2013

Air Force Services Directorate

Air Force Food and Beverage Branch

***Make the Right Choice – Get Rewarded***

AIR FORCE SERVICES CLUBS

# AIR FORCE CLUB MEMBERSHIP CAMPAIGN GUIDE (FEB-MAR 13)

***This guide provides information on the Feb – Mar 13 "Make The Right Choice – Get Rewarded" AF-wide club membership drive along with procedures and processes necessary to execute the campaign.***

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# 2013 Air Force Club Membership Campaign

# Implementation Guide

## INTRODUCTION

Since 2000, we have conducted a membership campaign each year. Our plan going forward is to conduct two campaigns per year. In our 2012 campaign you all recruited some 3,600 new members – a good effort, however, one I'm sure we can improve on! Our goal during this campaign is to exceed that number.

It is extremely important installations have a comprehensive club member recruitment plan and aggressively execute the upcoming campaign. The information in this guide is designed to assist installation personnel with their campaign plans. With senior leadership buy in and support, Force Support staff involvement, cross marketing, and aggressive execution, you will have a successful campaign!

## PURPOSE

The focus of the AF club membership campaign implementation guide is to provide information on the overall campaign concept and its effective and aggressive implementation.

## OBJECTIVE

The major objectives of the club membership campaign is to increase membership, inform the Air Force community about the benefits of club membership, and educate eligible non-members about club activities, benefits, and programs.

## CAMPAIGN DATES

The membership campaign will be conducted **1 February – 31 March 2013** and is open to all active duty, reserve, national guard, civilian, and retiree eligible non-members

## CAMPAIGN DETAILS

As in the past, both Chase Bank and installation clubs will offer benefits during the campaign to all new members.

### Chase Bank will offer the following new member benefits

1. Cash back rewards program/Military Free Cash (available to MasterCard members)

a. Two points per dollar on card purchases made on-base in Force Support Squadron activities, the Base Exchange (to include gas), and the Commissary
b. One point per dollar on all other card purchases for all charges off base
c. Members can redeem points for cash back, gift cards, and travel (airline tickets, hotel, car rental)

2. Chase Bank has added <u>increased value</u> to the AF Club Membership MasterCard.
   a. Unlimited cash back - Military Free Cash reward point caps have been eliminated as well as foreign exchange fees, and they are working to expand reward offerings available under Military Free Cash Rewards benefits.
   b. No foreign transaction fees
   c. Also, the Blue Star benefit has been improved with all fees and interest refunded on account while the member or any authorized user on account is deployed. The 12-month limit on this benefit has also been removed.

*3.* <u>Added Earnings Program</u> (AEP) for new accounts generated – all UBU and Take It To The MAX (TITTM) MasterCard and Proprietary card down-sell accounts will be paid $35/new account – all other MasterCard and Proprietary card down-sell accounts will be paid at $25/new account (Note: there are no recruitment goals or benchmarks that must be met to collect the AEP)

   Please note since the "split" of officer club versus enlisted club new accounts generated is not tracked by the AF Services Directorate or the Bank (only total by installation), installations should run "Application Reports" from Club Works during the effective dates of the campaign to aid them in determining the distribution of AEP dollars when received

4. The table at Annex 1 is provided to assist you in addressing and providing information to applicants on the value and benefits of the club membership MasterCard.

## Clubs will offer the following new member benefits

1. <u>Three months free dues</u>
2. <u>Instant-win scratch off tickets</u> will be provided to each new club member applicant
   a. "Instant winner" tickets for cash value will be used as an additional incentive and to create immediate interest and enthusiasm about their decision to join the club
   b. Scratch-off tickets will be distributed to installations (NAF AO) via the marketing office and each new applicant will be given one scratch-off ticket at the time they turn in their application – those that apply on-line must present a print out of their on-line application to an authorized club staff member to receive their

scratch-off card or the club must validate an application has been submitted to Chase by contacting the Priority Service Center at 1-800-955-8040

