

## FAQs for Associations

### What Is It?

#### **Q. What is AchieveLinks? Can it support any size and type of association?**

**A.** AchieveLinks is the loyalty points program offered to associations of various size and focus by Affinity Center International (ACI). AchieveLinks is unique to the affinity/loyalty industry, suggesting connections and relationships that are mutually dependent for success. Affinity and loyalty are all about building connections, and AchieveLinks creates beneficial connections between associations, association members, and affinity partners (sponsoring companies).

#### **Q. What can members of my association expect from AchieveLinks?**

**A.** Members will receive *Links* loyalty reward points for the things they and their company or organization purchase every day. They can redeem *Links* for a number of relevant, high-value rewards. Most of all, they will build a stronger connection with your association because you are providing this great new member benefit!

#### **Q. Who is eligible for AchieveLinks rewards and benefits?**

**A.** Any of your association members who are enrolled in the AchieveLinks program.

#### **Q. What makes *AchieveLinks* different from any other loyalty program?**

**A.** 1) The program is simple to understand and goes far beyond the typical discount programs that are offered to members of many associations. 2) It's easy for your members to earn and redeem *Links*<sup>SM</sup> loyalty reward points. 3) There are many rewards offered, with more being added all the time. 4) You will have a co-

branded AchieveLinks site that promotes your association's brand and keeps your association front and center. 5) ACI offers program tracking and awareness. 6) ACI has developed a program to provide these benefits to associations with smaller membership bases -- associations that aren't usually served by other incentive companies or sponsors.

## **What Does It Mean To My Association?**

### **Q. What are the benefits of AchieveLinks for my association?**

**A.** AchieveLinks has many benefits for associations: It offers a unique, added-value benefit to members, increases member loyalty and retention, generates non-dues revenue for the association, and requires minimal effort on the associations part since ACI handles most of the setup and ongoing management/administration.

### **Q. Why is AchieveLinks important to my association?**

**A.** With less than 20% of operating funds generated from membership dues on average, many associations are looking for new sources of non-dues revenue. AchieveLinks can help meet that challenge by tapping into the unseen value of the members' buying power. It's also a great opportunity to offer your members a unique and valuable new benefit.

### **Q. What is the cost of the AchieveLinks program to the association?**

**A.** There is no cost to your association for the AchieveLinks program.

**Q. Who pays for the *Links* loyalty reward points?**

**A.** The affinity partners (sponsoring companies) pay as a cost of sale based on purchases made by association members.

**Q. How is the AchieveLinks program administered? What will it require of our resources?**

**A.** It will require very little on your part because ACI will do all of the program tracking. You will have access to reports so you can monitor the program's success. ACI will also create program communications you can use to promote the program to your members -- to encourage participation and highlight redemption opportunities.

**Q. How much non-dues revenue can my association expect to generate from the AchieveLinks program?**

**A.** Obviously, this depends on how actively your members participate in the program. The more they purchase, the more your association (and your members) earn from the affinity partners (sponsors). Our goal at ACI is to work with you to encourage a large percentage of your membership base to participate actively in the program. We will support this through high-value redemption options and ongoing communications to encourage high levels of participation. As an engaged group, your members can help generate meaningful non-dues revenue for your association.

**Q. How will the AchieveLinks program impact our current relationships with existing sponsors?**

**A.** ACI is not suggesting that you replace typical sponsorships. Actually, AchieveLinks will enhance those relationships by creating an opportunity for your members to earn *Links* loyalty reward points while purchasing the things they use every day – perhaps even from some of those sponsors who currently provide non-dues funds to your association. They just need to sign up as affinity partners with the AchieveLinks program. When your members earn *Links*, your

association receives non-dues revenue for those purchases. It's a win-win-win for your association, your members, and the affinity partners (sponsors) who are all connected through the AchieveLinks program.

## **How Does The Program Work?**

### **Q. What is a *Link*<sup>SM</sup>?**

**A.** A *Link* is a loyalty reward point that is earned when an AchieveLinks member purchases from affinity partners (merchants). *Links* can be redeemed for any of the many rewards offered on the AchieveLinks web site.

### **Q. What is an affinity partner?**

**A.** An affinity partner participates in the AchieveLinks program and offers *Links* to AchieveLinks members in return for purchases made through their online retail sites – and in some cases, for offline purchases. Affinity partners are also referred to on the AchieveLinks site as merchants, earning partners, sponsors, or sponsoring companies.

### **Q. What is the AchieveLinks Earning Center?**

**A.** The AchieveLinks Earning Center is an online portal for accessing all the AchieveLinks affinity partners. Through this area of the AchieveLinks site, members can connect to many affinity partner shopping sites. When they purchase through the Earning Center, members earn *Links* loyalty reward points that can be redeemed for merchandise, travel, experiences, gift cards and more.

### **Q. What is the AchieveLinks Reward Center?**

**A.** The AchieveLinks Reward Center is an online rewards mall that offers a one-stop shopping experience designed especially for AchieveLinks members that have earned *Links* loyalty reward points to redeem for merchandise, travel, experiences, gift cards and more.

**Q. How do AchieveLinks members earn *Links* loyalty reward points?**

**A.** They login to their AchieveLinks account, click the Earn tab and begin shopping with AchieveLinks affinity partners to earn *Links*. Members can redeem *Links* for any of the rewards offered on the AchieveLinks site.

**Q. What can *Links* loyalty reward points be used to purchase?**

**A.** *Links* can be redeemed for any of the options from the AchieveLinks online Reward Center, including products, services, travel, charitable donations, and much more. New reward options are being added all the time.

**Q. How will AchieveLinks members know when their *Links* have been posted to their account?**

**A.** When they login to their AchieveLinks account, members will see their *Links* account balance in the top right hand corner of the home page.

**Q. Do *Links* loyalty reward points expire?**

**A.** *Links* are good for the life of the program and can be redeemed at anytime.

**Q. How do AchieveLinks members change their account information such as updating their mailing address?**

**A.** Members login to the AchieveLinks site and click on the Account tab. Then they click on View/Edit profile. They will be prompted to change their information on this page.

## For More Information

**Q. If I want to get started in the AchieveLinks program or cannot find an answer to my question here, how do I contact Affinity Center International about the AchieveLinks program?**

**A. [Click here](#)** to contact us with questions or to express interest in participating in the AchieveLinks program. Once you have signed up as an AchieveLinks participating association, we will hold a discovery session and take you through a simple setup process.

For complete program details, [click here](#) to see the AchieveLinks Terms and Conditions.