

# **CLUB INCENTIVES USER GUIDE**



**The Ultimate "Club Shop"**

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## **Introduction**

Welcome to Club Websites' Club Incentive programme – a way for your club to earn free money!!! The aim of this guide is to show you how to get the best out of Club Incentives by providing you with all of the necessary information and guidance on your new "Club Shop" feature. Shop online and start earning money for your club today!!!

## **Frequently Asked Questions**

### **What is Club Incentives?**

Club Incentives is an online shopping directory that enables players, committee members, parents and supporters (here on referred to as members) to generate money for your club when purchasing products or services via the internet. Your members earn cash back for your club every time a purchase is made online via your Club Shop. The cashback is automatically allocated to your club account which can be viewed at any time.

### **Who is Club Incentives?**

"Club Incentives" is a new Club Website feature and provides the tracking system to the Club Shop area of your website.

### **How does Club Incentives work?**

When someone visits your Club Shop and purchases a product or service from one of our affiliated retailer websites your club will get a **free** cash kick back for each and every purchase. The kick back varies from retailer to retailer but is generally in the region of 1% and 15% of the purchase price.

You will be able to monitor purchases and any generated cashback. Club Website will automatically keep a running total of the cashback your club has earned (which can viewed at any time via your club website). We will then send the cash that your members and club has generated to your designated club bank account on a regularly basis.

### **How does our club earn "Cashback"?**

Earning cashback could not be simpler!!

When someone wishes to purchase something online, you should direct them to your Club Shop and get them to search for their product/service from our list of recognised retailers. Once a purchase has been made, this will be logged in your account and "cash back" will be paid to your club.

#### For Example

A person wishes to buy a camera through [www.currys.co.uk](http://www.currys.co.uk)

Step 1: A person goes to your club website.

Step 2: The person clicks on your Club Shop.

Step 3: The person finds the chosen retailer (in this instance Curry's) on your Club Shop and clicks on the associated link. Clicking on this link will take them directly to the normal retailer's website (e.g. [www.currys.co.uk](http://www.currys.co.uk)).

Step 4: The person then completes their on-line purchase in exactly the same way as they would normally do.

By clicking on the Curry's link via your Club Shop the completed transaction can be tracked and the relevant cashback will be allocated to your club.

**The important thing to remember is that all purchases should be made via the CLUB SHOP on your club website!! If you go directly to the retailers website (i.e. not via your club website), we are not able to track purchases.**

### **Do members have to go via their Club Shop each time they wish to purchase goods?**

**YES!** Each time a club member wishes to purchase products or services on-line they must click on to the retailer's website via their Club Shop to enable the club to qualify for cashback from the purchase.

### **How much cashback do you earn on purchases?**

Each retailer provides a different cashback incentive however the normal cashback range is between 1% and 15%. There are full details of the cashback incentives provided by each retailer on your Club Shop in the A-Z list of sites (please see "Navigating around your Club Shop"). We currently have over 1800 retailers within your Club Shop participating in this cashback programme.

### **How easy is the Club Shop to navigate?**

Club Website places a great emphasise on making our features and services very easy to use and the Club Shop is no different! This document provides a full explanation on navigating your Club Shop and how to make club fundraising a lot easier. We also provide full customer service support to assist our clubs and members.

### **Does the person buying the product or service pay more for their item?**

Absolutely not! The price of the item is exactly the same as the purchase is still being made from the same retailer website. The only difference with this transaction is that the person should visit the chosen retailer via your club website – this will allow the purchase to be tracked and the relevant cashback awarded to your club.

### **Where does the cashback come from? Who is paying it?**

The cashback is provided by the retailer once a purchase has been made. Using the earlier example, Curry's will pay a commission for each product sold via your Club Shop, i.e. cashback for the camera purchased online.

These cashback incentives are being offered to encourage people to shop and buy products on-line from the retailer's website. Due to more people now shopping online, companies are competing to capture as much of this market place as possible. Selling products and services through their website is much more cost effective than selling products and services through more traditional ways such as high street stores or over the telephone.

Club Website is taking advantage of these offers and awarding the cashback to our clubs to assist with raising funds and club development.

