



Save your labels
to help your
school or nonprofit
earn money.



Program Introduction Letter

Dear _____,

<Nonprofit organization name> is participating in the Our Family® Direct Your Labels™ program, and we hope you will help us as we collect UPC barcodes from all your favorite Our Family brand products.

Each time we collect 500 UPC barcodes, we can turn those labels into \$25 for our nonprofit organization. And with more than 1,800 retail grocery stores across the country participating in the program, it's easy to turn Our Family labels into cash for <nonprofit organization name>!

To participate in the Direct Your Labels™ program, simply clip and save the UPC barcode on every Our Family® brand product you purchase at <insert local store names>. For every 500 UPC barcodes we collect, we will earn \$25 from SpartanNash, the company that makes and distributes the more than 2,000 Our Family® brand products with national brand quality at a lower price. With your support – and your labels – we'll be raising money to purchase <items needed>.

If you aren't able to drop your UPC barcodes off in person, you can also mail them to <address>. We do need original Our Family® labels to earn the \$25, so please no photocopies.

Thanks to the Direct Your Labels™ program, we can raise money for <nonprofit organization name> as we shop for our groceries each week. Start saving those UPC barcodes! We'll continue collecting them throughout the year.

Sincerely,

<Point of contact>