

# CHURCH WEEK

SUPPORTING CHRISTIAN ORGANIZATIONS

November 5, 2021

Christian Leaders,

Christian values are at the center of our communities, and something we hold close to our hearts at Rural King. By following the example and teachings of Jesus Christ, we know that Christian organizations truly make a difference in the lives they touch. Now more than ever, we feel it is crucial to help support essential organizations, such as yours, in the communities we share.

In that spirit, Rural King is honored to host Church Week December 10<sup>th</sup>, 2021 – December 24<sup>th</sup>, 2021. This program provides an opportunity for those who shop at Rural King to support participating Christian churches, schools, and radio stations.

**To Apply:**

1. Christian 501(c)3 organizations, who have not participated in the past, can apply to participate starting November 15, 2021, by going to [www.ruralking.com/churchweek](http://www.ruralking.com/churchweek). *\*Please note, if you participated in the Fall 2020 or Spring 2021 Church Week events, you do not need to re-register*
2. Check your e-mail. Once your application is reviewed, you will receive communication from [churchweek@ruralking.com](mailto:churchweek@ruralking.com) regarding your participation in the program.
3. Let your patrons know about Church Week, and the opportunity they have to give back to your organization!

**Participant Information:**

4. Your supporters can shop at their local Rural King store, or [www.RuralKing.com](http://www.RuralKing.com), and submit their qualifying receipt on our website, [www.ruralking.com/churchweek](http://www.ruralking.com/churchweek). To be eligible, the receipts must be dated December 10<sup>th</sup>-24<sup>th</sup>, and be submitted to the website above by January 7<sup>th</sup>, 2021.
5. Once the event has ended, 10% of each valid and qualifying Rural King receipt's total (after sales tax) will be donated to the registered organization chosen by the customer.
6. Donations will be distributed to the organizations receiving them by the Rural King store you designated during the application process.
7. For questions, please e-mail [churchweek@ruralking.com](mailto:churchweek@ruralking.com)

Thank you for all you do to continually bless our local communities. It is our hope that Church Week can help our customers to provide blessings to you in return.

As Paul wrote in Corinthians:

“Each of you should give what you have decided in your heart to give, not reluctantly or under compulsion, for God loves a cheerful giver” (2 Corinthians 9:7 NIV)

Sincerely,