### **What does Club Website get out of this?**

Club Website do not receive any share of the cashback that your members earn for your club. However the retailers, from which your members buy products and services, provide Club Website with a separate small commission payment. These commission payments will be used to further develop our club features and help us enhance our free service offering.

### **What retailers are available on our Club Shop?**

There are now over 1800 UK participating companies in this scheme and this figure is growing on a weekly basis. The companies participating in this scheme cover a comprehensive range of product categories. We feel that most products and services can be purchased via your Club Shop.

### **I do not trust the internet for purchasing goods, is it secure?**

Yes. Security is probably one of the most significant concerns for both the shopper and the retailer during an online transaction. In reality an online transaction is probably more secure than a card transaction in a shop or conducted over the telephone or fax. The information transmitted online is highly encrypted and uses complicated logarithm combinations. Internet payment systems use a combination of both established and innovative techniques to ensure that the security and integrity of all sensitive data is not compromised.

### **Is it really cash or points?**

Cash. Even though we refer to points on your Club Shop please be assured that you are earning money! You will also be paid in cash and this will be debited in to your designated club bank account. On your Club Shop 100 points = £1.00.

### **Is there much work involved to manage this from a club perspective?**

No. There is no work involved to track transactions or ensuring the cashback is allocated to your club account. The only work involved is ensuring that people are aware of the Club Shop feature and understand the process they must follow in order to earn your club cashback.

To help maximise the cash earned for your club, Club Website have put together a **Guidance Sheet** which can be handed out to your members explaining how to use the Club Shop. More information on this can be viewed in the "Promoting your Club Shop" section of this document.

### **How does the purchase tracking work?**

Each time a person clicks on a retailer website link via your Club Shop a tag/coding is automatically assigned to that person. Should that person then go on to make a purchase from one of our hundreds of retailer websites, the tag/coding is recognised at the point of purchase.

The retailer can log that the purchase has been introduced via your Club Website and will credit your club account with the relevant cashback.

### **Will the club get cashback if someone makes a purchase without going via your Club Shop?**

No. Members **MUST** visit the retailer's website via your Club Shop. This will enable the tracking of the purchase to occur.

**Cash back will not be paid if someone goes directly to a website and makes a purchase without going via your Club Shop. Cashback can only be paid where we are able to track the transaction!!**

**How long does it take for our Club to get our cashback?**

After a purchase has been made via your Club Shop, the transaction will show in your Club Shop administration area within 14 days. However, there is normally a six week period before your points can be redeemed for cash. This is due to the retailer having a period where they have to allow for refunds and returns of the purchased product before they will issue the cashback (sometimes referred to as the "cooling off" period). This prevents members from purchasing a product, earning cashback, and then returning the product for a refund.

## Navigating Around Your Club Shop

Users and club members can visit your Club Shop by clicking on the following link on your club website.



Clicking on the above icon will launch your Club Shop. An example of your Club Shop homepage is shown below.

A screenshot of a Club Shop homepage. The header features a club crest on the left, a quote from Curtis Davies: "This is definitely the future of club management." in the center, and a 'Member login' link on the right. Below the header is a navigation bar with links for Home, Cashback, Easy Points, Bargains/Offer, and Help/FAQ. A search bar is also present. The main content area is divided into sections: 'Shopping' with a list of retailer logos (TESCO, amazon.co.uk, CD WOW!, boots.com, DELL, Carphone Warehouse, lastminute.com, Currys, comet.co.uk); a central promotional banner for Bunbury FC with a three-step process diagram; and a 'Club Benefits' section with a list of advantages. On the right side, there is a vertical banner with a quote from Robbie Keane: "It's good to see a company putting so much back into the game." and a photo of him.

Similar to Club Websites' other features, the Club Shop is very easy to use and navigate. The Club Shop will allow users to access hundreds of retailer websites and make purchases online. This document will explain the best and easiest ways for people to utilise the club shop feature and raise additional funds for your club!



## Your Club Shop Homepage

Your Club Shop homepage has the following tabs:

### Cashback

The Cashback tab lists the various retail sections and product categories. From here, you can access a large number of recognised household brands – all of which will generate money for your club each time a purchase is made. For example if one of your members is looking to buy a camera they can click on the "Cameras" option in the "Electrical" section which will display all of the camera retailers within your Club Shop. Your members can then compare prices and review the various club incentives offered by our retailers.

