

TALKING PAPER

ON

2013 “MAKE THE RIGHT CHOICE – GET REWARDED”  
AIR FORCE CLUB MEMBERSHIP CAMPAIGN

PURPOSE

- To provide information on the Air Force-wide Club Membership Campaign

OBJECTIVE

- Increase membership
- Inform the Air Force community about the benefits of club membership
- Educate eligible non-members about club activities

CAMPAIGN DATES

- The membership campaign will be conducted **1 Feb – 31 Mar 13** and is open to all active duty, reserve, national guard, civilian and retiree eligible non-members

CAMPAIGN DETAILS

- Chase Bank will offer
  - Unlimited Cash back rewards program (Military Free Cash – available on MasterCard only)
    - Two points per dollar on card purchases made on base in Force Support Squadron (FSS) activities, the Base Exchange (to include gas), and the Commissary
    - One point per dollar on all other card purchases off-base where MasterCard is accepted
    - Can redeem points for cash back, gift cards to major retail merchants and restaurants, and travel (airline tickets, hotel, and car rental)
    - No foreign transactions fees
  - Competitive APR of Prime + 6.74% variable (currently 9.99%)
  - Added Earnings Program (AEP) bonus funding for new accounts generated
    - All UBU, Take It ToThe MAX (TITTM), and Carry on the Tradition MasterCard and Proprietary card down-sell accounts will be paid at \$35/new account

- All other MasterCard and Proprietary card down-sell accounts will be paid at \$25/new account
- There are no recruitment goals or benchmarks that must be met to collect the AEP
- ***Since the “split” of officer club versus enlisted club new accounts generated is not tracked by the AF Services Directorate or Chase Bank (only total by base), bases should run “Application Reports” from Club Works during the effective dates of the campaign to aid them in determining the potential distribution of AEP dollars at the conclusion of the campaign***
- Clubs will offer
  - Three (3) months free dues
  - Instant-win scratch off tickets (\$5 - \$100) will be distributed to all installations to be provided to each new club member applicant
    - Scratch off "instant winner" tickets will be used as an additional incentive and to create immediate interest and enthusiasm about their decision to join the club
    - Tickets will be distributed to bases (NAF AO) via the Marketing office
    - 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 can validate an application has been submitted by calling Chase Card Member Service at 1-800-955-8040
    - Tickets are worth \$100, \$25, \$10, and \$5 – all tickets are winners
    - 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
    - Detailed instructions on handling, storing, distribution, and reimbursement of the scratch-off tickets and disposition of tickets not redeemed will be provided by AFPC/FMNF
    - Since Joint Bases where the Air Force is not the lead are unable to issue the FSS gift card, recommend they 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 a local gift certificate log, and request reimbursement using the instructions provided by AFPC/FMNF

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- Installations will request reimbursement from the Services Directorate - send all requests to [michael.hogan.4@us.af.mil](mailto:michael.hogan.4@us.af.mil) – reimbursements will be made at the conclusion of the campaign
- Installations should augment the campaign “offerings” with local sponsorship and additional premiums, prizes, discounts, etc.

### SCRATCH-OFF TICKETS

- The Services Directorate developed pre-numbered scratch-off tickets will be distributed to each installation marketing office
  - Immediately upon receipt, they should be turned over the NAF Accounting Office for safe-keeping and distribution to the club
  - 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

### PROMOTIONAL INCENTIVE – MFC REWARDS PROGRAM

- Chase Bank will provide “buttons” promoting the Military Free Cash (MFC) rewards program (see Annex 4 – MFC Promotional Buttons of the Implementation Guide)
- During the campaign, all staff members should wear a MFC promotional button – it is important they be able to explain the basics of the program and if needed, refer potential members to the manager for additional information
  - The idea is to prompt patrons to ask about “cash, rewards, and perks” as they relate to the MFC rewards program
  - Program is designed 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 make a purchase, cashiers should ask “would you like to put your purchase on your club membership card and generate cash back rewards”
- Refer to Annex 6 and 7 of the membership campaign Implementation Guide for additional detailed information

### CLUB MEMBERSHIP APPLICATIONS

- The current process is to issue the club MasterCard to 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
  - As in the past, we realize there may be isolated instances where an individual will only apply if they can get a Proprietary card; in these instances use the existing 'commander reinstatement' process to submit their application
- Chase Bank will ship new applications 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 – the source codes are:
    - F2VS – regular application
    - F2VV – UBU application
- Make sure you have a sufficient supply of applications on hand prior to the beginning of the campaign
  - If additional applications are needed, they can be ordered over the phone from the Priority Service Center (PSC) by calling 1-800-955-8040 – allow a minimum of three weeks for delivery (OCONUS installations should allow an additional 10 days to two weeks)

### MEMBERSHIP ELIGIBILITY

- New member applicants must not have been a member within the last 91 days prior to the beginning of the campaign (2 Nov 12)
- Club applicants must meet the eligibility requirement for club membership in accordance with paragraph 1.6, AFI 34-272, *Air Force Club Program*
  - Bases must validate applicants eligibility before accepting their application and being given scratch off ticket or issued an FSS gift card (or being issued a local gift certificate or paid a cash payout at joint bases where the AF is not the lead)

### MARKETING CONCEPT

- In order to assist club management and marketing staffs in promoting the membership campaign and potentially increasing recruitment, marketing materials developed by Air Force Services Directorate Marketing will be provided prior to the beginning of the campaign
  - POS materials will be shipped to base marketing representatives – exact shipping date will be provided by the Services Directorate Marketing

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- Marketing materials will also be available under the managers section of the [www.usafservices.com](http://www.usafservices.com) web site (Download Central) to be downloaded
- Bases are encouraged to develop additional local materials which complement the campaign concept and personalize the campaign to the local installation/community
- The POS materials will include:
  - A standee to be placed in the lobby of the club
  - Posters
  - Table tents
  - Counter card displays (with application holder)
  - Instant win scratch cards (\$5 - \$100) – should be provided to the NAF AO upon receipt
  - Front line employee buttons shipped directly from Chase

*The Services Directorate Marketing will provide “buttons” promoting the Military Free Cash (MFC) rewards program. 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 critical staff members be knowledgeable about the program and the benefits to the member.*

- Simply distributing the marketing material is not sufficient to ensure a successful campaign – each base must have “something going on” during the membership drive – each base must have:
  - An event or events that “kicks off” the campaign – signals the beginning of the drive such as a base wide event hosted at the club, in the club parking lot or hangar
  - 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 Base Exchange, briefings at commanders calls, etc – and...
  - 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 successful membership drive has a “local touch,” i.e. additional prizes, campaign functions that have local unit participation, staff involvement, and commander and senior enlisted leadership support**
- Should you have any questions, please contact:

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- Club program - Mike Hogan @ DSN 969-7743
- Accounting instructions - Ellen Lounsberry @ DSN 969-7167
- Marketing - Gary Lott @ DSN 969-7511