, E-Mail Subscriptions, Contact Information, Profile Information, and Community Rewards. The Community Rewards section is expanded, showing a message about earning money for school or community organizations and a link to 'Edit Community Rewards Program Information', which is highlighted with a red circle.

Home Great Meals Healthy Living Fresh Foods Gift Center Services Pharmacy In Store See All

Search: All Sites

Welcome back, Customer! (Logout)
My Kroger My Weekly Ads My Account My Points

Welcome back, Customer!

\$0.00
Your 2011 Card Savings

0 Points
April 2011 Fuel Spend [?]

Account Settings Weekly Ad Coupons Store News Shopping List

- ▶ E-mail Address
- ▶ Password
- ▶ Preferred Store
- ▶ Kroger Plus Card
- ▶ E-Mail Subscriptions
- ▶ Contact Information
- ▶ Profile Information
- ▼ Community Rewards

⚠ Earn money for your school or community organization when you use your Kroger Plus Card.

[Edit Community Rewards Program Information](#)

If you haven't registered your card number yet, enter it here
(this is how your purchases qualify for the program).
See the following "Help Section" if you have difficulties registering your card.

Kroger Community Rewards * Required

Provide Your Kroger Plus Card Number

*** 1. Please enter your Kroger Plus Card number OR 10-digit alternate ID**

Kroger Plus Card Number (?): Enter the 12 or 13 digits on the back of your card, starting with the number 2 or 4.

-OR-

Alternate ID (?): Enter your 10-digit alternate ID you use when you don't have your Kroger Plus Card.

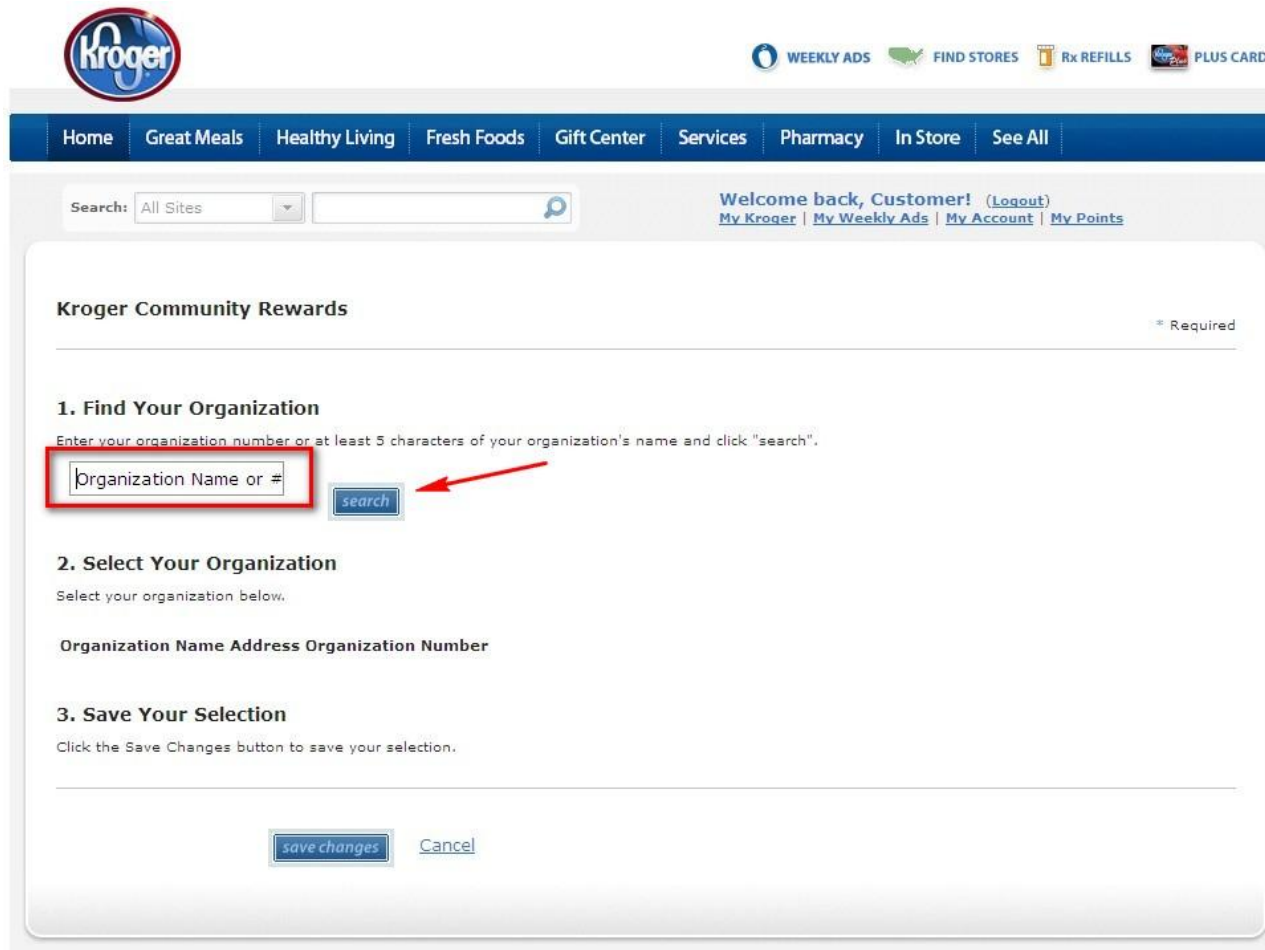
*** 2. Please enter your last name and US ZIP Code (Why do we ask?)**