c. Scratch-off tickets are worth $5, $10, $25, and $100 – all tickets are winners
d. Installations will make the "instant" pay out to the member via an FSS gift card by loading the amount indicated on the scratch-off ticket onto the FSS gift card
e. Installations will request reimbursement from the Services Directorate – detailed instructions on handling, storing, distribution, and reimbursement of the scratch-off tickets and disposition of tickets not redeemed will be provided by HQ AFPC/FMNFP. Since Joint Bases where the Air Force is not the lead are unable to issue the FSS gift card, recommend you provide a local gift certificate as it will guarantee "return business;" however, if that is not feasible/possible, provide a "cash payout" to the applicant equal to the amount on the scratch card. In either case, complete the scratch-off ticket log or local gift certificate log, and request reimbursement using the instructions provided by FMNFP.

***Force Support Squadron (FSS) gift cards make it easy to purchase gifts for family and friends on special occasions, the holidays or for everyday use while on base. The cards are simple to use and provide specialized purchasing power within all participating FSS activities. Some restrictions apply. For more information please visit*** www.myfssgiftcard.com.

3. Installations should augment the campaign "offerings" with local sponsorship and additional premiums, prizes, discounts, etc.

## PROMOTION INCENTIVE – CASH BACK REWARDS PROGRAM

The Services Directorate Marketing will provide "buttons" promoting the Military Free Cash (MFC) rewards program (see Annex 4 – MFC Promotional Buttons). During the campaign, all club management and staff as well as staff in other FSS activities promoting club membership should wear the buttons. The idea is to prompt patrons to ask about "cash, rewards, and perks" as they relate to the MFC rewards program. As such, it is absolutely critical that staff members be knowledgeable about the program and the benefits to the member and if necessary, refer them to club leadership for additional information.

Detailed information on the Military Free Cash rewards program is at Annex 6 which should be used as a training aid. Annex 7 provides an overview of the MFC program and recent enhancements. It can be printed out and be made available at cashiers stations, provided to the wait staff, etc. Be sure to have a supply of the new MFC brochures available to provide to customers.

## APPLICATIONS

We will continue the current process to issue MasterCards to club applicants that qualify (see Annex 2 for additional information). New members will enjoy the benefits associated with the MasterCard such as Military Free Cash Rewards, Blue Star Benefit and significantly overall better value. *We realize there may be isolated instances where an individual will only apply if they can get a proprietary card; Chase has agreed to handle such instances through the existing 'commander reinstatement process.'* For additional information on this subject, see Annex 2.

Chase Bank will provide new applications (shipping in Nov 12) which should be used during the campaign as well as going forward. They will be shipped to your Marketing office. All applications will be entered in Club Works using the applicable source code and all will be credit qualified. **As a reminder, the source codes are:**

- **F2VS - regular application**
- **F2VV - UBU application.**

With the shipment of new applications, you should have a sufficient supply on hand prior to the beginning of the campaign. However, if needed, they can be ordered over the phone from the Priority Service Center (PSC) by calling 1-800-955-8040. You should allow a minimum of three weeks for delivery (OCONUS installations should allow an additional 10 days to two weeks).

## MEMBERSHIP ELIGIBILITY

Following are the eligibility rules for the club membership campaign.

a. Club applicants must meet the eligibility requirement for club membership in accordance with paragraph 1.6, AFI 34-272, Air Force Club Program
b. New member applicants must not have been a member within the last 91 days (2 Nov 12) prior to the beginning of the campaign
c. Installations must validate an applicant's eligibility before being given instant win scratch-off tickets and being issued an FSS gift card

## MARKETING CONCEPT

### Key to Success

***The key to success of your membership campaign is aggressive implementation and execution of your campaign plan. A successful membership drive must also have a "local touch," i.e. locally produced publicity, additional prizes, campaign functions that have local unit participation, staff involvement, and commander and senior enlisted support. Installations***

***should augment the campaign with local sponsorship and additional premiums, prizes, discounts, etc.***

Cross-marketing with other FSS activities is extremely important and should part of your overall marketing strategy. Consideration should be given to providing the Added Earning program funding ($25 - $35 for UBU accounts) to the activity where the new application was generated.

