Preferred Loyalty Solutions

FUNDRAISING
Dominate Your Marketplace Through The Non-Profit Community

The Checklist

Take the checklist test to see if your business can benefit from the Preferred Loyalty Solutions fundraising program.

✔ Your business receives numerous requests from local non-profits or organizations to donate precious time or resources to their projects. You are afraid to say no but don't have a program in place that supports all of these requests while increasing your profitability at the same time!

✔ You are tired of spending money on traditional media that is difficult if not impossible to reliably track and measure.

✔ You would like to turn support of local non-profits into a revenue stream rather than an expense with complete tracking, accountability and verifiable ROI.

✔ You are interested in a program which increases word of mouth referrals and drives new customer acquisition on an ongoing, basis where expenses only occur after the customer has paid *full* price.

✔ You desire a system which integrates all the data accumulation without paper forms, sign-up sheets, fish bowls or any other hard to organize option so you can send relevant communication to targeted demographics.

Cause marketing is the hottest trend in loyalty. Over 87% of customers in a recent study indicated an increased propensity to visit a business that supported their desired cause. When we support our customer's heartfelt need (their school, church, non-profit, etc.) we tap into one of the most powerful emotions in retail history to drive spending and visitation. Furthermore, a properly implemented fundraising strategy has shown to be the #1 driver of new customer acquisition and increases word-of-mouth referrals substantially.

Preferred Loyalty Solutions's fundraising program can revolutionize the profitability of your business while reducing, even eliminating discounting. There is no expense or funding until patrons are frequenting the business and paying full price.

Best of all, Preferred Loyalty Solutions's proprietary fundraising program opens doors into your community that otherwise remained sealed. When you come knocking with an automated system to reward non-profit members and donate to their organization 24x7 with complete accounting transparency, the door to the administrator's office is held open for you to sit down.

Let's see how easy it is to setup. . . .

Activating Your Non-Profit Account

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How to Get Started Activating Your Fundraisers

1. Login to your Preferred Loyalty Solutions account online with your user ID and PW and click Request New Fundraiser.

2. Fill out the form below with the starting card number and ending card number.

3. Assign a percentage of each sale to be allocated to this specific non-profit.

4. Indicate the amount of free value to pre-load on the card to drive initial visitation and building of your database.

Fundraiser Name	Johnson Middle School
Street Address	123 Main Street
City	Lanham
State/Province	MD
Zip/Postal Code	20706
Starting Card Number	901004000
Ending Card Number	901004199
Donation Percentage	10%
Initial Gift / Rewards Load ($)	10

Distribute Cards to Non-Profit Organization

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- Simply distribute cards preloaded with gift value, rewards, free meals or any other similar type item to drive the initial visitation and build your database.

- Explain the benefits to local non-profits in town on how these cards will generate cash back rewards for members PLUS an ongoing donation whenever money is spent at the business.

- When customers arrive to redeem their free gift, cards are processed on your credit card machine or internet terminal exactly like any regular rewards card transaction.

- After each qualified sales transaction, the cardholder earns a reward AND a designated % of the sale is electronically allocated to cardholder's charitable organization as a donation.

Verifone Omni

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Monty's Pizza
(800) 555-6565
www.montyspizza.net

Monday 04/13/09 11:26 AM
Card #: 999999900
Dan Pogach

Transaction Summary

Number	Type	Amount
090413005	Add Rewards	$2.00
	Sale Amount =	$20.00

Card Summary

Previous		Current
0.00	Gift Bal.	0.00
10.01	Reward Bal.	12.01

You have no Gift Value and $12.01 in rewards remaining on your card.

Fundraiser Summary
10% Donation Rate
You just earned $1.00 for
Johnson Middle School.

Since postcards cost much less then plastic cards, you might prefer a wider distribution plan to mass produce and circulate a 4x6 postcard advertising the rewards and fundraising program.