* Last Name: Enter the last name currently registered to your Kroger Plus Card.

* US ZIP Code: Enter the US ZIP Code currently registered to your Kroger Plus Card.

[save changes](#) [Cancel](#)

Enter the NPO number or name of the organization you wish to support.
Entering an NPO number is the easier choice as only the organization you wish to support will be displayed. Sometimes the NPO number may not be available.
When entering an organization name, please be as specific as possible to limit results.



The screenshot shows the Kroger Community Rewards page. At the top is the Kroger logo and navigation links: WEEKLY ADS, FIND STORES, Rx REFILLS, and PLUS CARD. Below this is a blue navigation bar with links: Home, Great Meals, Healthy Living, Fresh Foods, Gift Center, Services, Pharmacy, In Store, and See All. A search bar is located below the navigation bar, with a dropdown menu set to 'All Sites'. To the right of the search bar is a welcome message: 'Welcome back, Customer! (Logout)' with links for 'My Kroger', 'My Weekly Ads', 'My Account', and 'My Points'. The main content area is titled 'Kroger Community Rewards' with a '* Required' note. It contains three steps: 1. Find Your Organization, 2. Select Your Organization, and 3. Save Your Selection. Step 1 includes a text input field labeled 'Organization Name or #' and a 'search' button. A red box highlights the input field, and a red arrow points to the 'search' button. Step 2 includes a text input field labeled 'Organization Name Address Organization Number'. Step 3 includes a 'save changes' button and a 'Cancel' link.

Kroger

WEEKLY ADS FIND STORES Rx REFILLS PLUS CARD

Home Great Meals Healthy Living Fresh Foods Gift Center Services Pharmacy In Store See All

Search: All Sites

Welcome back, Customer! (Logout)
[My Kroger](#) | [My Weekly Ads](#) | [My Account](#) | [My Points](#)

Kroger Community Rewards * Required

1. Find Your Organization
Enter your organization number or at least 5 characters of your organization's name and click "search".