In order to assist club management and marketing staffs to promote the membership campaign and potentially increase recruitment, marketing materials developed by the Air Force Services Directorate Marketing Branch will be provided to the installations prior to the beginning of the campaign – marketing materials will also be available under the "Managers" section of the www.usafservices.com web site (Download Central) to be downloaded. The Services Directorate will develop and distribute point of sale (POS) and marketing materials which will be shipped to the installation marketing representatives – exact shipping date will be provided by the Services Directorate Marketing. As mentioned, the campaign should be cross-marketed in all Force Support activities. The POS materials will include:

a. Standee to be placed in the lobby of the club
b. Table tents
c. Counter card displays (with application holder)
d. Instant win scratch cards ($5 - $100)

Examples of the point of sales material concept is at Annex 3. As previously mentioned, all POS materials will be shipped to the installation Marketing Office.

Additional local materials should be developed which complement the campaign concept and personalize the campaign to the local installation/community. Simply distributing the marketing material is not sufficient to ensure a successful campaign – each installation must have "something going on" during the membership drive – each installation must have:

a. An event or events that "kick off" the campaign – signals the beginning of the drive such as an installation-wide event hosted at the club, in the club parking lot or a hangar
b. Programs that "sustain" the campaign during the mid-point such as a club hosted event, a block party, tabling events at the Commissary and/or Exchange, briefings, at commanders calls, etc….and…
c. Something that "ends the campaign with a bang" – a club event that welcomes new members to the club and thanks the current members for their continued support

A sample news release is at Annex 8 for your use. It should be "tailored" to your installation.

### Additional Marketing/Promotion Information

For additional marketing and promotional information, and program ideas see Annex 5.

## SURVEY SAYS

According to survey respondents (people who signed up for membership during previous drives), it is club offerings and not prizes that prompted them to sign up for membership. Additionally, we've reduced the per member acquisition cost to the NAFI, by offering incentives that apply only to a direct acquisition i.e. instead of giving away $10,000 to three winners. Each person that signs up received a nominal amount. This method was also determined to be of greater value to new recruits than a chance to win a single or a few larger prizes.

## ACCOUNTING INSTRUCTIONS

Detailed instructions on handling, storing, distribution, and reimbursement of the scratch-off tickets and disposition of tickets not redeemed during the campaign will be provided by AFPC/FMNFP approximately 1 week prior to the beginning of the campaign.

## ANNEX 1 – CLUB MEMBERSHIP CARD COMPARISON

**What do they look like?**

**MASTERCARD** Club Membership Card

**PROPRIETARY CARD** Club Membership Card

**Is there a difference in benefits?**

| | MASTERCARD | PROPRIETARY CARD |
|---|---|---|
| Competitive APR | Prime + 6.74% | Prime + 6.74% |
| Low penalty fees | Yes | Yes |
| Reciprocity at all AF clubs | Yes | Yes |
| Rewards Program | Military Free Cash | No |
| | Travel Plus | No |
| Credit Line | $1,000 minimum | $500 maximum |
| **Card Accepted** | On- and Off-base | FSS activities only |
| **Emergency cash and card replacement** | Yes | No |
| **Travel accident insurance** | Yes | No |
| **Travel assistance services** | Yes | No |
| **Year-end summary** | Yes | No |
| **Roadside coverage** | Yes | No |

When a member applies for and receives the Platinum MasterCard club membership card, and they are concerned about credit line available, they can contact the Bank at 1-800-759-0294 (option "0"), and they will reduce the credit line on their club membership card to $1,000. Having done that, they're now looking at a difference of only $500 in lines of credit, comparing the Proprietary club membership card with a max credit line of $500 and the MasterCard with a $1,000 credit line. Their MasterCard club membership card automatically comes with the free cash back rewards program (the Proprietary card does not) which generates 2% (2 points) per dollar spent at all Force Support Squadron activities, the commissary and the Base Exchange (to include gas) and it generates 1% (1 point) back for each dollar spent off-base. They can redeem for a few as 2,500 points for $25 in cash, gift cards to major merchants and restaurants, as well as travel to include airline tickets, hotel, car rental. It's a terrific value with great flexibility for our members and it's free.

