



**2015/2016 AIR FORCE CLUB
FALL MEMBERSHIP CAMPAIGN
IMPLEMENTATION GUIDE
18 September – 18 November 2015**



Table of Contents

OVERVIEW	3
CONCEPT DEVELOPMENT	3
RULES OF ENGAGEMENT	4
OBJECTIVES AND GOALS	6
PROGRAM TIMELINE	6
PREMIUMS.....	6
PROMOTION DESIGN.....	7

OVERVIEW

Since 2000, Air Force Services Activity (AFSVA) has conducted membership campaigns. Our plan going forward is to conduct a fall and spring campaign yearly; with the fall 2015 theme being “Air Force Clubs...Where Tradition Lives,” scheduled for 18 Sep – 18 Nov 2015. Funding for membership campaigns are in accordance with our current contract with JP Morgan Chase.

It is imperative that installations have an implementation guide and a comprehensive and aggressive Club Membership Recruitment Plan to execute the upcoming fall campaign. Senior leadership’s “buy-in” and support, as well as Force Support Squadron’s involvement, cross marketing, and aggressive execution is key to a successful campaign!

CONCEPT DEVELOPMENT

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

Club management will visibly post the benefits of club membership during the campaign for all prospective new members wanting to apply for an AF Club membership credit card. Those applying for the credit card (paper or on-line) will receive a Best Buy e-gift card valued from \$15-\$25 no later than 2 weeks after receipt of application by Chase. **All applications (paper or on-line) must have an email address. AFSVA is solely responsible for the fulfillment of all gift cards/prizes.** Installations are encouraged to obtain local sponsorship and provide additional premiums and promotional items. Email addresses **will not be sold** to third parties; addresses will only be used for distribution of e-gift cards and AF/Chase Bank use. See the following attachments for more information: Attachment 1- sample of Membership Recruitment Table; Attachment 2 – sample of After Action Report; Attachment 3 - Membership Campaign Rules & Eligibility.

Two membership campaigns are scheduled: One in the fall: 18 Sep – 18 Nov 2015 and one in the spring (Mar – Apr 16 exact dates TBD). **Campaigns are open to all Active Duty, Reserve, National Guard, DoD/NAF civilians, and retired eligible non-members (refer to AFI 34-272, paragraph 1.6.1., Active Membership).**

For questions concerning this program or e-gift card fulfillment, email the NAF Food & Beverage branch program manager, sally.truhitte@us.af.mil. Alternatively, you can call Comm: 210-395-7750 or DSN 969-7750 (during duty hours 0700-1630, Monday thru Friday, CST). There are no club reimbursements approved for this program.

RULES OF ENGAGEMENT

JP Morgan Chase will:

- Provide AFSVA a weekly list of applicants between 18 Sep – 18 Nov 2015
 - List should include last/first name and email address
 - Email addresses **will not be sold** to third parties; addresses will only be used for distribution of e-gift cards and AF/Chase Bank use
- Provide application source codes:
 - FDM7 for the AF Club MasterCard
 - FDM5 for the UBU AF Club MasterCard
- Provide paper membership card applications to installations, when requested
 - The sooner the better
- **Not** be responsible for fulfillment of any e-gift card/prize during this campaign

AFSVA will:

- Provide and deploy campaign program guide
- Receive weekly list of applicants from Chase Bank between 18 Sep – 18 Nov 2015
 - List should include last/first name and email address
 - Email addresses **will not be sold** to third parties; addresses will only be used for distribution of e-gift cards and AF/Chase Bank use
 - Use the applicant's address as a means to contact them to validate an e-mail address if no email address is listed
- Provide a link for installations to load POC data, photos, and AARs (see attachment 2 for AAR template)
 - AAR template will be available via Download Central
 - Link: <https://org1.eis.af.mil/sites/100002/Pages/AFClubsProgrammingReporting.aspx>
- Purchase 4K Best Buy e-gift cards
- Ensure e-gift cards are emailed to all Chase club member applicants (subject to verification)
 - E-gift cards will be issued between 25 Sep – 10 Dec 2015
 - E-gift card values will be between \$15-\$25
 - Based on random selection
 - Be sent directly from Best Buy
 - Prizes are nontransferable and cannot be exchanged for cash
- Automatically enter all applicants garnered during the campaign into a drawing for a chance to win one of six prizes NLT 10 Dec 2015
 - Grand Prize: 1 \$1K Best Buy e-gift card
 - Second Place Prize's: 5 \$500 Best Buy e-gift cards

