RBG Loyalty Rewards Card Ministry

Increase Support & Encourage Repeat Support



Program Outline:

Loyalty, Rewards, & Special Programs

www.gutkministries.org

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What Is The RBG Loyalty Reward Card?

The RBG Loyalty Rewards Card ("RBG-LRC") program is a kingdom building ministry launched in 2017 using a magnetic stripped plastic PVC card.



Sample front of card



Sample back of card

The RBG-LRC is designed to offer rewards to encourage repeat business at official RBG Vendor ("Vendor") locations. RBG Loyalty Rewards card holders ("Supporter") will automatically receive a predetermined percentage of five-percent (5%) on all purchases made at all approved Vendor locations.

This program helps RBG Vendors encourage more frequent visits and spending by the communities they serve. Vendors can also use the RBG-LRC as a solution to track Supporter spending habits, measure marketing efforts, and collect important demographic information that can be used to send special promotional offers.

How Does The RBG Loyalty Card Work?

1. The card is applied for online by Supporters.
2. The card is then mailed to the Supporter within 7-10 business days.
3. The RBG-LRC is presented each time a Supporter makes a purchase at your place of business.
4. A predetermined discount of five-percent (5%) will be automatically deducted from all products/ services purchased by card holders as an instant reward at point of purchase (no matter the purchase size).
5. The RBG-LRC may also be swiped on the RBG Loyalty Rewards Card Reader which will automatically allow Vendors to capture the following demographic information about their Supporters' (during his/ her visit) without any time consuming steps:

- Username
- Email Address
- Birthday
- Country
- Social Media

The above data is provided to assist RBG Vendors with building a database of Supporters that can be directly marketed to (i.e. personalized targeted offers) on a periodic basis to encourage repeat support.

Vendor Benefits

There are several major benefits that come with operating an RBG Loyalty Reward card program at your place of business. Some of the many benefits of partaking in this ministry are:

- Enhanced image/brand awareness and reinforcement
- Promotes more return visits and support of RBG Vendor locations by Supporters
- Repeat loyalty customers spend 33% more than new customers
- Ability to capture Supporter contact information (i.e. e-Mail)
- Creates better relations between RBG Vendors and their Supporters
- Promotes increased spending and repeat business
- Sets RBG Vendors apart from other businesses operating within the community
- Card holders are more likely to refer others to visit
- Promotions or special events can also be launched using this program
- An affordable resource and solution that offers robust functionality
- Better ROI than traditional marketing methods

The RBG Loyalty Rewards Card program provides the ultimate in flexibility in today's competitive retail environment. The program design of this community network ministry is aimed to retain and build upon Vendor's current Supporter base. The RBG Loyalty Rewards program system is a powerful tool designed to create a compelling reason for Supporter's to continue to visit Vendors time and time again for RBG products and services. The RBG Loyalty Rewards Ministry may also work with Vendors to configure an in-store Supporter loyalty incentive program to operate streamlined along with the RBG Loyalty Rewards Card program (i.e. punch cards).

"A 5% increase in customer retention can increase a company's profitability by 75%."

According to the Harvard Business Review

Cardholder Registration (Online)

The online RBG Loyalty card registration form captures demographic information entered in by the applying Supporter. The online registration process must be completed prior to issuance of an RBG Loyalty card. Supporters may complete the form online from any device that has internet access. This demographic information can be used to provide awards in the form of direct-mail rebates and other promotional incentives that are not directly placed on the RBG Loyalty Rewards card. As an approved RBG Vendor you can also elect to manually sign-up new Supporters online (at your place of ministry/ business).

Supporter Benefits

No matter the marketing/ promotional mix executed by the Vendors business, studies show that Supporters appreciate getting rewarded and earning something back on their purchases. The benefits to the Supporter are experienced immediately when reward(s) are received at point-of-sale.

Frequency Rewards Program

Additionally, this ministry offers a punch-card rewards based system that can also be combined together with the RBG Loyalty Rewards card program. The punch-card program is a turn-key frequency rewards system that can very easily be integrated into your current product/ service marketing mix.





Our frequency rewards program offers a versatile method for Supporters of your ministry/ business to gift or purchase a set number of items and then receive a free or discounted item or service as an incentive. Vendors may choose a required number of purchases before rewarding Supporter. Once the Supporter reaches a pre-set threshold, they will receive a reward offered by the Vendor.

The customizable RBG Loyalty Rewards punch-card is designed to allow Supporters to accumulate ongoing points or dollar based rewards at your place of ministry/ business. This allows Vendors to provide rewards based on the number of times a Supporter visits or how much a Supporter spends.

> For example: A Vendor offering a free haircut with the purchase of 10 haircuts; or offering a discounted price for a haircut once a Supporter purchases 10 haircuts.

Brand Awareness

The RBG Loyalty Rewards program executes low-cost brand awareness campaigns targeting African/ Indigenous markets; creating awareness and increasing interest in RBG products and services offered by approved Vendors of this ministry.

Our RBG loyalty solutions helps Vendors retain new Supporters and maximize receipts from current Supporters by providing payment options that encourage additional spending with Vendors offering RBG products and services within the community.

This ministry works closely with Vendors to analyze their company and workplace. We formulate marketing plans to help RBG ministries/ businesses to grow exponentially. We plan and work with Vendors throughout the implementation process to ensure that their in-house program is brought to its success!

Hardware (Every tool you need for a complete RBG Loyalty Reward System)

1. Loyalty Card Scanner



2. Frequency Card Hole Puncher



1. Loyalty Card Scanner
Connect the RBG-LRC scanner to your Windows/ MAC-based POS, desktop, or laptop via USB cable. The soft/ hardware runs in the background and pops up whenever you scan an . It provides a reliable, low-cost way to verify age, collect Supporter data, and bring awareness to your brand.

2. RBG Frequency Card Hole Puncher ("Hole Puncher")
Hole Punchers are used to create small custom shaped holes in RBG frequency rewards punch-cards. A library of pre-designed dies are available to choose from (i.e. coffee cups, stars, arrows). Hole Puncher's can also be designed to meet Vendor's specific requirements (i.e. corporate logos, and custom shapes).

To protect against fraud Vendors may punch mark their custom RBG frequency punch-cards quickly, with a non-removable and easily identifiable symbol, or letter. The fast operation and mistake proof results of punch marking may be used by Vendors for various purposes (i.e. frequency rewards card program, ticketing)

BECOME AN RBG VENDOR AND BENEFIT AS A PARTAKER OF THIS MINISTRY
Become an approved RBG Vendor of this ministry and take your ministry/ business to the next level of success! As an official RBG Vendor you have the opportunity introduce your RBG ministry/ business to our online/ offline followers who will support you over your competitors. You may register your RBG ministry/ business online by visiting us @
Vendor Credentials
Thank you!