

# GiveBig Rewards™



2008 Participation guide

# GiveBigRewards™ Program

Every time you shop.

The GiveBigRewards™ Rewards Program, a community enterprise, was founded ... GiveBigRewards™ Program works like other loyalty programs, except it allows citizens, through their everyday purchases, to earn rebates that benefit the common good.

Citizens can capture a percentage of whatever they spend through participating retailers by either presenting the GiveBigRewards™ Rewards Card when making in-store purchases or by first visiting <http://GiveBigRewards.com> when making online purchases.

GiveBigRewards Rewards Program is a no-cost, hassle free way for citizens to generate rebates and redirect those rebates to their favorite organization.

## GiveBigRewards™ Network

National and Local retailers support their community by participating in the GiveBigRewards™ Program.

- Participating retailers offer a rebate on every dollar spent when citizens make in-store purchases. Currently, there are over 600 top-name retailers participating.

## How it Works

GiveBigRewards™ card and GiveBigRewards.com™ are simple and powerful programs, designed to generate income for your team everyday, all year 'round—and it's FREE!

The GiveBigRewards™ Program helps you tap a new source of funding—those local businesses and national online retailers who are willing to pay a rebate on virtually every purchase. There are over 600 participating top-name local & national retailers.

Encourage your supporters to direct their everyday purchases through these retailers and start realizing the value from your supporters' purchasing power today.

It sounds simple, because it is!

### Here's how it works

To capture a percentage of in-store and online sales:

- Distribute The GiveBigRewards™ card.
- Direct your supporters to <http://GiveBigRewards.com>™

### For your Supporters

Use the GiveBigRewards™ card when making in-store purchases.

or

Visit <http://GiveBigRewards.com>™ when making online purchases.

1. Select your community.
2. Choose your favorite charity or organization.
3. Go shopping

## Participation Benefits

More awareness means more funding– With the GiveBigRewards™ Program, you're not alone in advocating for your program's yearly financial needs. Through local promotions and citizen initiatives, GiveBigRewards™ encourages all citizens to utilize this effortless and effective rewards program. In doing so, citizens must choose an organization to support, and this is a wonderful opportunity for your organization to attract new supporters and bring your funding needs to light.

Fewer solicitations– You can be assured that your list of contributors will not be shared or sold unlike other fundraising mediums. The GiveBigRewards™ Program is registration and hassle free.

## Earning Potential

Online sales– One hundred online shoppers supporting your organization will generate about \$10,000 per year, or about \$100 per year, per online shopper.

In-store sales– You'll also benefit from in-store purchases made at local retailers. (This includes local purchases made at national chain stores). These businesses sign onto the GiveBigRewards™ Network individually, and depending on the level of local participation, your organization can dramatically increase the amount of sales captured to earn rebates.

There is no cap on earnings, so there is no limit to your funding potential.

Tools– GiveBigRewards™ Program provides you with many turnkey templates that you can download right from our site, including; a press release, e-mail blasts, letters, brochures, flyers, and links to your organizations shopping page.

## Getting Started

- Capture a percentage of online sales at hundreds of world class retailers by submitting your organization to <http://GiveBigRewards.com/submit-organization.htm>
- Capture a percentage of in-store sales made by your supporters, participants and contributors by requesting GiveBigRewards™ Rewards cards from your local Community Advocate.

After we post you organization, you can visit our online resources page to download many turnkey templates that to help you get your rewards program started.

### Spread the word about your program

By uniting with other citizens in a collective action you can significantly increase the impact and effectiveness of the GiveBigRewards™ Program for your organization.

- Ask your supporters to send an e-mail blast to their friends and family to introduce them to your shopping page. You can even customize a hyperlink or they can use our handy "Tell a Friend" link to send an e-mail invitation.
- Post a banner or link to your GiveBigRewards.com shopping pages on your website.
- Print out flyers and brochures about your shopping pages to hand out at your next event.
- To ensure the success of your funding campaign, it is imperative for you to communicate often with your supporters about your rewards program. Provide links to your GiveBigRewards.com™ shopping page in your newsletters, and include simple reminders on all other printed material.

## Business Practices

Rewards Network- It's not easy to become a partnering retailer in the GiveBigRewards™ Network. We hand-pick our partnering retailers and choose only those who are well-respected and who offer quality products.

Spam-free- Absolutely. Remember, the GiveBigRewards™ Program does not require registration to participate. However, we do offer our visitors the option to receive our newsletters and enter promotions but we do not track the sports programs they choose to support or other personally identifiable information. GiveBigRewards™ fully embraces and endorses all anti-spam regulations.

Business entity- GiveBigRewards™ is a for-profit community enterprise; a business that benefits the community. If we had chosen to be a non-profit entity, our programs would only benefit tax exempt or tax deductible organizations. As a for-profit entity you are free to support any organization listed on GiveBigRewards.com regardless of tax status.

GiveBigRewards™ Rewards Program empowers citizens to use their purchasing power to revitalize local sports programs in their communities. We encourage participation through local citizen initiatives, and serve the community with the highest degree of stewardship and accountability.

Income- More than 50% of income before taxes goes directly to local sports programs. Our administrative costs support an effective funding strategy for the community and local sports programs we serve.