These postcards are then circulated through non-profit distribution channels and encourage consumers to stop by your business to get their FREE Rewards & Fundraising card preloaded with value toward a future purchase.

The postcards may also tie into a seasonal promotion to drive business during slower periods of the year such as a 'Kids Eat Free Summer Promotion' or 'Double Cash Back Rewards Mondays & Tuesdays', etc. Your imagination is the limit.

Although not required, we always recommend contacting existing B2C suppliers you spend tens of thousands of dollars with each year to help you promote their brand by helping to offset program expenses in cash or trade.

Automated Thank You Email

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- The day after visiting your store, your fundraising customers will receive a thank you email. It will detail the cash back rewards and donation earned for their charitable organization.

- These emails are sent to your customers directly from Preferred Loyalty Solutions every single day on auto-pilot. These messages act as a cementing benefit reminding customers of their visit and how your business supports them with every transaction.

- There is even an option to rank cardholders within the organization to encourage greater patronage (i.e. Top 10).

SAMPLE THANK YOU NOTE - EMAIL

From: Preferred Loyalty Solutions
To: maria7687@yahoo.com
Subject: Monty's Pizza Reward

Dear Maria:

Thank you for visiting Monty's Pizza! Your balance has been updated, you now have $9.00 in Rewards which are available to redeem right away on food purchases. We look forward to seeing you again soon. Please note you can log in and check your Gift and Reward balances at any time from **www.PLSRewards.com**.

We are also pleased to inform you as a result of yesterday's visit you earned a $1.45 donation back to Johnson Middle School and have earned $55.40 in donations to date. You are ranked #2 in your school for donations this month.

Join us every Monday and Tuesday for **DOUBLE REWARDS** on all food purchases.

Sincerely,

Monty's Pizza
800-555-6565

> Customize your emails anytime with timely events and promotions, SPONSOR MESSAGES, VISITATION BONUSES or other strategies designed to increase frequency and spending.

Reporting and Funding

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- Access new fundraising reports directly from your Preferred Loyalty Solutions account in real-time.

- Sort reports by date, sales, accrued donations for current month, previous month or any date range.

- Cut checks directly to non-profits on monthly basis or quarterly basis at your discretion.

Merchant #777 Monty's Pizza

Fundraiser Name	Sale Count	Sale $	Donation %	Donation $
Johnson Middle School	88	$765.45	10%	$76.55
St. Michaels Church	78	$1,235.95	10%	$123.60
Cherry Hill Little League	62	$455.80	10%	$45.58

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Johnson Middle School

Date	Card ID	Customer Name	Type	Sale Amt.	Donation
4/5/09 1:01	901568890	Daniel Smith	Record Sale	$10.23	$1.02
4/5/09 2:32	901566992	Maria Kronos	Record Sale	$32.15	$3.22
4/5/09 2:45	901568966	Jessica Jones	Record Sale	$18.75	$1.88
4/5/09 3:35	901556763	Denise Miller	Record Sale	$12.55	$1.26
4/5/09 4:42	901566790	Jake Feldman	Record Sale	$23.95	$2.40

Complete Accounting Transparency

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- Preferred Loyalty Solutions offers the only fundraising program in the world today with real-time transparency and accountability. Non-profits can be assured donations accrued from members are accurate to the penny.

- Non-Profit leaders can login to their own private organization account over **www.PLSRewards.com**, a trusted 3rd party website, to review donations and sales activity from their members in real-time.

- Develop ongoing monthly promotions with fundraising clients to reward Top 5 customers with special prizes to create organization-wide publicity and friendly competition.

Rank	Name	Donations
1	Daniel Smith	$25.45
2	Rodney Peters	$22.31
3	Beverly Issacs	$14.56
4	Mitch Green	$12.55
5	Johnny Tesla	$11.35

Johnson Middle School

Trans Count	Total Donations	Card Count
32	$45.58	100

Merchant	Card ID	Customer Name	Type	Sale Amt.	Donation
Monty's Pizza	901568890	Daniel Smith	Record Sale	$10.23	$1.02
Monty's Pizza	901566992	Maria Kronos	Record Sale	$32.15	$3.22
Monty's Pizza	901568966	Jessica Jones	Record Sale	$18.75	$1.88
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Engage local schools and organizations to promote YOUR brand with priceless publicity.

