

# E11 Round Up Sprint

Most Improved Drive-Thru DAR From E10



By asking guests to Round Up their total, you'll help fuel futures and change countless lives. The more you ask, the more chances you'll have to win exclusive prizes for your location.

## What is the Taco Bell Foundation?

The Taco Bell Foundation **empowers the next generation to Live Más** by breaking down barriers, encouraging passions, and feeding curiosity for the unconventional.

## Why Round Up Matters

Every donation made at U.S. Taco Bell restaurants through our Round Up Program powers life-changing opportunities for Taco Bell fans and Team Members.

## What is Donation Acceptance Rate (DAR)?

DAR is a new way to measure how often you inspire generosity through Round Up. DAR is the percentage of orders that include a Round Up donation.

The more you ask, the more success you'll see.



## Exclusive Sprint Rewards



**Top 180  
Most-Improved  
Restaurants**  
(30 Per Region)



**Top 10 Overall  
Restaurants**

**Top Owner with Highest  
DAR% Improvement**  
First ever Sprint Trophy

## Let's make an impact. Encourage guests to Round Up today.

For more information on Round Up, please visit the Round Up Resource page on MyTacoBell.

Questions? Email [TacoBellFoundation@TacoBell.com](mailto:TacoBellFoundation@TacoBell.com)