Organization Name or # search

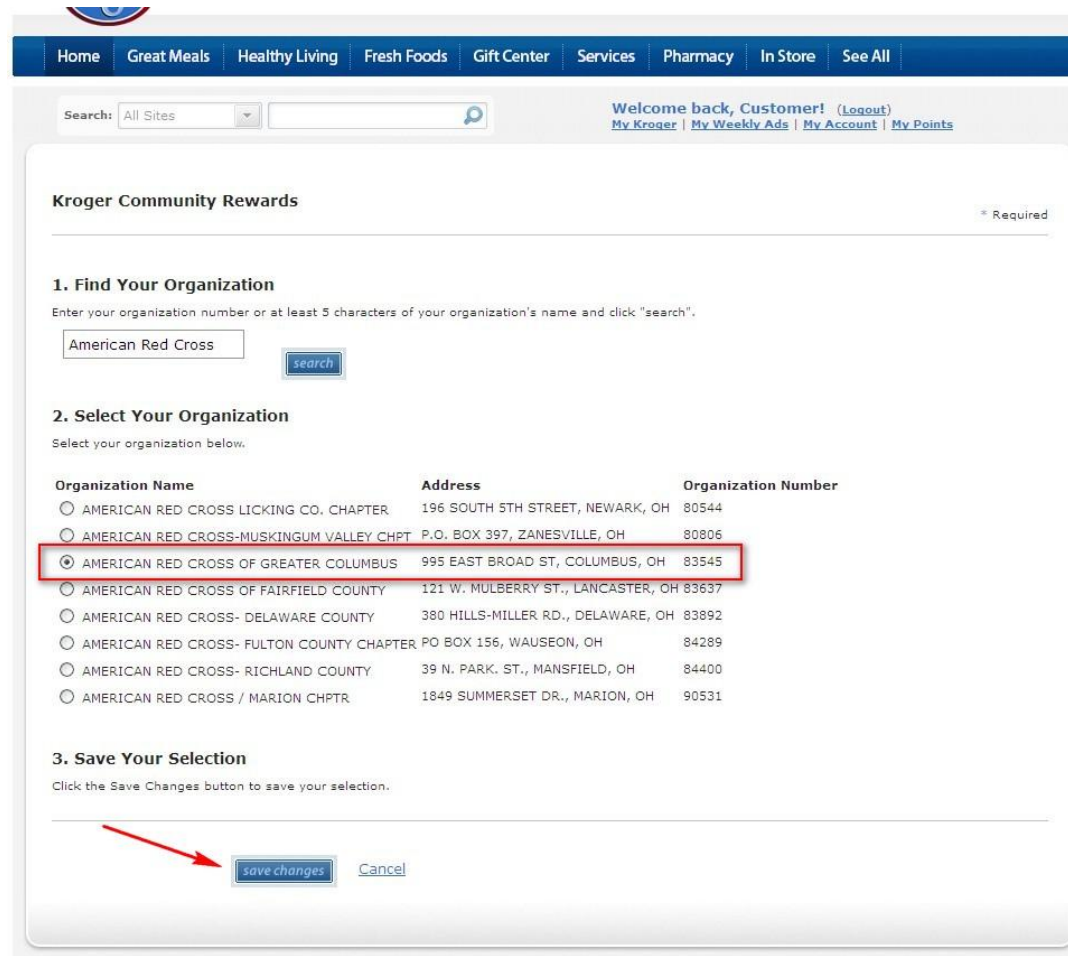
2. Select Your Organization
Select your organization below.

Organization Name Address Organization Number

3. Save Your Selection
Click the Save Changes button to save your selection.

save changes Cancel

Choose the button beside the correct organization and select “Save Changes.”



The screenshot shows the Kroger Community Rewards interface. At the top is a navigation bar with links: Home, Great Meals, Healthy Living, Fresh Foods, Gift Center, Services, Pharmacy, In Store, and See All. Below this is a search bar with a dropdown menu set to 'All Sites' and a search icon. To the right of the search bar, a welcome message reads 'Welcome back, Customer! (Logout)' with links for 'My Kroger', 'My Weekly Ads', 'My Account', and 'My Points'.