- Randomly select winners using a random generator
- Draw and announce all Best Buy e-gift card and installation incentive winners 11 Dec 2015 (Legal representative will be available during the drawing)
 - E-gift cards will be requested from vendor immediately after announcement of winners
 - May take up to two weeks to receive
- Complete a “incentivized” cash transfer for the top five CONUS and OCONUS installations that exceeded their recruitment goal -- NLT 8 Jan 2016
 - Incentivized amounts: \$1K, \$2K, \$3K, \$4K, \$5K
- Provide a link for installations to load POC data, photos, and AARs (see attachment 2 for AAR template)
 - AAR template will also be available via Download Central
 - Link: <https://org1.eis.af.mil/sites/100002/Pages/AFClubsProgrammingReporting.aspx>
- Make all rules/eligibility, marketing and promotional material available via Download Central
- Ensure any changes to the program are communicated to all thru email/Download Central
- Provide a re-direct at the myairforcelife.com site to the Chase credit card application
- Be responsible for administration and fulfillment of prizes associated with this campaign

Installation (Club Management) will:

- Execute campaign on dates provided
- Encourage new club membership sign ups
- Order paper applications for the credit card now, if needed (contact AFSVA POC for guidance)
- Ensure club membership applications use the correct source codes
 - **FDM7** for the AF Club MasterCard
 - **FDM5** for the UBU AF Club MasterCard
- Expediently process all received paper applications in Club Works
 - **Verify all paper applications submitted have an email address**
 - Use the applicant's address as a means to contact them to validate an e-mail address if no email address is listed
- Schedule and host weekly promotional events supporting the campaign
- Locally print marketing material and advertise campaign
- Maximize local giveaways/commercial sponsorship
- Load program POC data into the Clubs Program Reporting Tool upon receipt of implementation guide
- Load all photos and AARs (see attachment 2 for AAR template) into the Clubs Program Reporting Tool NLT 30 Nov 2015
 - AAR template will be available via Download Central

- Use this link to load all POC data, photos and AARs
<https://org1.eis.af.mil/sites/100002/Pages/AFClubsProgrammingReporting.aspx>
- Ensure all rules/eligibility information is available at Download Central
- Provide a monetary “incentivized” cash transfer to the top five CONUS and OCONUS installations based on exceeding historical average membership recruitment total—Officer/Enlisted combined (see attachment 1 for an example)
 - Incentivized amounts: \$1K, \$2K, \$3K, \$4K, \$5K
- NOT use Best Buy logo on anything; AF does not have approval for the logo

OBJECTIVES AND GOALS

- Increase communication/target messaging to increase AF Club membership
- Give people another reason to consider club membership
- Offer opportunities to demonstrate AF Club core values
- Sustain AF Club membership

PROGRAM TIMELINE

18 Sep 2015	Campaign start date; installation must load all POC data into Clubs Programming Reporting Tool
25 Sep – 10 Dec 2015	Issue e-gift cards
18 Nov 2015	Campaign ends
30 Nov 2015	AARs and photos are due to SVOFN via portal
NLT 10 Dec 2015	Enter new members garnered during the campaign into a drawing for a chance to win one of six prizes
11 Dec 2015	Draw and announce all Best Buy e-gift card winners & installation incentive winners (e-gift cards will be requested immediately; same day if possible)
NLT 8 Jan 2016	Do cash transfers for installation winners

PREMIUMS

- \$175K from JP Morgan Chase for AFSVA’s discretionary use
- 4K Best Buy e-gift cards (card values are between \$15-\$25)
- Win one of six prizes (open to all applicants)
 - Grand Prize: One \$1K Best Buy e-gift card
 - Second Place Prize’s: Five \$500 Best Buy e-gift cards

PROMOTION DESIGN

This promotional design is a sample; finalized copy will be available via Download Central. Please check for updates.

- ✓ Flyer (approx. 8x11)
- ✓ Poster



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Note: Any changes or updates to the program will be posted at Download Central followed by email notification to participating installations. No Federal Endorsement Intended.