

## **A FRIENDLY GUIDE TO ADDING YOUR DISCOUNTS/REWARDS TO OUR FREE MEMBERSHIP SCHEME**

Gains for the local business:

- Free marketing through our website [www.creative-carers.org](http://www.creative-carers.org) (see home page tab 'discounts' – page is currently under construction)
- Become associated with a local not-for-profit new and dynamic Derby-based community project
- New clients/customers/trade from a market you may not have reached before
- A chance to publically demonstrate how corporate social responsibilities are being met
- A rare opportunity to personalise your local business in relation to caring and /or local Derby connections. This is important to many carers/Derby citizens leading to more customers/trade.
- We'll automatically add you to our partners' mailing list so you receive our programme every quarter and other relevant information. As a discount provider, we'll also give you priority when we're holding relevant promotional events

Gains for Creative Carers

- Derby carers benefit from added value on top of our free membership scheme/card
- The more exclusive deals we can negotiate for our members, the more members we'll have
- We forge new partnerships with private sector organisations which can be built on innovatively in the future
- Our website discount page will be engaging and attractive to carers

Before we can add your reward/discount to our membership scheme, we need you to take the following 6 steps....

1. The detail of the exclusive reward/discount your company is offering to our members (we can help you come up with one if you struggle to do so)
2. How our membership can access that reward/discount (can you add a special code, for example?) Each carer is given a unique number written on their membership card.
3. A high resolution photograph of your choice which you feel best represents your connections with carers and/or a high resolution of your logo (we can't promise to use both due to space)
4. A one sentence quote which connects your business to Derby carers – (we can help you come up with one if you struggle to do so) – together with the full name of the person who said it e.g. Director Freda Blogs said: 'I used to be a carer so I know it can be hard that's why I want to give a 10% discount to members of the Creative Carers Derby breaks scheme'
5. A description of the service that you're offering a reward/discount to
6. Your website link and contact details etc you want us to add to our discounts page

*If you want to talk to someone about adding a discount/reward to our free membership scheme, give us a ring on 01332-227711 or email us with a contact detail and availability (evening and/or weekend conversations are possible) at [creativecarers@gmail.com](mailto:creativecarers@gmail.com)).*