

2016



AIR FORCE CLUBS...WHERE HERITAGE BEGINS

2016 AIR FORCE CLUBS SUMMER MEMBERSHIP
CAMPAIGN, 1 – 30 JUNE 2016

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Table of Contents

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

OVERVIEW

Since 2000, Air Force Services Activity (AFSVA) has conducted membership campaigns. Our plan going forward is to conduct two membership campaigns each Fiscal Year (FY) starting in FY16. The first campaign was held 18 Sep – 18 Nov 15 and the next campaign is scheduled for 1 – 30 Jun 16. The theme for the upcoming campaign is “Air Force Clubs...Where Heritage Begins.”

It is imperative that installations have a comprehensive and aggressive Club Member Recruitment Plan to execute the upcoming 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

Funding for membership campaigns is provided by Chase Bank in accordance with our current contract.

CONCEPT DEVELOPMENT

The 2016 Air Force (AF) Club Summer Membership Campaign runs 1 – 30 Jun 16 (campaign will officially end at midnight CST 30 Jun 16). During this membership campaign, club management is responsible for encouraging and presenting the benefits of applying for an AF Club membership (in the form of a Chase credit card) to all prospective members.

Membership applications will be accepted on line or in person at any AF Club worldwide. Those who apply for membership and are approved for the credit card (paper or on-line) during the 2016 AF Clubs Summer Membership Campaign will receive a Best Buy e-gift card valued at \$25. Additionally, 2 new members will win a weekly grand prize of a \$500 Best Buy e-gift card (a total of 8 winners will be selected). Because e-gift cards will be EMAILED to each applicant, installation club management should make every effort to notify applicants of the importance of providing an email address on their application (paper or on-line). Applications with no email address will not be sent e-gift cards.

Club management will ensure paper applications are entered into Club Works NLT 2 business days after receipt of an application. Applicants who apply for membership and are approved for the credit card should expect to receive their \$25 e-gift card no later than 2 weeks after receipt of application and approval by Chase. The program manager will request all e-gift cards from Best Buy starting the second Friday in June (10 Jun 16) and on the following dates: 17 Jun 16, 24 Jun 16, and 30 Jun 16. During these dates, AFSVA will also select 2 new AF Club members for a weekly grand prize of a \$500 Best Buy e-gift card. This will be done using a random generator.

Additionally, at the end of the campaign, installations who achieve a 35% increase in new memberships (based on 2015 Fall Membership campaign numbers) and who submit an After Action Report (AAR) as outlined in the implementation guide, will receive a \$1.3K incentivized cash transfer for their club (see accounting instructions on CTs). Installations are encouraged to obtain local sponsorship and provide additional premiums and promotional items. **AFSVA is solely responsible for the purchase and fulfillment of ALL Best Buy e-gift cards.**

Membership 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, 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).

RULES OF ENGAGEMENT

Chase Bank will:

- Provide AFSVA a weekly list of new members starting 10 Jun – 8 Jul 16
- Provide application source codes
 - FDM7 for the AF Club MasterCard
 - FDM5 for the You Be You (UBU) AF Club MasterCard
- Provide suggested adds/edits to implementation guide, official rules, and marketing material
- Provide each club with \$25 Added Earning Percentage (AEP) and \$35 for UBU funds for each approved account

AFSVA will:

- Provide and deploy implementation program guide, marketing material, and official rules
- Provide installations with Chase source codes
 - FDM7 for the AF Club MasterCard
 - FDM5 for the UBU AF Club MasterCard
- Provide all installations a link for submission of AARs, photos and POC info;
 - <https://org1.eis.af.mil/sites/100002/Pages/AFClubsProgrammingReporting.aspx>
- Purchase ALL Best Buy e-gift cards (\$25 and \$500 e-gift cards)
 - All Best Buy e-gift card are sent directly from the vendor to the member
- Ensure \$25 e-gift cards are e-mailed to all new AF Club members garnered during the period 1-30 Jun 16
- Use a random generator to select two winners weekly during the month of June (on the following dates: 10 Jun, 17 Jun, 24 Jun, and 30 Jun) from the weekly Chase data file to win a \$500 Best Buy e-gift grand prize
- Notify installation POCs of grand prize winners
 - All Best Buy e-gift cards will be emailed to the applicant/winner No Later Than (NLT) two weeks of either applying for the credit card or selection of grand prize winning (mid-Jun through mid-Jul 16)
 - **This time frame is subject to change due to unforeseen circumstances**
 - All e-gift card e-mails resemble SPAM EMAILS so SVOFN ensure all installation are aware so they may notify perspective members to look for the e-mail from Best Buy and NOT to delete the message (information will also be posted at myairforcelife.com)
 - Prizes are nontransferable and cannot be exchanged for cash

