

# Welcome to Community Offers

**We're excited you're participating in Community Offers — a program that connects great offers from your business with State Farm® customers\*. Here are some tips to make your participation as best it can be.**

Community Offers is a new program for State Farm customers to save money on products, services and experiences from businesses just like yours!

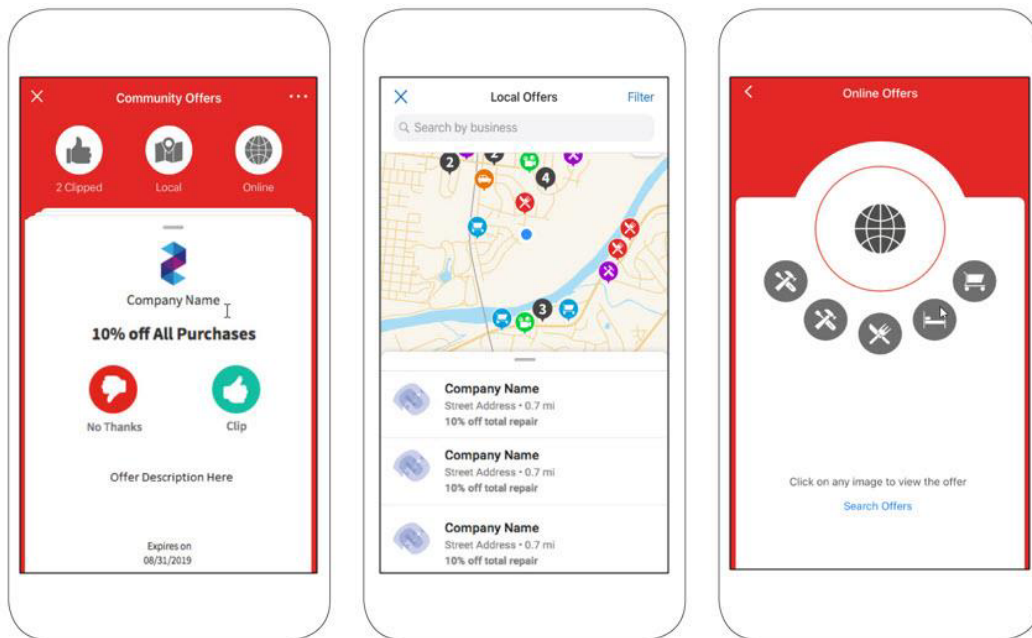
## Here's how it works:

- You've provided an offer and it's been approved.
- State Farm customers save offers by "clipping" them.
- Customers visit your business or website to redeem the offer(s).

## How do State Farm customers find your offer(s)?

Customers can login to their account on the State Farm mobile app or at Statefarm.com. Once logged in, there are 3 areas where offers can be found.

1. **Daily Offers** – a mix of new local and online offers presented to customers every 24 hours.
2. **Local Offers** – search and view local offers within a customer's community.
3. **Online Offers** – spin to see up to 5 offers per day and search for more.



1

Daily Offers

2

Local Offers (Map/Search)

