

## SHOP at the DOT

### A Discount Shopper's Card Program

A program designed to promote the Chamber Members' businesses, driving more business locally by rewarding customers for their loyalty. The "SHOP at the DOT" Program identifies the Cardholder as a supporter and contributor of local gay and lesbian owned businesses. The program will help increase and spread awareness of the Chamber's active role as a supporter of it's members, generate non-dues revenue for the Chamber that will be reinvested into other programs and scholarships, as well as bring the community together as a team working to enhance the local gay and lesbian economy and community.



Customers simply show their "SHOP at the DOT" card at any participating Chamber member location to receive their discount. Discount's range from 10%-20% depending upon the individual merchant's discretion. Cards are available for purchase through the Chamber or at participating merchant locations. Customers pay an annual \$25.00 donation to take advantage of discounts the card provides. Additional incentives can include special monthly events, discounts at functions and parties, and special perks only offered to Cardholders.

This program will drive new business into member's stores. "SHOP at the DOT Card Accepted Here!" window decals will be provided to each participating merchant. Consumers can go online through the Chamber's website and check locations that will accept the cards, as well as reference the Annual Chamber Directory for participating businesses. Participating Member Businesses can change their discount offers and incentives each month, as well as promote special savings via the Chamber website.

100% of the \$25.00 annual donation to carry the "SHOP at the DOT" card, is donated to the Miami-Dade Gay and Lesbian Chamber of Commerce Scholarship Fund.

## How Your Business will Benefit...

- > Member Businesses will get exposure as a “Preferred Vendor” via the Chamber website. Approximately 200 thousand tourists/supporters visit the Miami-Dade Gay and Lesbian Chamber of Commerce website each month. By choosing to be part of this program your business will have exposure to all these potential customers who are looking specifically for participating businesses that will honor their card .
- > Your business will also be listed in the Chamber’s membership directory as a participating merchant that accepts the Chamber “SHOP at the DOT” card. This creates the potential to drive in more traffic and first time customers!
- > Cardholders must complete a short survey when they purchase their card. The survey collects valuable marketing data about the customer’s spending habits which is then passed onto the participating Chamber members on a monthly basis.
- > Your business controls the discount offered as well as any restrictions you wish to apply.
- > By participating, you help support our community and more importantly make a difference in building the MDGLCC scholarship foundation.
- > You can take advantage of the new MDGLCC Merchant Services Program and will be guaranteed to save money each month on your cost to process credit cards.
- > Every participating member is also eligible to receive a free introductory Gift Card Program customized for their business.





## SHOP at the DOT MDGLCC's Discount Shopper's Card Program

**Purpose:** Help create more awareness of the Chamber's supportive role in our community, to help build a foundation that will benefit our future through the Chamber Scholarship program, driving more business to our members by rewarding them to shop locally.

**Program Description:** Customers simply show their "SHOP at the DOT" card at any participating Chamber member location to receive their discount. Discounts range from 10%-20% depending upon the individual merchant's discretion. Cards are available for purchase through the Chamber or at participating merchant locations. Customers pay an annual \$25.00 donation to take advantage of discounts the card provides. Additional incentives can include special monthly events, discounts at functions and parties, and special perks only offered to Cardholders.

**Participation:** All current and paid members of MDGLCC may participate in the program. A valid membership card and proper identification is required in order to qualify for any offered merchant benefit. Members must display a "SHOP at the DOT" window decal and create a profile of their business and discount being offered on the MDGLCC's website.

Member Business Name:

Contact Person:  Phone:

Contact Email:

Web Address:

Description of Benefit:

Stipulation:

Signature: \_\_\_\_\_

Please fax this completed for to: [305.573.4787](tel:305.573.4787)