

# Club Blue Copy

## Web landing page copy

### CLUB BLUE REWARDS

Why should you join Club Blue? To save even more green, of course! Plus, when you sign up for Club Blue you know at least one person will remember your birthday.

Here are the rewards you'll receive as a Club Blue member:

Monthly promotional discounts or offers exclusively for Club Blue Members

A \$10 reward every time you have accumulated \$250 in spending

A \$5 discount on your birthday (\$5 off a purchase of \$20 or more)

The reward of knowing that every purchase you make at Goodwill Industries of Denver supports programs for at-risk youth, struggling adults, and individuals with disabilities in your community. The sooner you sign up, the sooner you'll start earning your rewards--so visit your local store and sign up today!

## Welcome email

Subject line: Welcome to Club Blue!

Thank you for completing your online registration for Club Blue. We are excited to have you in the Club. As a Club Blue member, you are now eligible for the following rewards:

- 20% off your total purchase every time you spend \$25 or more in one transaction (before taxes)
- A \$10 reward every time you have accumulated \$250 in spending
- A \$5 reward on your birthday
- The reward of knowing that every purchase you make at Goodwill Industries of Denver supports [programs](#) for at-risk youth, struggling adults, and individuals with disabilities in your community

We look forward to seeing you soon!

When donors and shoppers come together to change lives...That's The Goodwill Effect.

## **\$10 off email**

Subject line: You just earned a \$10 reward!

Congratulations!

You just earned a \$10 reward for accumulating \$250 in spending. We hope you enjoyed your purchases and the rewarding experience of knowing that every purchase you make at Goodwill supports programs for at-risk youth and struggling adults in your community.

Now it's time to reward yourself. Within the next 30 days, simply present your Club Blue card at the register to receive \$10 off your purchase of \$10 or more. When you receive your reward, your accumulation will start over!

Thank you for being a loyal Goodwill shopper.

When donors and shoppers come together to change lives...That's The Goodwill Effect.

## **We miss you/\$5 off email**

Subject Line: We miss you! Visit us and get \$5 off.

Dear Goodwill Club Blue Member,

We notice you haven't been into a Goodwill retail store in a while. We miss you so much we've credited your account \$5! Come visit us in the next 30 days and get \$5 off your next purchase. Shop for something new to wear; accessorize your outfit; pick up a unique knick-knack; or find a hidden treasure in plain sight.

Also, don't forget about all the great rewards you receive as a Club Blue member:

- 20% off your total purchase every time you spend \$25 or more in one transaction (before taxes)
- A \$10 reward every time you have accumulated \$250 in spending
- A \$5 reward on your birthday
- The reward of knowing that every purchase you make at Goodwill Industries of Denver supports [programs](#) for at-risk youth, struggling adults, and individuals with disabilities in your community

We look forward to seeing you soon!

Your friends at Goodwill

When donors and shoppers come together to change lives...That's The Goodwill Effect.

## FAQs

**What is Club Blue?** Goodwill Industries of Denver's FREE rewards program, Club Blue, is our way of saying "Thanks for shopping with us!" Club Blue members receive discounts and rewards just for joining as well as additional savings for being a loyal shopper.

**How does it work?** Once you have received a Club Blue loyalty card and completed the registration process online, simply present the card to the cashier every time you make a purchase at a Denver metro area Goodwill retail store ([link to locations](#)). (Remember, if you don't do this, your purchases will not be applied towards earning rewards.)

### **What discounts and rewards will I receive as a Club Blue member?**

- 10% off your total purchase the first time you use your Club Blue card
- 20% off your total purchase every time you spend \$25 or more in one transaction (before taxes)
- A \$10 reward every time you have accumulated \$250 in spending
- A \$5 reward on your birthday
- The reward of knowing that every purchase you make at Goodwill Industries of Denver supports [programs](#) for at-risk youth, struggling adults, and individuals with disabilities in your community.
- We're thinking up more rewards right now. Stay tuned!

### **How will I get my rewards and when do they expire?**

**10% Discount:** The cashier will automatically give you a 10% discount the first time you use your Club Blue card

**20% off \$25:** The cashier will automatically take \$5 off your purchase every time you spend \$25 or more in one transaction

**\$10 reward:** You will receive notification via email when you have accumulated \$250 in spending and will have 30 days to redeem your reward. The next time you shop within the 30 days of receiving notification and make a purchase of \$10 or more, the cashier will ask you if you would like to apply your \$10 reward discount to your transaction. When you receive your reward, your accumulation will start over. Log into your account to see how close you are to your next reward!

**\$5 birthday reward:** You will receive notification via email the first day of your birthday month that it is time to enjoy your birthday reward! You will receive your birthday award two weeks before your birthday and it will be valid for 30 days.

**How do I sign up?** You can sign up two ways:

- 1) **In the store:** Tell the cashier you would like to be a Club Blue member. They will ask for your name and phone number and issue you a Club Blue card. The first time you make a purchase using the card you will receive a 10% discount, but you must complete your registration online (click here to register) to start earning the rest of the rewards.
- 2) **Online:** To register online, click here to create an account. Once you have completed your registration, you can pick up your card at any Denver metro area Goodwill. You will get the 10% reward the first time you use it. You will also start earning your other rewards.

**Can I sign-up for Goodwill Rewards without an email address?** You cannot sign up for Club Blue without a valid email address. We use your email address to send you email notifications on rewards you are entitled to as well as notifications of other promotions.

**How do I check on my rewards?** Go to [www.goodwilldenver.org/clubblue](http://www.goodwilldenver.org/clubblue) and log in to your account.

**Can I use my Club Blue card on sale items?** Yes. Your discounts and rewards are applied to the total transaction *after* other discounts (such as 50% off sale discounts) are taken.

**How many Club Blue rewards can I use at a time?** Only one Club Blue discount can be used at a time.

**Can I still get a military or Senior discount when I use a Club Blue reward?** Yes, your Club Blue discount will be applied after a senior or military discount is applied.

**Can I still use a coupon when I use a Club Blue reward?** No. Club Blue rewards cannot be used with other coupons.

**Can my family members use my card? What if they want their own card?** You can share your card with your family members if you choose. If a family member would like their own card, they simply need to sign up with a unique number (such as a mobile phone number) to receive a card that will track their earned rewards separately.

**What if I lose my card?** To replace your Club Blue card, go to any Goodwill store. They will deactivate your old card and provide you with a new activated card. Your rewards will transfer to your new card.

**Can Club Blue rewards be used for Goodwill Outlet World, Deja Blue Boutique, or online purchases such as shopgoodwill.com?** Club Blue rewards and discounts

can only be used at our traditional retail locations. (link to outlet world page, deja blue page, shopgoodwill page and locations page.)

**Why do you need my birth date?** On the first day of your birthday month you will receive a birthday reward that will be good for the entire month.

**How will you use my contact information?** We will use your contact information for the purpose of updating you on the rewards program or notifying you of upcoming promotions or Goodwill news. We will not share your information with any other organization or individual.

**What if I have questions or need help?** Feel free to contact us at [clubblue@goodwilldenver.org](mailto:clubblue@goodwilldenver.org).