For a full list of retailers and club incentives click on the **A-Z** tab in the top right hand corner of this tab.

### Easy Points

The Easy Points tab displays a list of retailers that offer free points **without having to spend any money!** These sites offer cash rewards for simply completing a registration form, taking up a free offer or requesting information for products or services. This section is a great area for your club to earn **free cash** without your members having to make any purchases.

### Bargains/Offers

The Bargains/Offers tab displays a list of great deals on selected products and services. This section is regularly updated with new and exciting offers.

### Help/FAQ

The Help section provides useful information and contact details should you, or any of your members, require any assistance with you Club Shop.

### Product Search

The Product Search (Binoculars) allows you to search your club shop for specific brands, categories or products.



All you need to do is type in the name of your brand, category or product in to the space provided and click on the binoculars on the right hand side of the search window. Your Club Shop will then display the results of the search.

### Popular

This tab details some of the most popular offers that other clubs and members have taken advantage of. This area also highlights some of the offers, products and services where your club can earn some of the largest cashback commissions from online purchases.

### **Free Trials**

This tab highlights further free offers and trials where your club can earn **free cashback** without your members purchasing any products or services.

### **SAYE**

This tab highlights offers that will not only earn cashback for your club, but will also save you money by helping you switch to a more affordable service provider. For example you and your members can save money when you renew your car insurance policy with the great deals we have on offer – this will also earn free cashback for your club.

### **Finance**

This tab highlights some of the cashback offers that can be achieved by taking advantage of some of the financial products offered to you through your club shop.

### **Recurring**

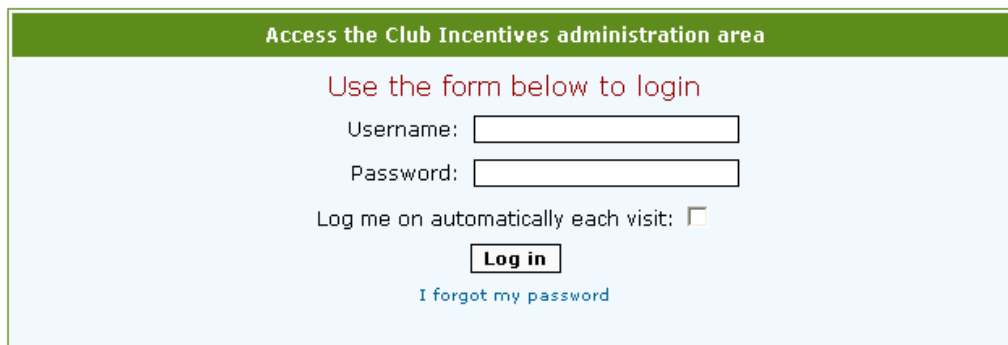
This tab highlights offers where you can earn cashback for repeat purchases, trials or even Internet searches!

## Your Club Shop Administration Area

This section of your Club Shop user guide will explain all about your administration area including what information can be viewed and how to navigate around it.

### Logging in to your Administration Area

Click on the "Member login" icon located in the top right hand corner of your Club Shop homepage. The following prompt will appear where you will be asked to enter your username and password.



The screenshot shows a login form titled "Access the Club Incentives administration area". The form is set against a light blue background with a green header bar. The text "Use the form below to login" is displayed in red. Below this, there are two input fields: "Username:" and "Password:". A checkbox labeled "Log me on automatically each visit:" is positioned below the password field. A "Log in" button is centered below the checkbox, and a link "I forgot my password" is located at the bottom of the form.

Enter your username and password (**Your user name and password will be the same as the login details used to access your Club Website members area**).

If you want your Club Shop to remember these log-in details please tick the "Log me on automatically each visit" box and click on the "Log in" button.

You will then be taken in to your administration area.

### What do I do if I have forgotten my password?

If you have forgotten your username or password details please contact Club Website at [support@clubwebsite.co.uk](mailto:support@clubwebsite.co.uk)

## The Administration Area

The administration area contains a number of different tabs. These tabs will be explained individually below along with an overview of the information contained within each tab.