The main section is titled 'Kroger Community Rewards' with a '* Required' note. It is divided into three steps:

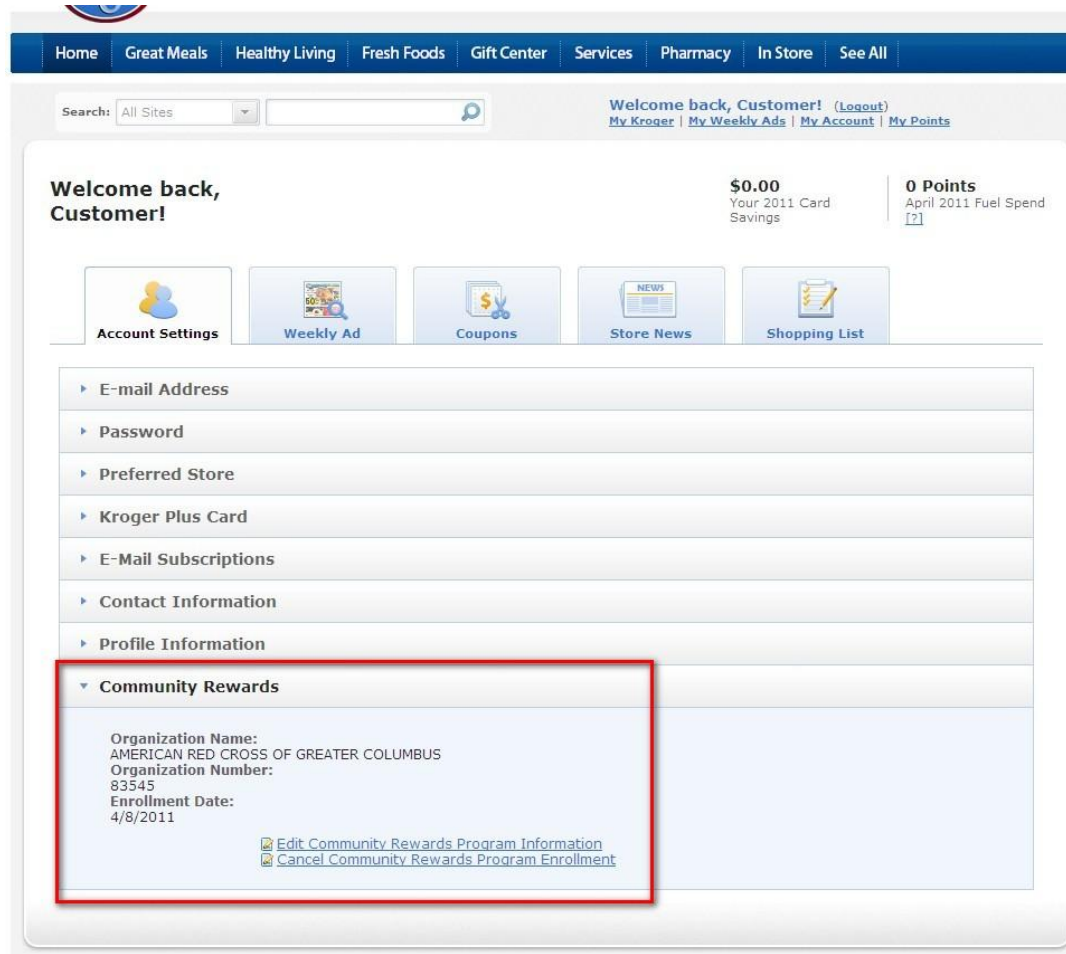
- 1. Find Your Organization**
Enter your organization number or at least 5 characters of your organization's name and click "search".
A text input field contains 'American Red Cross' and a blue 'search' button is next to it.
- 2. Select Your Organization**
Select your organization below.
A table lists several American Red Cross chapters. The third row, 'AMERICAN RED CROSS OF GREATER COLUMBUS', is highlighted with a red box. A red arrow points to the 'save changes' button at the bottom of the page.
- 3. Save Your Selection**
Click the Save Changes button to save your selection.