Attract Sponsors to Underwrite Card Costs

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Ask your top B2C suppliers or surrounding businesses to sponsor your Preferred Loyalty Solutions program by adding their logo to your cards in exchange for cash or credit in trade. Sponsors may realize a myriad of benefits, including:

1. Permanent advertising and goodwill to your client base.

2. Exclusive branding from direct competitors.

3. Branding on posters, banners, video screens etc.

4. Additional advertising via website or thank you emails.

5. Direct promotion to drive spending to the brand, i.e., Earn DOUBLE cash back rewards when a large Pepsi fountain drink or bottled beverage is purchased.

Many clients are applying these very techniques to receive cards either for free or at reduced net cost. We can show you how to benefit from card sponsorship.

Communicating with Non-Profit Customers

As cards are activated by customers through your fundraising distribution efforts, your membership database continues to grow. Soon it will be time to establish contact and encourage those who are patronizing to come back more regularly and get those still on the fence in the door for the initial visit.

Since Preferred Loyalty Solutions offers truly INTEGRATED email and mobile text marketing modules built right inside your account, you can easily query your database by desired non-profit organization. Then, send out an email campaign reminding customers how patronizing your business funds their charitable organization.

Select Non-Profit

St. Michaels
Johnson Middle School
Springfield Firefighters
E. Pemnsbury Football

Name	Email	Total Sales	Total Donations
Daniel Smith	Dmith24@hotmail.com	$453.25	$22.66
Maria Kronos	Maria.kronos@comcast.net	$105.60	$5.28
Josh Walker	Jwall23@aol.com	$0.00	$0.00
Jim Benson	Jim.t.bemson@yahoo.com	$248.50	$12.42
Carla Lutz	Carla28@gmail.com	$0.00	$0.00
Helen Masters	Helenmasters@foxmail.com	$14.75	$0.74

10% Of Every Sale at Monty's Pizza Gets Donated Back to Johnson Middle School

How? Just present your Monty's Pizza Rewards & Fundraising Card at checkout and earn 10% cash back rewards for yourself (valid on future purchases) and 10% in REAL DOLLARS back to Johnson Middle School on EVERY single transaction.

This program runs every day year-round. No restrictions. No black-out dates. And no Wall Street corruption. Our system records donations electronically through a trusted 3rd party your school administrators can audit anytime.

Come on in and support Monty's because in addition to serving delicious food we support our community!

Don't have a card? Just request your card from the school or pick one up at Monty's anytime. Each card has $10 in rewards preloaded you can use immediately on your next purchase upon card activation.

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800-555-5565   montyspizza.com

Subscriber List Name: Johnson MS Members   (Create)

☑ Auto-refresh list weekly [?]

Set your subscriber list(s) on Auto Refresh and pull in updates automatically as new non-profit members visit and activate their cards. Lists only need to be created once!

Summary of Benefits

The Preferred Loyalty Solutions Fundraising program can literally drive hundreds (if not 1000s) of new customers to the business with built-in rewards and email/text marketing programs to bring them back more frequently. Benefits include:

1. Engages local schools, churches, and other non-profit groups to promote your business for **FREE** to their members.

2. Captures and builds your own private database with each visit without paper forms or sign-up sheets.

3. Reduces reliance on discounting and other paper advertising.

4. Increases visitor frequency and spending through cash back rewards and automatic thank you email reminders to come back.

5. Promotes your brand an average of 8 times per day by customers each time they open their wallet and see your card.

6. Supports the local community while increasing your bottom line simultaneously.

7. Offers secure, real-time accounting transparency to your valued fundraising clients.

8. Pay for advertising only after the customer has paid you.