

SaveAPetMall™



2008 Participation Guide

Please Note: The SaveAPetMall Rewards Card Program is still in the works and we hope to have it available soon. For now all purchases must be made online through the SaveAPetMall.com website.

SaveAPetMall.com™ Rewards Program

Helping to strengthen and enrich communities.

The SaveAPetMall™ Rewards Program, a community enterprise, was founded ... SaveAPetMall Rewards Program works like other loyalty programs, except it allows citizens, through their everyday purchases, to earn rebates that benefit their favorite pet organization.

Citizens can capture a percentage of whatever they spend through participating retailers by either presenting the SaveAPetMall™ Rewards Card when making in-store purchases or by first visiting <http://SaveAPetMall.com> when making online purchases.

SaveAPetMall Rewards Program is a no-cost, hassle free way for citizens to generate rebates and redirect those rebates to their favorite organization.

SaveAPetMall™ Rewards Network

National and Local retailers support their community by participating in the SaveAPetMall™ Rewards Program.

- Participating retailers offer a rebate on every dollar spent when citizens make in-store purchases. Currently, there are over 300 top-name retailers participating.

How it Works

SaveAPetMall™ Rewards and SaveAPetMall.com™ are simple and powerful programs, designed to generate income for your organization everyday, all year 'round—and it's FREE!

The SaveAPetMall™ Rewards Program helps you tap a new source of funding—those local businesses and national online retailers who are willing to pay a rebate on virtually every purchase. There are over 300 participating top-name local & national retailers.

Encourage your supporters to direct their everyday purchases through these retailers and start realizing the value from your supporters' purchasing power today.

It sounds simple, because it is!

Here's how it works for Organizations

To capture a percentage of in-store and online sales:

- Distribute The SaveAPetMall™ Rewards card.
- Direct your supporters to <http://SaveAPetMall.com>™

For your Supporters

Use the SaveAPetMall™ Rewards card when making in-store purchases.

or

Visit <http://SaveAPetMall.com>™ when making online purchases.

1. Select your community.
2. Choose your favorite organization.
3. Go shopping!

Participation Benefits

More awareness means more funding– With the SaveAPetMall™ Rewards Program, you're not alone in advocating for your program's yearly financial needs. Through local promotions and citizen initiatives, SaveAPetMall.com™ Rewards encourages all citizens to utilize this effortless and effective rewards program. In doing so, citizens must choose an organization to support, and this is a wonderful opportunity for your organization to attract new supporters and bring your funding needs to light.

Fewer solicitations– You can be assured that your list of contributors will not be shared or sold unlike other fundraising mediums. The SaveAPetMall™ Rewards Program is registration and hassle free.

Earning Potential

Online sales– With today's average online sales each supporter should generate about \$100 per year in rebates for your organization.

In-store sales– You'll also benefit from in-store purchases made at local retailers. (This includes local purchases made at national chain stores). These businesses sign onto the SaveAPetMall™ Rewards Network individually, and depending on the level of local participation, your organization can dramatically increase the amount of sales captured to earn rebates.

There is no cap on earnings, so there is no limit to your funding potential.

Tools– SaveAPetMall™ Rewards Program provides you with many turnkey templates that you can download right from our site, including; a press release, e-mail blasts, letters, brochures, flyers, and links to your organization's shopping page.

Getting Started

- Capture a percentage of online sales at hundreds of world class retailers by submitting your organization on our website.
- Capture a percentage of in-store sales made by your supporters, participants and contributors by requesting SaveAPetMall™ Rewards cards.

Spread the word about your program

By uniting with other citizens in a collective action you can significantly increase the impact and effectiveness of the SaveAPetMall™ Rewards Program for your organization.

- Ask your supporters to send an e-mail blast to their friends and family to introduce them to your shopping page. You can even customize a hyperlink or they can use our handy “Tell a Friend” link to send an e-mail invitation.
- Post a banner or link to your SaveAPetMall.com shopping pages on your website.
- Print out flyers and brochures about your shopping pages to hand out at your next event.
- To ensure the success of your funding campaign, it is imperative for you to communicate often with your supporters about your rewards program. Provide links to your SaveAPetMall.com™ shopping page in your newsletters, and include simple reminders on all other printed material.

Business Practices

Rewards Network- It's not easy to become a partnering retailer in the SaveAPetMall™ Rewards Network. We hand-pick our partnering retailers and choose only those who are well-respected and who offer quality products.

Spam-free- Absolutely. Remember, the SaveAPetMall.com™ Rewards Program does not require registration to participate. However, we do offer our visitors the option to receive our newsletters and enter promotions but we do not track the organizations they choose to support or other personally identifiable information. SaveAPetMall.com™ Rewards fully embraces and endorses all anti-spam regulations.

Business entity- SaveAPetMall™ Rewards is a for-profit community enterprise; a business that benefits the community.

SaveAPetMall™ Rewards Program empowers your supporters to use their purchasing power to make a difference and serves your community with the highest degree of stewardship and accountability.

Income- More than 50% of income before taxes goes directly to organizations. Our administrative costs support an effective funding strategy for the organizations we serve.