Organization Name	Address	Organization Number
☐ AMERICAN RED CROSS LICKING CO. CHAPTER	196 SOUTH 5TH STREET, NEWARK, OH	80544
☐ AMERICAN RED CROSS-MUSKINGUM VALLEY CHPT	P.O. BOX 397, ZANESVILLE, OH	80806
☒ AMERICAN RED CROSS OF GREATER COLUMBUS	995 EAST BROAD ST, COLUMBUS, OH	83545
☐ AMERICAN RED CROSS OF FAIRFIELD COUNTY	121 W. MULBERRY ST., LANCASTER, OH	83637
☐ AMERICAN RED CROSS- DELAWARE COUNTY	380 HILLS-MILLER RD., DELAWARE, OH	83892
☐ AMERICAN RED CROSS- FULTON COUNTY CHAPTER	PO BOX 156, WAUSEON, OH	84289
☐ AMERICAN RED CROSS- RICHLAND COUNTY	39 N. PARK. ST., MANSFIELD, OH	84400
☐ AMERICAN RED CROSS / MARION CHPTR	1849 SUMMERSET DR., MARION, OH	90531

At the bottom, there is a blue 'save changes' button and a grey 'Cancel' button. A red arrow points to the 'save changes' button.

On the My Account page, the Community Rewards information you entered is now populated.

The My Account page is also where you can manage your Community Rewards selection and update your registration for the next program year.



The screenshot displays the Kroger My Account page. At the top is a navigation bar with links: Home, Great Meals, Healthy Living, Fresh Foods, Gift Center, Services, Pharmacy, In Store, and See All. Below this is a search bar and a welcome message: "Welcome back, Customer! (Logout)" with links to My Kroger, My Weekly Ads, My Account, and My Points. The main content area shows a "Welcome back, Customer!" message, a balance of "\$0.00 Your 2011 Card Savings", and "0 Points April 2011 Fuel Spend [?]". Below these are five icons: Account Settings, Weekly Ad, Coupons, Store News, and Shopping List. A list of account settings is shown, including E-mail Address, Password, Preferred Store, Kroger Plus Card, E-Mail Subscriptions, Contact Information, Profile Information, and Community Rewards. The Community Rewards section is highlighted with a red box and contains the following information:

Organization Name:
AMERICAN RED CROSS OF GREATER COLUMBUS
Organization Number:
83545
Enrollment Date:
4/8/2011

Below the information are two links: [Edit Community Rewards Program Information](#) and [Cancel Community Rewards Program Enrollment](#).

Thank you!



Having difficulties with the registration process?
See the following “Help Section” for further assistance.

Do you have further questions or concerns?

Contact our Gift Services department at:

1-800-837-4483

(Monday-Friday 9 a.m.-4 p.m. EST)

Or email us at kcr16@kroger.com

Help Section

Below are the answers to our FAQs followed by some commonly encountered errors and their solutions.

DIFFICULTIES ENTERING YOUR CARD NUMBER OR ALTERNATE ID

Do I have to have my 12 digit card number to register for an online account?

Registering your card number is not required; however, it is strongly recommended. Many of the benefits our website provides you are derived from registering your card number (see “Online Account Benefits” for complete details).

It's not accepting my card number or alternate ID; what's the problem?

First, make sure you're entering the whole twelve digit card number or alternate ID, with no spaces or dashes. Second, it's possible that we may have old information on your account, so the last name or zip code that you're entering may not match. If you suspect this is the case, please call our Customer Service Center at 1-866-221-4141, between 8 a.m. and 9 p.m. EST, to have your account information updated.

REGISTERING THE ORGANIZATION YOU'VE SELECTED

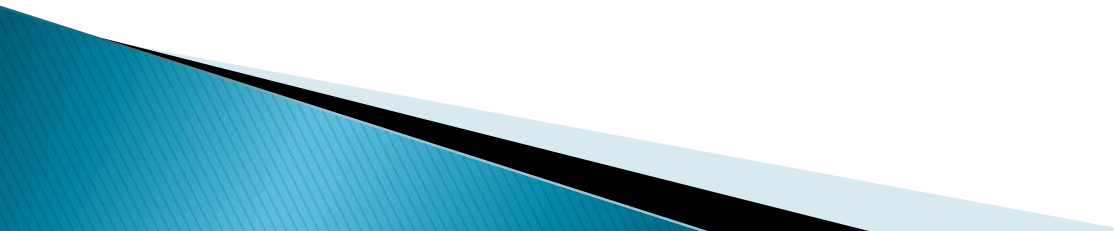
I didn't receive an NPO number from my organization administrator; what can I do?

