

MILK MOOLA and DONUTS to DOUGH



Dear School Administrator of Fund-Raising Coordinator:

We want to introduce you to the easiest fund-raising program your school or organization will ever find-Milk Moola and Donuts to Dough from Kwik Trip, Inc. Your school can earn \$5,000, \$10,000, \$20,000 or more, just by collecting caps and bag tops from Nature's Touch products and the tan Glazers price ovals from dozen and half-dozen boxes of Glazers donuts.

We listened to fund-raising experts from the area and learned what it is you're looking for in a fund-raising Program. Easy. Appealing. Profitable. The Milk Moola and Donuts to Dough program is all three.

So Easy

You won't find an easier program to administer than the Milk Moola and Donuts to Dough program. There's no sorting, trimming or bundling like other programs. All you do is collect our caps, bag tops, and Glazers price ovals in special containers we provide and send them to us. We'll take care of the rest and, in turn, send your school the cash you've earned. And not only is it easy to administer, but it's easy to enroll, too. Just visit us at www.milkmoola.com to register online and your school or organization will get 100 caps credited to your account.

So Appealing

Kwik Trip offers the products your students, their families and school faculty enjoy every day. From milk to juice, a member of your school or organization is purchasing our Nature's Touch products right now. So why not start earning cash for those purchases? There are many Kwik Trip products bearing the Milk Moola symbol, each worth 5¢ to your account. Each tan price oval from dozen and half-dozen boxes of Glazers donuts are worth 10¢ each. More choices means more cash for your organization.

So Profitable

Each Milk Moola cap or bag top is worth 5¢ and each Glazers price oval is worth 10¢ to your school or organization-with absolutely no limits on the number you redeem. Unlike other programs that limit how much cash you can receive in a year, Milk Moola/Donuts to Dough has no limits. Earn a couple hundred dollars or push your earnings into the thousands of dollars! Milk Moola/Donuts to Dough can be as profitable as you want to make it. And Milk Moola/Donuts to Dough pays you monthly instead of quarterly like other programs-meaning you have your cash sooner and can put it to good use faster.

And just to show you how profitable we believe this program can be for your school or organization, we'll give you an extra 100 caps credited to your account when you enroll online. So visit us at www.milkmoola.com and start earning today.

We've enclosed a few items to get you started. An enrollment form (if you prefer to mail or fax you information to us), product listing, and a brochure explaining the program. We also encourage you to visit our Web site at www.milkmoola.com to find out more details. If you have specific questions about Milk Moola/Donuts to Dough, you can also call us at 1-800-505-5157 between 9 a.m. and 5 p.m. Monday through Friday, and we'll be happy to assist you.

Sincerely,

Milk Moola Team

The Milk Moola Team at Kwik Trip, Inc.

P.S. Enroll online and we'll start you off with 100 caps credited to your account (payable upon your first redemption).