

National charitable organisations have significant support from the public based upon an emotive or principled association. The challenge is to capture and sustain this support in such a way that revenue generation is enhanced without damaging or alienating the public.

Scotcomms would propose a card or key-fob based membership solution that allows the individual to identify with the charity, can generate and monetise rewards for everyday behaviour, for which the charity becomes the prime beneficiary.

The process would be simple; issue cards or key-fobs with attractive charity-related artwork, each will be uniquely numbered and bar-coded. Include a short instruction leaflet inviting registration at a charity branded website.

Once registered, cardholders can transact at a charity-branded “web-mall” with over 400 of the busiest on-line retailers covering just about every possible sector. Each member also gets a home page showing their points balance and other charity related information.

If the charity has an associated retail presence in the high street, Scotcomms can enable card reading at the point-of-sale, so that points can be earned in-store and added to the members existing balance.

As the member accumulates points, each worth 1p, they can then redeem those points as a donation to the charity, or, use the value as part-payment for any merchandise or goods the charity may offer. The prime benefit of this solution is that it creates a marketing funnel back to source, as all of the points earned, may only be redeemed or donated to the charity.



Scotcomms has delivered loyalty and membership solutions to a diverse range of sectors.

Contact us now to find out what is possible
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