## ANNEX 2 – LEADING WITH VALUE VS. CARD CHOICE

### The following message was provided to the field on 1 June 2011

Subject: AF Club Membership Applications - Card Choice

To: MAJCOM Leaders,

The goal of offering the Card Choice program in 2008 was to increase membership by giving potential club members a choice between a commercial MasterCard and the proprietary card. This option was driven by feedback received through customer satisfaction and exit surveys. Despite the survey, our analysis of the data over the last 3 years shows providing the option of cards did not increase membership. Membership has continued to decline as have new applications for membership and contrary to widely accepted opinions about the Proprietary card; the retention of members that have the MasterCard club membership card is actually much greater than Proprietary card members.

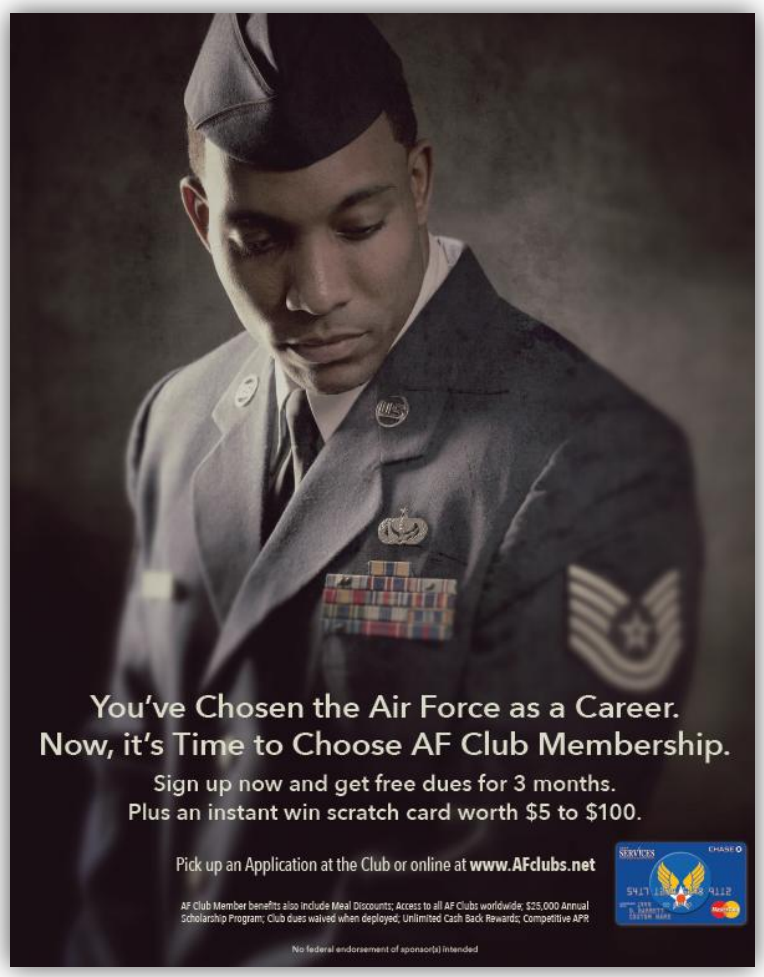
Additionally, because the Proprietary card has far less utility and value to the members, they are using other bank cards for payment. By suppressing sales volume on the AF club membership card, it devalues the discounted merchant processing costs (0%) Chase provides via our contract relationship and increases operating cost for clubs and other activities. For example, in Jun 08, 5.1% of the merchant volume was on club cards; however, since that time it has continued to decrease to 3.8% equaling an increase in merchant processing cost of almost $164,000 annually. The bottom line is the anticipated benefits of card choice we envisioned such as an increased membership, retention of members, and greater membership use, has simply not materialized.

