

Lions Australia Community Rewards

November 2022

A new community giving/rewards initiative for Lions

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REWARDS®



Presented by

Brad Langdon

Lions Sandringham Member

CEO - Doing Good Rewards

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Common problems for all LIONS CLUBS

- **FUNDRAISING** is getting harder
- Increasing **MEMBERSHIP** Numbers

Imagine a world where:

- We didn't have to keep asking everyone to donate
- Donating just became a normal part of everyone's everyday life
- We didn't have to keep finding spare money to keep donating

Instead

everytime you **SHOP**

you automatically **SAVE**

and automatically **GIVE** to charity

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Lions Australia Community Rewards IS NOW LIVE

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The Doing Good Ecosystem



Lions Member /Customer Journey

We invite our communities
Lions members, friends, families,
really everyone to register for this
new rewards/giving platform.

SHOP → SAVE → GIVE

An amazing new concept where
you can save up to 25% at
participating merchants



Scan the QR CODE to set-up
your free membership in 2 mins

- **Create an account** in 2 mins
- Select your **Local Lions Club**
- **Choose a Lions cause** (LCIF to start)
- **Register a debit/credit card**
(this is where their savings are paid to +
this card is recognised at our retailers)



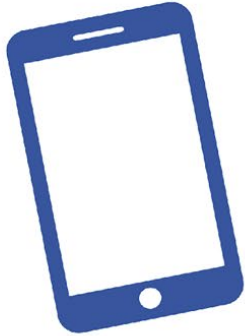
Four ways to shop-save-give

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4 Ways to Shop:



- 1. Shop online retailers**
click through from platform & pay with registered card



- 2. Shop In-Store with your registered card**
(no need to show the app/ loyalty card - happens automatically)



- 3. Buy e-Gift cards**

e-Gift Cards and Movie eVouchers can be bought on the platform by card or EFT; they'll be emailed to you to spend in-store or online



- 4. Buy Movie vouchers**

Members shop online and in -store. Shop, Save & Give.



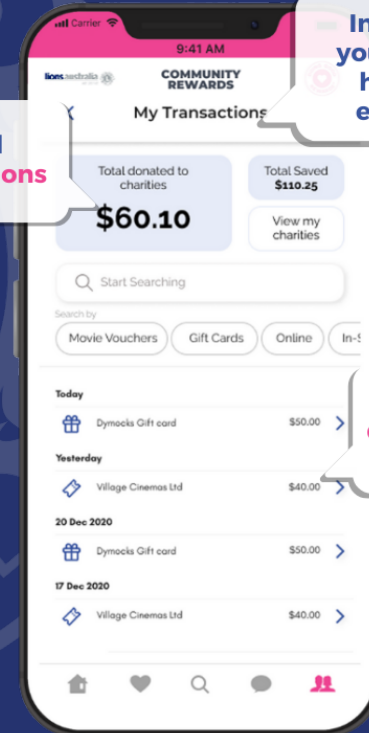
50% savings and 50% to charity , for example:



Lions Community Rewards **App Features**

My Transactions

Members see their **savings**
and **donations** accumulating
and feel good every time
they shop on the platform



see your total
savings & donations

In 'My Account' see all
your transactions to see
how you **Save & Give**
every time you Shop!

See when your
discount has been paid
back to your card

Every member who shops
receives an official annual
tax -deductible receipt
summarising all your
micro -donations from
Doing Good Foundation



Your Donation Tax Receipt

 Thanks for giving to Charity 

The Doing Good Ecosystem



Retailer Onboarding

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benefits for retailers

1. More customers
 2. No extra work or cost
1. Supporting charity
= brand differentiation

steps to help our retail friends

1. Drop in or email them a form
2. The Doing Good team
will meet them & set them up

Learn More
At the Lions
Website



The screenshot shows the website lionsclubs.org.au/get-involved/fundraising/lions-community-rewards/. The header includes the 'lions australia' logo with the tagline '75 years and counting' and the Lions International emblem. A navigation bar contains links for 'About Lions', 'Get Involved', 'Our Impact', 'Our Programs', 'News & Features', 'Members', 'Keep in touch', and a red 'Shop' button. A dropdown menu under 'Get Involved' lists 'How to join', 'Donations', 'Fundraising', and 'Corporate Giving'. The 'Fundraising' option is selected, showing a sub-menu with 'Lions Mints & Cakes' and 'Lions Community Rewards'. On the right side of the page, there are buttons for 'Register Now' and 'Join Us'. A large blue arrow points from the text 'Learn More At the Lions Website' to the 'Lions Community Rewards' link in the dropdown menu.

SHOP!
Automatic Discount!
Up to 25% off

SHOP, SAVE & GIVE with Lions Community Rewards

Imagine if you could buy the things you love, automatically save and give to Lions Australia, without any additional out-of-pocket expenditure!

Now you can with Lions Australia Community Rewards. Once you join the program and register your card, you will automatically save around 5-25% and for every dollar you save, a part of the discount will go back to your card and the



Download the Doing Good **app** and **sign up** to **Lions** with access code

lion2992

or simply scan this **QR code**



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Questions ?????

Contact me

Brad Langdon

+61 414 339 909

bradl@doinggoodrewards.com

This initiative is brought to you by Doing Good Rewards
together with Louis Onley and Rob Oerlemans.

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