3

Online Offers

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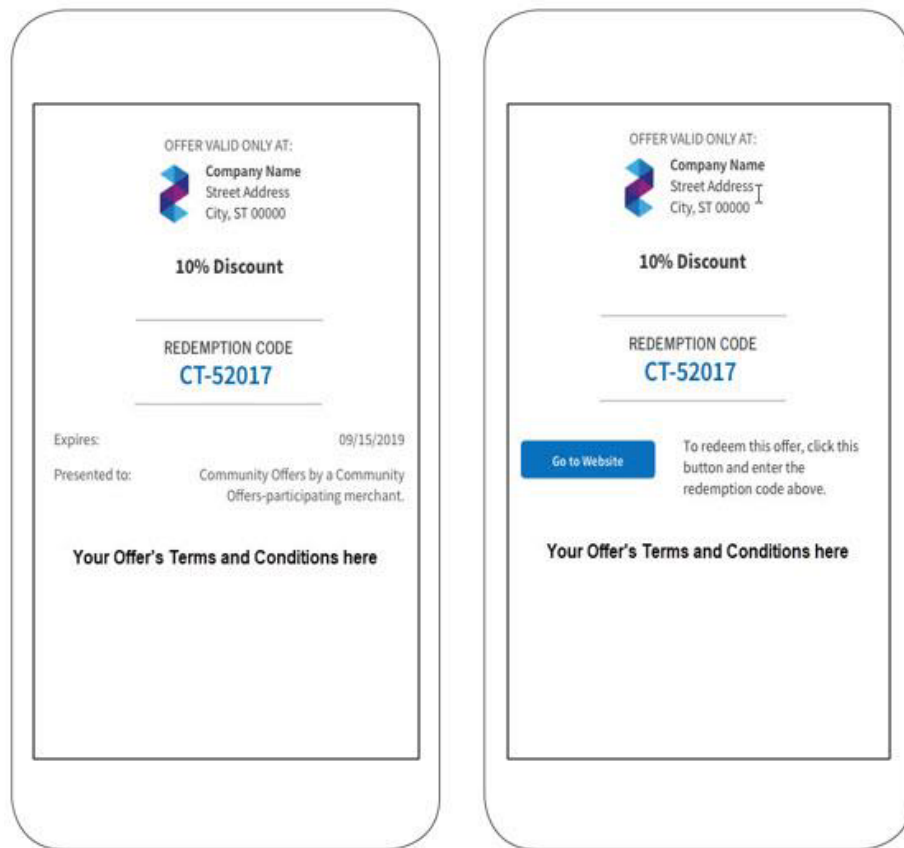
## How do State Farm customers\* redeem your offer(s)?

### 1. Local (In-store) Offers

- Customers retrieve their (saved) offers from the clipped section to open the offer details and then tap redeem to present the redemption (coupon) screen at your place of business

### 2. Online Offers

- Customers retrieve their (saved) offers from the clipped section to open the offer details and then tap redeem to see redemption instructions.
- Next, customers tap “Go to Website”, where they are directed to the landing page you provided or to your website to enter a promo code at checkout.



1

Local (in-store)

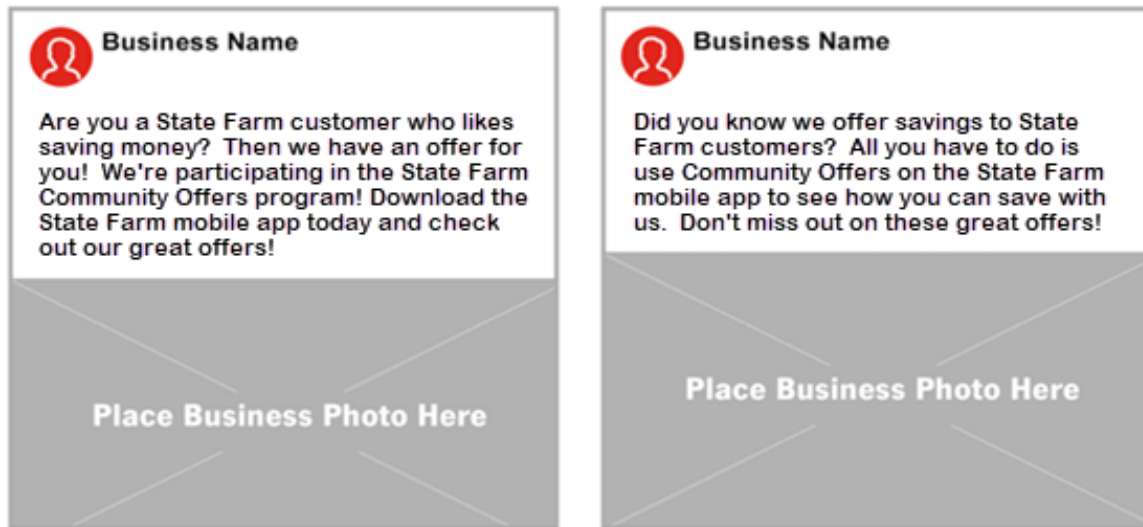
2

Online (website)

# Welcome to Community Offers

## Let customers\* know you are now accepting Community Offers

1. A printable **Now Accepting Community Offers flyer** is available for you to print and display in your business. (last page of this kit)
2. Promote the offer through your own social media accounts; i.e. Facebook, Instagram, Twitter, etc...
3. We created a few sample (e) social media posts (below) you can use to market this savings opportunity to State Farm customers right in your neighborhood or online.