- Clubs that increase their memberships by 35% based on their recruited numbers from the 2015 AF Clubs Fall Membership Campaign and electronically submit their AARs as required, will receive a \$1.3K incentivized cash transfer NLT 1 Aug 16
 - Smaller clubs that recruited less than 5 members during the 2015 Fall campaign must recruit double the amount to qualify for this incentive
 - If you do not have this data contact the program manager:
sally.truhitte@us.af.mil
 - Provide accounting instructions
- NLT 15 Jul 16 announce and post all winners at myairforcelife.com
- Ensure official rules, implementation guide, and all marketing and promotional material is 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
- **AFSVA is solely responsible for the purchase and fulfillment of ALL Best Buy e-gift cards/prizes**

Installation (Club Management) will:

- Load all requested information (AARs, photos, and POC information) in the Clubs Program Reporting Tool
 - <https://org1.eis.af.mil/sites/100002/Pages/AFClubsProgrammingReporting.aspx>
- Execute campaign on dates provided
- **NOT use Best Buy logo on any anything; AF does not have approval for the logo**
- Schedule and host weekly promotional events supporting the campaign
- Maximize local giveaways/commercial sponsorship
- Notify all weekly grand prize winners through email
- Encourage new club membership sign ups
- Ensure new members use club membership applications with the correct source codes
 - FDM7 for the AF Club MasterCard
 - FDM5 for the UBU AF Club MasterCard
- Verify all paper applications submitted have an email address and all required information is promptly loaded into Club Works
- Locally print marketing material and advertise campaign
- Submit AAR NLT 25 Jul 16 to SVOFN via portal
- Receive a \$1.3K incentivized cash transfer NLT 1 Aug 16 for their club
 - If membership is increased by 35% based on their recruited numbers from the 2015 AF Clubs Fall Membership Campaign

or

 - For smaller installations recruit double the number of members based on the recruited numbers from the 2015 AF Clubs Fall Membership Campaign

and

 - Submit their AAR as required

OBJECTIVES AND GOALS

- Increase communication of AF Clubs to increase membership
- Increase visibility of clubs on the installation
- Increase Airmen's understanding of AF Clubs
- Give people another reason to consider club membership
- Offer opportunities to demonstrate AF Club core values
- Sustain AF Club membership

PROGRAM TIMELINE

6 May 16	Release of media material through Download Central
1 Jun 16	Campaign starts; installations should load POC data into Clubs Programming Reporting Tool https://org1.eis.af.mil/sites/100002/Pages/AFClubsProgrammingReporting.aspx
10 Jun – 14 Jul 16	Purchase Best Buy e-gift cards-- ALL CARDS will come directly to the applicant/winner from the vendor (Best Buy)
30 Jun 16	End of Campaign
NLT 15 Jul 16	Announce prize winners at myairforcelife.com
25 Jul 16	AAR are due to SVOFN via portal program reporting tool.
NLT 1 Aug 16	Complete installation Cash Transfers (CTs)

ACCOUNTING INSTRUCTIONS

CTs will be completed by the SVOFN program manager NLT 1 Aug 16. Each installation meeting the criteria requirements outlined in page 4 (CONCEPT DEVELOPMENT) will each receive \$1.3K. The selected installations will be notified through email.

After review and verification of the installations meeting the criteria and having submitted an After Action Report (AAR), AFSVA/SVO will process a CT. The CT will be processed to the installation MWRF as a credit to balance sheet cost center (CC) 0000, General Ledger Adjustment Code (GLAC) 1140016 – NAFI Receivable – AF Central Fund/Pull Reimbursement with and offsetting debit to GLAC 1010000 – Cash in Bank. Upon receipt of the CT, the NAF AO must process a GLAF to debit GLAC 1140016 and credit CC 2201, GLAC 8120006 to record the incentive amount. Accounting questions for this program should be emailed directly to: becky.karnafel.1@us.af.mil

For other questions or remarks, please contact Ms. Sally Truhitte, AFSVA/SVO, sally.truhitte@us.af.mil. Maintain copies of all documents at the local office of record (NAF AO).