You can search by organization name as well. Try to be as specific as possible to minimize results.

I've entered the organization name and the correct organization isn't listed; what can I do?

It is possible that the organization has not registered for the program yet. Were you instructed by someone from the organization to register? If so, contact them to obtain their NPO number. If they haven't registered yet, recommend that they visit the ORGANIZATION section of

www.kroger.com/communityrewards.



This error message occurs when the last name or zip code that you've entered to confirm your card number does not match your account. Please call our Customer Service Center at 1-866-221-4141, between 8 a.m. and 9 p.m. EST, to have your account information updated.

Kroger Plus Card

☐ I don't have a Kroger Plus Card. I'll just create my Kroger.com account without one. (Interested in applying for one?)

☒ Yes, I have a Kroger Plus Card. Use my card number or alternate ID to create my account. (Why should I?)

 **There was a problem with the information that you entered:**

- Sorry, but we were not able to find a match using the information you provided below. Please try again, or [contact customer service](#) for help with your Kroger Plus Card number or alternate ID.

*** 1. Please enter your Kroger Plus Card number OR 10-digit alternate ID**

Kroger Plus Card Number (?)

414215283446

Enter the 12 or 13 digits on the back of your card, starting with the number 2 or 4.

-OR-

Alternate ID (?)

Enter your 10-digit alternate ID you use when you don't have your Kroger Plus Card.

*** 2. Please enter your last name and US ZIP Code (Why do we ask?)**

* Last Name:

Customer

Enter the last name currently registered to your Kroger Plus Card.

* US ZIP Code:

45202

Enter the US ZIP Code currently registered to your Kroger Plus Card.

[« Previous Step](#)

[save and continue »](#)

This error message is a security precaution.

Sometimes, moving back and forth between pages too quickly or entering the wrong account information multiple times will trigger our system to lock you out as a security precaution, to protect against possible malicious activity.

The good news? The lock out will be reset automatically after 30 minutes.
The bad news? Not even our Customer Service Center can unlock the system.

Create an Account



Select your Kroger Store

* Your store's ZIP code: [find stores](#) Enter the US ZIP code of your Kroger store.

* Select your Store: [Please select your Kroger store.](#)

Kroger Plus Card



Sorry, but this feature has been temporarily disabled for security purposes.

For security reasons, we have temporarily suspended your ability to register your Kroger Plus Card to your Kroger.com account. We allow five attempts to validate your Kroger Plus Card number or alternate ID with the correct last name and ZIP code registered to your Kroger Plus Card account.

In the meantime, you can continue creating your Kroger.com account by clicking the *Save & Continue* button below. You can return to register your Kroger Plus Card number or alternate ID to your new Kroger.com account in 30 minutes.

Please contact [customer service](#) if you need help with your Kroger Plus Card number or alternate ID.

[« Previous Step](#)

[save and continue »](#)

This error message means that an error has occurred with our system.

Please either try again later (we do everything possible to resolve issues in a timely manner), or contact our Customer Service at 1-866-221-4141, between 8 a.m. and 9 p.m. EST, to report the issue.

Help

[Contact Us](#)

[Comments](#)

[Kroger.com](#) > [Help](#) > [Contact Us](#)

There was a problem with your request

If you feel as if you have reached this page in error, please contact Kroger with your comments or questions:

- ▶ Email us by using our [Customer Comments form](#).
- ▶ Mail us at:
1014 Vine Street
Cincinnati, Ohio 45202-1100
- ▶ View a contact list for our [Division Offices](#).

Help Section

**Additional Kroger Community Rewards
related questions or concerns?**

Contact our Gift Services department at:

1-800-837-4483

(Monday–Friday 9 a.m.–4 p.m. EST)

Or email us at kcr16@kroger.com

**General customer service related
questions or concerns?**

Contact our Customer Service Center at:

1-800-576-4377

(8 a.m.–9 p.m. EST)

Or email us by clicking [here](#).