

## FAQs for Affinity Partners

### **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 in many associations. 2) It's easy for program members to earn and redeem *Links*<sup>SM</sup> loyalty points. 3) There are many rewards offered, with more being added all the time. 4) ACI offers program tracking and awareness. 5) 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.

### **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, sponsors or sponsoring companies.

### **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 an AchieveLinks affinity partner. *Links* can be redeemed for any of the many rewards offered on the AchieveLinks web site.

### **Q. What benefits do affinity partners realize for being part of the AchieveLinks program?**

**A.** There are many benefits, including acquiring new customers through participating associations, increasing the spending of existing customers, improving the natural churn rate of customers by making them more loyal, and tapping into the collective buying power of association members. All this comes at no cost to the affinity partner until there is a purchase transaction.

**Q. Why is Affinity Center International offering this new loyalty program?**

**A.** Our research confirmed there is a strong need for effective loyalty solutions within the association market. By acting as a consolidator and offering a network platform that connects many associations with affinity partners such as you, we create winning results for all.

- **Affinity Partners** gain new business with motivated, loyal customers and powerful program ROI.
- **Members** quickly earn *Links* loyalty reward points for meaningful rewards. (*Links* never expire.)
- **Associations** receive funding for their missions for each member transaction while providing a compelling loyalty program that enhances membership value.

**Q. What makes the AchieveLinks program compelling for association members?**

**A.** Members earn by transacting with our wide range of affinity partners (sponsoring companies) in industry-specific, general business, and everyday spending categories. What's more, they can earn additional *Links* loyalty reward points if they apply for and use the AchieveLinks Platinum Visa Card. *Links* earned across all categories are pooled in the member's personal account and they quickly add up to some exciting redemption options in the AchieveLinks online Reward Center.

**Q. As an affinity partner (sponsor), how can this benefit my company?**

**A.** In a nutshell, the AchieveLinks program provides you with free promotion and incremental profit. Here's how we do it:

1. You receive a free listing in our partner directory, which is where members go to learn where they can earn *Links* loyalty reward points.
2. Your directory listing provides key information about your company and helps build brand awareness.
3. The AchieveLinks program is performance-based. Our commission (determined by you) is paid only after a member transaction is complete.
4. If one of our members purchases from you, they become your customer.
5. As our network of participating associations grows, so does your pool of potential new customers.
6. We reward our program members for their loyalty to your business.
7. On top of all this, your participation in the AchieveLinks program helps associations fund their missions because, with every member transaction, we provide a donation to the member's association in addition to giving *Links* loyalty reward points to the member.

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

**A. [Click here](#)** to complete a contact form and submit your question.

**Q. How can my company become an affinity partner in the AchieveLinks program?**

**A. Please [click here](#)** to request more information.

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