As such, in conjunction with Chase, we have decided to move to "leading with value" club membership applications; that is to say we are restoring the original contract process to issue MasterCards to club applicants that qualify. These members will enjoy the benefits associated with the MasterCard such as Military Free Cash Rewards, Blue Star Benefit and significantly overall better value. At the same time, we realize there may be isolated instances where an individual will only apply if they can get a proprietary card; Chase has agreed to handle such instances through the existing “commander reinstatement process.”

Chase is in process of developing applications without the Proprietary card option "check block" and will be removing the source code associated with that block from Club Works once the new applications are available at all installations. New applications will be sent to all installations. This change has the potential to increase revenue through the added earning program, lower merchant processing cost as result of anticipated increase Club Card usage, and improve member retention over time.

Along with this change in applications, Chase has begun adding additional value to club membership MasterCards. Plans are underway to eliminate Military Free Cash reward point caps, eliminate foreign exchange fees, and expand reward offerings available under Military Free Cash Rewards benefits. The Blue Star benefit has also been improved with all fees and interest refunded on account while the member or any authorized user on account is deployed. The 12-month limit on this benefit has also been removed.

## ANNEX 3 – POS MATERIALS




**All POS materials, i.e. counter card, standee, and poster will incorporate this image. They will be shipped to the installation and also available on the Services Directorate Marketing Download Central website.**

**Scratch-Off Card**

## ANNEX 4 – MILITARY FREE CASH PROMOTIONAL BUTTONS

**MFC Promotional Buttons**

## ANNEX 5 – MARKETING CONCEPT

### Background:

Each year since 2000, the Air Force Services Directorate Food and Beverage Division and Marketing Branch has conducted Air Force-wide club membership campaigns focused on recruiting new club members from the active duty, civilian, retiree, and reservist eligible non-member population.

Typically, the Services Directorate plans the overall campaign theme and develops, funds, and distributes all marketing and promotion POS materials to the local installations. Each campaign normally features an "offering" from Chase Bank that includes such things as rewards programs and introductory annual percentage rates (APR). Chase Bank also provides an Added Earnings Program (AEP) bonus of $25 per new account generated during the campaign ($35 per new non-choice UBU and Take It To The MAX account). Clubs have typically offered 3-6 months free dues and instant win scratch-off tickets.

Over the last several years, there has been a general decline in the total members recruited from 2001 -2006, followed by a small increase in 2007 and 2008, a significant decrease in 2009 followed by a small increase in 2010 due to us conducting two campaigns. Recruitment in 2011 dropped as there was only one time for one campaign due to implementation of the "leading with value" application process. In 2012, only one campaign was conducted due to acquisition funding issues with Chase Bank. Now that those issues have been resolved, two campaigns are planned for 2013

| Year | Members Recruited |
|---|---|
| 2001 | 19,280 |
| 2002 | 16,044 |
| 2003 | 11,753 |
| 2004 | 11,481 |
| 2005 | 10,392 |
| 2006 | 8,539 |
| 2007 | 10,082 |
| 2008 | 10,175 |
| 2009 | 4,016 |
| 2010 | 6,833 |
| 2011 | 3,928 |
| 2012 | 3,600 (mid-May – mid-Jul campaign) |

## Concept

It is necessary to develop a club membership campaign "in a can" that the local club manager can simply adapt to his/her use. The concept that follows is based on the fact the campaign must:

a. Have Force Support Commander/Division Chief, flight chief and club manager "buy in"
b. Have installation commander "buy in"
c. Be easy to implement, i.e. user friendly
d. Produce high exposure of the program to the eligible non-member population
e. Have a "local connection," i.e. local relevancy
f. Focus on the "local connection"
g. Be effective
h. Be fun – for prospective members to participate in, and fun for the club to host
i. Include installation-wide "command" involvement
j. Include/involve local sponsorship support
k. Require minimal administrative effort/support

Based on a standard 60-day membership campaign, the typical installation level membership drive would conceptually include (a) a high-energy installation-wide "kick off" event, (b) "sustainment" events and activities during the campaign, and (c) a "final" event to recognize new members and culminate the campaign.