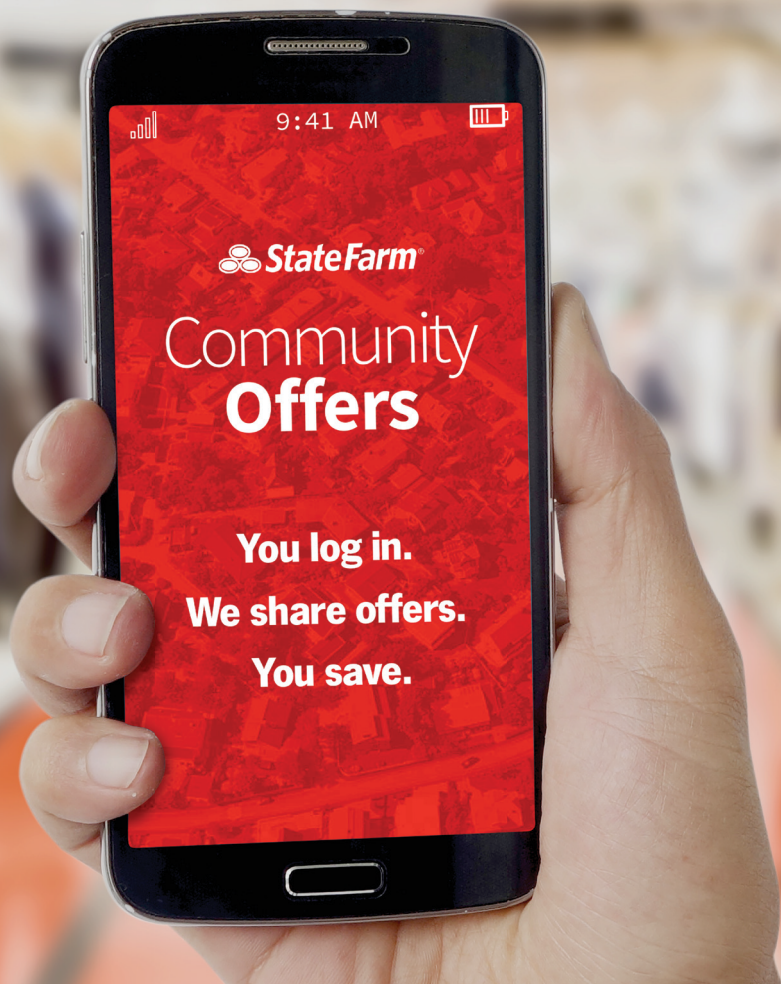
(e) Sample Social Media Posts

## Have Questions or Need Additional Support?

- **Want to extend your current offer? Make additional changes or updates?**  
Email us: [communityoffersmerchantsupport@statefarm.com](mailto:communityoffersmerchantsupport@statefarm.com)
- **Create New or Additional Offers?**  
Follow the link in the "Registration Confirmation" email that was sent to you after you registered for Community Offers. This is the fastest and easiest way to create and submit new offers.  
  
If you cannot find the "Registration Confirmation" email, please email us:  
[communityoffersmerchantsupport@statefarm.com](mailto:communityoffersmerchantsupport@statefarm.com)
- **General questions about Community Offers?**  
Email us: [communityoffersmerchantsupport@statefarm.com](mailto:communityoffersmerchantsupport@statefarm.com)

Make sure to check out our FAQs on the [Merchant Landing Page](#) if you haven't done so already.

# Available Here



State Farm® customers\*, get exclusive offers and promotions through Community Offers on the State Farm mobile app.

Download the State Farm mobile app today.



\*Eligibility requires a customer to have at least one of the following active policies: auto, renters, homeowners or a State Farm Bank® product. Eligibility in Alaska, North Dakota, South Dakota, Pennsylvania and New York requires a customer to have a State Farm Bank product. Indiana customers are eligible with an active auto policy or State Farm Bank product. Community Offers is not available in Massachusetts and Rhode Island.

