

## What Association Executives Say About AchieveLinks:

"We looked at different affinity programs to diversify our revenue stream and chose AchieveLinks because it's a member benefit that enhances loyalty, provides great rewards, and financially supports our association."

—**Leonard Toenjes, CAE, President**  
Associated General Contractors  
of St. Louis

## Become an Association Superhero.

Up the value of membership with



### Increase member engagement and retention with a unique, new rewards program.

AchieveLinks rewards your members for business and personal purchases they make every day. The points add up quickly enabling your members to redeem them for the rewards of their dreams. AchieveLinks is only open to association members. It's a terrific way to make membership with your association indispensable!



### With AchieveLinks, you will

- **Offer a unique, new member benefit** that's free to you.
- **Increase member engagement and retention** and draw in new members.
- **Earn a royalty on every purchase.** As your members spend more, you earn more.
- **Be top of mind** every time members purchase with the co-branded AchieveLinks VISA® Platinum Credit Card.
- **Get up and running quickly.** Our *Fast Track* start-up program provides marketing tools to get your members enrolled right away.
- **Let us do the heavy lifting.** We handle all set up and ongoing management, requiring minimal effort on your part.

### With AchieveLinks, members will

- **Receive a new, tangible benefit** from their association membership at no cost.
- **Earn Links<sup>SM</sup> Reward Points** for their everyday business and personal purchases.
- **Buy from Merchant Partners** who are tailored to your industry.
- **Accelerate their earning** with the AchieveLinks VISA Platinum Credit Card.
- **Redeem Links for a huge selection of rewards** from merchandise, gift cards and travel to association dues and conference fees. No matter what motivates your members, there are rewards to excite them — from small to WOW!

 **AFFINITY CENTER**  
INTERNATIONAL  
[www.affinitycenter.com](http://www.affinitycenter.com)  
Creating Connections that Strengthen Associations



# Give Members Even More Power.



AchieveLinks gives you the ability to offer a VISA® Platinum Credit Card that is co-branded with your association logo and can be used wherever VISA is accepted. When they buy anything with the card, from gas or groceries to office supplies or even airline tickets, your association will be top of mind. Plus, they'll earn *Links* on all of it to get closer to the reward of their desire!

- Keep your association **brand** in front of members every time they use the card.
- Add **value** to association membership by giving them more ways to earn *Links* if they want to sign up for a VISA Platinum Credit Card.
- Help your members **accelerate** their earning when buying from AchieveLinks Merchant Partners in the Earning Center.
- Share more **revenue**. When your members spend more, you earn more.
- Give your members another way to show their **pride** and support your association's mission.

## We're Your Partner in Building Your Community

### Right Away, Expect ACI to

- **Assign you an AchieveLinks champion** who will be your partner in the set up and execution.
- **Build a co-branded website** where members earn and redeem *Links*.
- **Develop and help distribute promotional materials** to make members aware of the program's benefits.
- **Design an event opportunity**—perhaps at your own annual meeting—where we can engage and sign up members to your program.
- **Help you develop a launch campaign** and enroll members.
- **Train your team** to make the most of the program.

### Long Term, Expect ACI to

- **Assign a single point of contact** available for customer support.
- **Send regular updates** of your association's activity.
- **Share the revenue** your association has earned regularly.
- **Manage all of the Merchant Partner relationships.**
- **Continually add** more Merchant Partners and rewards options.
- **Create member promotions** that give your members even more *Links* earning opportunities.

Learn more about AchieveLinks! Call or email ►

Phone: **202.495.0998** or **877.542.4442 (toll free)**  
Email: **info@affinitycenter.com**  
**www.affinitycenter.com**

#### HUNDREDS OF PARTICIPATING MERCHANT PARTNERS SUCH AS:

1-800-Flowers  
ADP  
Avis  
BP  
Black & Decker

Budget  
Cabelas.com  
Champs Sports  
Discovery Channel  
Dollar

Dyson  
Expedia  
Famous Footwear  
FedEx Office  
Ghirardelli Chocolate  
Home Depot  
Hotels.com  
iTunes  
Kmart  
Lowe's

Mattel  
Microsoft Store  
NutriSystem  
Office Depot  
OfficeMax

Orbitz  
Panasonic  
Paychex  
Pitney Bowes  
Restaurant.com

Staples  
Swarovski.com  
Teleflora  
Thrifty  
Travelocity

Under Armour  
UPrinting  
USA TODAY  
Walmart  
and many more!