## Timeline

November 2012

a. Receive initial notification of campaign dates and tag line
b. Receive campaign implementation plan
c. Receive campaign talking paper
d. Marketing materials available under the managers section of the www.usafservices.com web site (Download Central) to be downloaded

December 2012

a. Installations review implementation plan; develop additional local promotions
b. Installations formalize proposed supplemental club membership drive plan - develop local advertising for installation papers and Force Support publications, etc
c. Campaign development should involve local Force Support Squadron Commander/Division Chief, flight chief, club manager and marketing director
d. Campaign should include immediate benefits for individual who becomes member, i.e. responds to the question "what's in it for me"

e. Consider local Force Support premiums such as Force Support bucks, bowling, golf, outdoor recreation, fee dues, meals, discounts, etc.
f. Brief to installation commander
g. Finalize local campaign plan
h. Obtain local sponsorship

December 2012 – January 2013

a. Promote campaign (January)
b. Write publicity, and news releases
c. Develop additional marketing materials including advertisements in Force Support publications, and installation paper, club calendar, placemats, tray liners, and flyers
d. Cross market in all Force Support activities and dorm facilities (if permitted)

January 2013

a. Receive Air Force point of sale (POS) material
b. Inventory POS material to ensure all materials have been received
c. If you are missing POS material, call Services Directorate Marketing SVK at DSN 969-7511

February 2013 – Execute Campaign

a. Kick-Off Event
b. Host at club
c. Involve: spouses club, first sergeants, CGOC, squadrons, current members, other installation organizations
d. Possible events include block party, event in parking lot, installation picnic, etc (consider logistics for club to support)
e. Include food, beverage, entertainment, instant rewards for joining

February 2013 – March 2013 - Sustainment Events - "Direct Hits" (during the campaign)

a. Tabling event at Commissary or Base Exchange
b. Event a club, i.e. family night, boss and buddy night
c. Brief at commanders calls
d. Meet with First Sergeants
e. Squadron competitions
f. Involve employees
g. Recognize new members in their work place with "premium" of some sort, i.e. cup with balloons

March 2013 – Culmination Event

a. Lunch, dinner, cocktail party for new/current members
b. Installation commander, Force Support Commander/Division Chief and club manger present to "gland hand" and personally thank new members for joining and current members for their continued support
c. Provide small "thank you" gift
d. Free meals, discounts, coupons, etc. – something that requires "return visit"

## Recruitment Event Ideas

1. Kickoff event examples
    a. Block party
    b. Installation-wide picnic
    c. Parking lot party
2. Club responsibilities
    a. Provide food, beverage, manpower, and entertainment
3. Marketing responsibilities
    a. Provide publicity (posters, flyers, news article, etc. for event
    b. Provide local commercial sponsorship for instant rewards for membership sign up

## Sustainment Event Ideas

### 1. Block party

Outline squadron competition for highest percentage of club members at meetings; Small (100 or less personnel) and large (over 100 personnel) squadron categories; Highest membership figures for small category receives $100 toward next squadron event; Highest membership figures for large category receives $250 toward next squadron event. E-mail thermometer-type charts to squadron commanders showing increases in membership. Obtain the membership data from Club Works.

### 2. Member get-a-Member:

Widely advertise Member-get-a-member program; Club members earn $5 in club bucks for each club member recruited. New member receives club coupons plus $5 in club bucks. Direct mail club members with information on how to participate in the program.

### 3. Membership Sign up Booth (Tabling):

Set up a staff manned booth to explain the benefits of club membership. Several incentives should be offered and can include trips, free dues, and dinner certificates, bowling for a family,

cash and other items that will be given using entry forms to new members at the event. Attend Commanders calls, newcomer's briefings, to include setting up a booth at commissary and AAFES exchange on key dates (1st & 15th) of each month for greater access to retirees and active duty on pay days. Attend the Retirees Day Seminars and make presentations. Cross-market with other promotions. Incorporate with Football Frenzy and local programs to show the advantage of belonging to the club.