PROMOTION DESIGN

This promotional design is a sample; all finalized items will be made available via Download Central. The implementation guide will also be available at the same site. Any updates to any document/media material will also be posted at the same site.

JOIN YOUR AIR FORCE CLUB
...Where Heritage Begins

RECEIVE A \$25 BEST BUY® E-GIFT CARD
When you apply and are approved for the Air Force Club Membership credit card between June 1-30, 2016. A valid email address required.

PLUS! BE ELIGIBLE TO WIN 1 OF 8 \$500 BEST BUY® E-GIFT CARDS
★ Two winners chosen each week during the month of June 2016 ★
See contest rules and regulations for details at MyAirForceLife.com

ENJOY THESE BENEFITS WHEN APPROVED FOR THE AIR FORCE CLUB MEMBERSHIP CREDIT CARD CLUB MEMBER BENEFITS

- Free dues for the first three months
- Access to all AF Clubs worldwide
- Special member events and promotions
- Free entry to Club Freesty events with over \$25K in prizes
- 10% off Catering food purchases
- Complimentary room use for authorized personal functions
- Annual Scholarship Program
- Member-only contents
- Club dues waived when deployed

CARD MEMBER BENEFITS

- 2% Unlimited Cash Back Rewards for on-base purchases*
- 1% Unlimited Cash Back Rewards for off-base purchases*

VISIT MYAIRFORCELIFE.COM OR LEARN MORE AT YOUR NEAREST CLUB

*Amounts subject to credit approval. Offer good on applicant months 10, 11 and 12 of the 12 month term. Best Buy e-gift cards are issued by Chase Bank USA, N.A. Offer subject to change. See CardMemberBenefits.com/AFCCB for terms and rewards details. This promotion is not planned, sponsored, or endorsed by Best Buy. BEST BUY, the BEST BUY tag and the tag design are trademarks of Best Buy and its affiliated companies. © 2016 Best Buy. All rights reserved.

2016 AIR FORCE CLUB SUMMER MEMBERSHIP CAMPAIGN "OFFICIAL RULES"
No Purchase Necessary to Enter or Claim a Prize • Grand Prizes: Eight (8) \$500 Best Buy e-gift cards

A purchase will not increase the chances of winning.

1. **OFFICIAL RULES:** The Sweepstakes will begin at 12:00 PM on June 1, 2016 and end at 11:59 PM on June 30, 2016. The Program Manager's interpretation of these Official Rules will be final.

2. **ELIGIBILITY:** Sweepstakes is open to legal residents of the United States who are at least 18 years old at the time of registration. Sweepstakes is open to legal residents of the United States who are at least 18 years old at the time of registration. Sweepstakes is open to legal residents of the United States who are at least 18 years old at the time of registration. Sweepstakes is open to legal residents of the United States who are at least 18 years old at the time of registration.

3. **HOW TO ENTER:** To enter, visit MyAirForceLife.com and click on the "Join Your Air Force Club" link. You will be directed to the registration page. You will need to create a new account or log in to an existing account. You will need to provide your name, email address, and phone number. You will need to agree to the Official Rules and provide your payment information. You will need to provide your payment information. You will need to provide your payment information.

4. **PRIZES:** The grand prize is one (1) \$500 Best Buy e-gift card. There are eight (8) grand prizes. The grand prizes will be awarded on a random basis. The grand prizes will be awarded on a random basis. The grand prizes will be awarded on a random basis.

5. **ODDS OF WINNING:** The odds of winning are 1 in 100,000. The odds of winning are 1 in 100,000. The odds of winning are 1 in 100,000.

6. **CLAIMING PRIZES:** Winners will be notified by email. Winners will be notified by email. Winners will be notified by email.

7. **TERMS AND CONDITIONS:** The Program Manager reserves the right to modify or terminate the Sweepstakes at any time without notice. The Program Manager reserves the right to modify or terminate the Sweepstakes at any time without notice. The Program Manager reserves the right to modify or terminate the Sweepstakes at any time without notice.

No Federal Endorsement Intended.