### Club Profile

This screen contains your club details. Here you will find details such as your club name, e-mail address and unique club incentives identification link.

## View Statement

This section tracks all of the purchases/transactions made by the members of your club. It displays summary totals of your club transactions to date.

Points pending: **1**      Points awarded: **500**      Already redeemed: **0**      Available to redeem: **500**

1. **Points Pending** – Points that are awaiting approval from the retailer (see FAQ section: "How long does it take for our Club to get our cashback").
2. **Points Awarded** – This is the total amount of points that have been awarded to your club for member purchases and transactions since your Club Shop commenced.
3. **Already redeemed** - Points that have already been redeemed by your club and paid into your designated club bank account.
4. **Available to redeem** – The amount of points that you club can currently redeem and be requested to be paid directly into your designated club bank account.

The statement also provides you with a full breakdown of all your member transactions to date and tracks the current status of these transactions.

Your points-earning transactions								
ID	Retailer	Type	Reference	Order value	Points	Transaction	Status	Award date
6640031	Clubincentives	Reward	Test	£0.00	500	31 Jan 18:29	<a href="#">Awarded</a>	31 Jan
6614972	Kelkoo	Reward	Unique visitor (1)	£0.00	1	28 Jan 15:19	<a href="#">Pending</a>	20 Mar

- **ID** – The unique ID number of each individual transaction made by one of your members.
- **Retailer** - The retailer that the purchase was made through.
- **Type/reference** – Internal Club Website codes.
- **Order value** – The total purchase value of the transaction.
- **Transaction** – The date that the purchase/transaction was made.
- **Status** – Confirms the current status of the reward points due to be awarded for the purchase/transaction (see below for more information).
- **Award Date** – The expected date that your reward points will be available to be redeemed.

The status field will show one of the following process stages:

- **Pending**: Your transaction has been reported to us as "provisional". Once the retailer has confirmed the transaction (see estimated award date), the status will change to awarded.
- **Awarded**: The retailer has confirmed that your transaction and the points have been awarded to your club (i.e. your club can redeem them)
- **Extended**: The retailer has taken longer than we expected to confirm this transaction; the points remain pending until we hear from the retailer.
- **Rejected**: The retailer has decided that this transaction is invalid; we are not able to award points for this transaction

## Payment

This section is where you redeem your points and pay the cash in to your designated club bank account.

Points available for redemption: 500

Conversion rate: 100 points = £1

Please enter your account ID and points to be redeemed in the appropriate boxes for your chosen method:

Method	Payment info	Points	Minimum	Action
<p><b>BACS</b></p> <p>Get points paid directly into your UK bank account via electronic transfer</p>	<p><b>Account holder's name</b></p> <input type="text"/> <p><b>Sort code</b></p> <input type="text"/> - <input type="text"/> - <input type="text"/> <input type="text"/> <p><b>Account number</b></p> <input type="text"/> <p><b>Reference</b></p> <input type="text"/>	500 <u>or less</u>	100	<input type="button" value="Redeem"/>

This screen will confirm the number of points that your club is currently able to redeem. It also states the cash equivalent value of your redeemable points.

We are able to send payment direct to your club bank account via the BACS system. BACS (or Bankers Automated Clearing Services) is a UK service for the electronic transfer of funds between bank or building society accounts. This is one of the most secure methods of sending a payment so your details are very safe.

On the redemption screen (as above) we will require your club bank account number, sort-code, and the name(s) of the account holder(s) to enable us to send payment using this method. Please leave the reference field on the form blank unless it is something you need to use. For a very small number of accounts (e.g. some building societies) you will be required to enter your individual account number as the reference.

The minimum redemption for a BACS payment to UK members is only 100 points. Payments are made on a fixed weekly timetable - any payment requests made up to 09:00 GMT (9am) on Tuesday should arrive in your bank account two working days later (i.e. on Thursday). \*

There are no charges or deductions made by Club Incentives for using the BACS system for redemption of your points.

\* If Tuesday is a bank holiday, the schedule slips to the next working day. Note that we are dependent upon third parties (including BACS) for the exact timing of payments into your account, and the schedule should be taken to be indicative rather than guaranteed.