**4. Retiree Invitations:**

Send out to a personal invitation to all retirees within a 50-mile radius announcing the new membership drive. Include a detailed list of benefits associated with the program, membership application, and membership benefits brochure. Invite retirees to special function (developed by the installation) with music, food, dancing etc.

**5. Publicity:**

Run an article on membership recruitment success and outline the club program. E-mail thermometer-type charts to squadron commanders showing increases in membership by organizational unit. Run a final article on the results at end of campaign announcing squadron winners.

**6. Organizations:**

Offer the Company Grade Officers and the Enlisted Council club members an opportunity to assist with recruiting new members. Organizations will receive handouts that list the benefits of being a club member to give to potential members. Remember, a club representative must be present at all times.

## Closing Event Ideas

Lunch, dinner, and/or cocktail party:

Host a special lunch, dinner, and/or cocktail party and invite all new members to attend. Invite the Installation Commander, and Force Support Commander/Division Chief, and along with the club manager personally thank each new member for their support. Provide a small "thank you" gift to each new member. Gifts can include free meals, discounts, "Force Support bucks" (something that requires a return visit).

Note: Marketing offices will be receiving additional information and all POS materials from the Agency Marketing Division. If you have any questions, please contact Mr. Gary Lott at DSN 969-7511 or email gary.lott@us.af.mil.

## ANNEX 6 – MILITARY FREE CASH (MFC) REWARDS PROGRAM

- MFC is a "points" rewards program provided to all MasterCard club members
- Accumulated points do not expire
- Members received double bonus points (2 points per dollar spend) on all purchases on-base in FSS activities, the Commissary, and Base Exchange (to include gas)
- There is no annual fee
- Members can redeem for
    - Cash – in any denomination starting as low as $20 (previously was $25 and the Bank will send the member a check
    - 100+ gift cards options to major merchants and restaurants and 1,000's of merchandise items (electronics, smart phones, movies)
    - Travel to include airline tickets, hotel reservations, and rental cars
    - Cash as a deposit into a Chase Bank account
    - Charitable options (World Wildlife Fund and ASCPA
    - No foreign transaction fees
- There's a new redemption website: www.chase.com/militaryfreecash

## BEST OF ALL – IT'S ABSOLUTELY FREE!

***During the campaign, all staff members should wear a MFC promotional button. It is extremely important they be familiar with the MFC program and are able to explain the basics of the program, i.e.***

- ***The program is designed for specifically for our MasterCard club members***
- ***It's a cash back rewards program***
- ***Members generate "double bonus points" on base and 1 point per dollar off base***
- ***Members have great flexibility in how they can redeem their points - for cash, gift certificates, and air travel – it's their decision - they can do it differently each time***

***When members are making purchases, the cashier should ask if they would like to put the purchase on their club membership card and generate cash back rewards.***

# ANNEX 7 – MILITARY FREE CASH ENHANCEMENT OVERVIEW

## Exciting New Benefits from the Military Free Cash Rewards Program

In an effort to provide our customers with more value and excellent service, we are pleased to announce exciting enhancements to the Military Free Cash Rewards program from Chase. Now you can offer your customers even more rewarding benefits for the purchases they make at your locations every day.

With the Air Force Club Membership MasterCard, your customers already earn:

- **2% Unlimited Cash Back Rewards** for purchases made on base at Air Force Services, Army MWR and MCCS locations, the Exchange and Commissary, plus
- **1% Unlimited Cash Back Rewards** for all other purchases when they use their card

Now the rewards options available to your customers are better than ever providing greater added value for your customers as well as your programs.

### For Your Customers

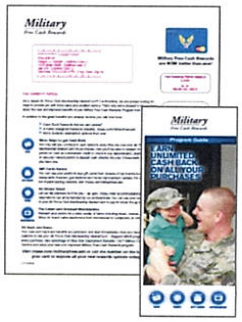
As a result of the enhancements to the Military Free Cash Rewards program, cardholders will now have access to a more robust and easy to use website, many more redemption options and few new earning options too.

- Cash Deposits into a Chase Banking Account, if you have one – in any denomination starting as low as $20
- Check or Statement Credits in any denomination starting as low as $20
- 100+ Gift Card Options for top brand Restaurants, Retail Stores, Travel, Entertainment and more
- 1000's of merchandise items (electronics, smart phones, movies)
- Charitable Options – convert points to Donations (World Wildlife Fund & ASCPA)
- Earn an incremental 1 point for airfare & hotel accommodations when you book through Chase Travel Advisors using the Air Force Club Membership MasterCard
- Earn 2% for all room bookings and on-resort purchases at Armed Forces Recreation Center Resorts – including Shades of Green Resort on Walt Disney World in Orlando, Florida; Hale Koa Resort in Honolulu, Hawaii; Edelweiss Lodge & Resort in Garmisch, Germany; and Dragon Hill Lodge in Seoul, Korea

### For Your Activity

These improved rewards benefits will provide your activity with even more ways to offer value to your customers while also adding value to your programs.

- **Builds Sales & Customer Loyalty** - Improved rewards benefits give cardholders even more reasons to use their Air Force Club Membership MasterCard for more purchases at your activity
- **Supports MWR Programs & Activities**– every purchase with the Air Force Club Membership MasterCard supports Air Force Services facilities and programs
- **Increase Revenue** Savings on Interchange Fees - increase bottom line profits for your activity as your customers use the Air Force Club Membership MasterCard for more of their purchases.




These improved benefits are automatic for all Air Force Club Membership MasterCard customers.
On or about **October 8, 2012**, current Cardholders will receive an email communication(if they have opted in for email) outlining the new features of the rewards program as well as a mail package which will include the new rewards brochure and a letter further outlining the enhancements to this program.

Customers who apply and are approved for the Air Force Club Membership MasterCard after October 8th will receive the updated rewards brochure with their new card as part of their welcome kit.

The upgraded rewards website, Chase.com/MilitaryFreeCash, is a great tool for customers who want to explore their new reward options or get answers to any questions. Customers can also contact our dedicated Military Service Center by calling the number on the back of their credit card.

| CONTACT INFORMATION | | | |
|---|---|---|---|
| Rewards Website | www.chase.com/MilitaryFreeCash | | |
| Chase Travel Advisors | 1-855-234-2538 | Military Customer Service | 1-800-759-0294 |

## ANNEX 8 – SAMPLE CAMPAIGN NEWS RELEASE

### Sign up now for three months of free club membership and win $$$ instantly

(Insert by-line)

Everyone who joins any Air Force club between 1 February and 31 March 2013 will automatically receive three months free dues, be enrolled in the free cash back rewards program, and will win $5 - $100 instantly upon application.

"We want all personnel to consider club membership and understand the benefits of club membership, and our "Make the Right Choice – Get Rewarded" membership campaign gives them the opportunity to try their club free for the first three months," said Mr. Fred McKenney, Chief of Air Force Food and Beverage.

During the period everyone interested in AF Club membership should look for the membership promotional materials in their local club and other Force Support activities, said Mr. McKenney. "Pick up an application, fill it out, and experience the benefits of membership!"

The membership card provides numerous benefits. The Military Free Cash rewards program is an outstanding benefit to members. When you use your club membership card in any on-base Force Support activity, you earn 2% cash back on every eligible purchase including AAFES (to include gas) and Commissary. Additionally you earn 1% cash back on eligible purchases everywhere else including all off base purchases. In addition to being able to redeem points for cash back and gift cards, you now can also redeem for travel, to include airline tickets, hotel, and card rental – super flexibility – and it is all free, as a benefit of club membership!

Air Force Clubs offer members numerous free and inexpensive activities including discounts on every meal to include special functions, an annual $25,000 scholarship program, Football Frenzy, Air Force Hoops, and other member's only programs. Your Club is a great place for entertainment and meeting new friends in a fun and safe environment. Join now – the first three months are free on us – membership pays!