### Club Help – Claims, queries, missing transactions and redeeming points

This tab provides guidance and help if you have any problems, queries or questions about Club Incentives.

If:

- Points have not appeared on your statement **within 14 days** of completing the necessary actions, or

- Points for an individual transaction seem to be wrong, or
- A transaction has been incorrectly rejected

You should submit a claim at: <http://www.clubincentives.com/claims> and follow the on-screen prompts.

**Please allow 14 days for a transaction to appear in your statement before submitting a claim. If you have submitted a claim please be patient whilst we investigate your query. Although we endeavor to respond to all queries within 48 hours - you should allow at least eight weeks for a full resolution. The reason it can take this long is that we often have to deal with one or more third parties, and it can take some time and several attempts to resolve an individual claim.**

If you have redeemed points but **haven't received your cash**, please check the status of your payment at <http://www.clubincentives.com/redeem/#history> If the status is marked as "Paid" but you haven't received payment (or instructions by email), please click on the 'Missing' button next to the payment record and Club Incentives will investigate.

For all other issues, you can submit a query using the following link  
<http://www.clubincentives.com/queries>

There is also a link to Club Incentives frequently asked questions (FAQ)  
<http://www.clubincentives.com/faq> which may answer some of the more common questions and queries asked by our members.

## **Logout**

When you have finished in the administration area don't forget to click on the log-out button to end your session.

## Promoting Your Club Shop

This section of the user guide will help you generate positive coverage for your Club Shop and provide some initiatives to help raise its awareness with your members and local community. Ultimately the more people that know about your Club Shop, the more it will be used... therefore maximizing the potential of raising additional club funding!!

### Word of Mouth

This should never be underestimated! Speak about your Club Shop... tell everyone about the service and how great it is to help your club raise funds! This is possibly the quickest, easiest and most successful way of raising the profile of your Club Shop.

### Sponsors

Although this guide has been designed to help you raise additional funds via your Club Shop, don't forget that we also allow you to add sponsors to your club website to increase your club revenue. For further information about our club website "sponsors" feature, please visit [www.clubwebsite.co.uk](http://www.clubwebsite.co.uk)

### PR

PR or public relations is a great way to get **good publicity** without advertising. You can use PR to attract and impress people such as players, sponsors and local businesses – all which will help your club's growth and financial stability.

PR isn't just for big companies using national newspapers or television. Even the smallest clubs and businesses can use publicity opportunities to catch the eye of its local audience.

### COMING SOON: Posters & Leaflets

In order to assist you with the promotion of your Club Shop, you can download a poster and leaflet via your Club Shop administration area. These should be used to promote your Club Shop to your club members, players, parents and supporters.

**Club Shop Leaflet** – this can be handed out to all members of your club and provides a full explanation on how to use your Club Shop and how members can earn cashback for each purchase they make via your club incentives website.

**Club Shop Poster** - the poster can be positioned in prime locations to inform (or remind) your members about your Club Shop and highlight the importance of them using your site to raise additional funding for your club. For example, a prime location may be in your club house or in the team changing rooms.

## **Guidance Sheet**

- Inform all of your players, club members, supporters, friends and family about your Club Shop and ensure that you hand out the leaflet explaining how to use it!
- Send an email/letter to all of your affiliated club members, players and supporters.
- Add your club website address to all club correspondence including letters and email signature, e.g. incorporate as part of your club letter headed paper.
- Print off our standard poster and display it in prime positions around your club facilities.
- Keep your club website updated with useful articles about your fundraising events and activities.
- Always think about the best possible way of maximising your club shop potential. Planning for forthcoming events always helps to increase member awareness and online transactions.
- Approach local businesses and ask them if they are happy to support your club. Most local businesses are more than happy to help, especially if it means that your players and club members will return the favour by using their service, e.g. eating out at a local restaurant, or drinking at a local pub. Local businesses can also purchase goods at great prices via your Club Shop, e.g. stationery.
- Update your player and committee member emails so that they can all receive our monthly e-newsletter and details of our special offers. These can be updated via your club website administration pages.

***...Spread The Word !!!***