



# Thanksgiving Postcard & Gift Certificate CAMPAIGN

Please complete the Form below to place your Thanksgiving Postcard Campaign Order.

**MAIL VERSIONS:** To view ALL Thanksgiving Gift Certificate Postcards, visit [www.myrrpostcards.com](http://www.myrrpostcards.com)

**GIFT CERTIFICATE PROMO**

- 209—GC Mechanic
- 210—GC Road
- 212—GC Cornucopia
- 405—GC Dinner Table
- 406—GC Pumpkin Harvest
- 411—GC Turkey Pie
- 412—GC Turkey Football

**\*\*BONUS\*\***

Bonus Gift Certificate Promotion Guide and Template With All Thanksgiving Orders  
Visit [www.royaltyrewards.com/thanksgiving2015](http://www.royaltyrewards.com/thanksgiving2015)

Send the Friendly Reminder Email YES / NO Pull Records From  Members  Prospects  External File

Point Factor \_\_\_\_\_ Mail Type  BULK / FIRST CLASS \_\_\_\_\_

Version Name \_\_\_\_\_ Expiration  Last Day of Month or \_\_\_\_\_

- Create signage to get more signups with the App  Send postcards to reactive lost and inactive customers
- I would like to active/update my Customer Appreciation Survey & Online Reviews  I would like to integrate my Shop/POS software system

**STANDARD OFFER:**  Here's, A Free \$10.00 OFF Your Next Visit or  Here's, A Free \$20.00 OFF Your Next Visit

Custom Offer: <First>, Here's \_\_\_\_\_

OTHER Custom Offer: \_\_\_\_\_

Custom Disclaimer:  Not Valid With Any Other Offer. \_\_\_\_\_

Please check your offers and disclaimers online at [www.royaltyrewards.com](http://www.royaltyrewards.com) to ensure accuracy. Firepower Marketing Inc., assumes no responsibility for errors in offers/disclaimers.

**GIFT CERTIFICATE SALES OFFER** (tracking promo code automatically generated)

USE SUGGESTED OFFER  OR  Use following Offer: (3 line maximum, 48 characters/line)

- Buy \$25, Get \$5 FREE in Bonus Certificates
- Buy \$50, Get \$10 FREE in Bonus Certificates
- Buy \$100, Get \$25 FREE in Bonus Certificates

**Gift Certificate Sales Promo Code Point Allocation:**

- Option 1: No points awarded for GC purchases, sale is only recorded for tracking purposes
- Option 2: Choose Your Amount: \_\_\_\_\_ Bonus Points awarded for gift certificate purchase (regardless of quantity purchased)

**Expiry Date for Gift Certificate Sales Offer:**

November 30th, 2015 OR \_\_\_\_\_

**Bonus Certificates Expiry Range:**

Use Suggested Range: January 1<sup>st</sup> through February 11<sup>th</sup>, 2016  
OR Use Certificate Expiry Range: \_\_\_\_\_

**Selection Criteria for Members:**  Show me how to capture more transactions and increase my ROI

Members Based on:  Lifetime Sales or  visits Last 12 / 6 / 3 months \_\_\_\_\_

Quantity:  500 (min order)  1000  1250  Other \_\_\_\_\_

Customer Status:  All Active  Lost  Inactive

Exclude Members with  Anniversaries / Half Anniversaries / Birthdays / Half Birthdays

Segments:  Platinum / Gold / Silver / Bronze / New Joins / No Activity \_\_\_\_\_

**INTERNAL USE ONLY**

( Save & Estimate )

QLC Credit Used

Firepower Marketing Inc.' liability is limited to campaign mailing cost. Please see [www.royaltyrewards.com/termsfuse.htm](http://www.royaltyrewards.com/termsfuse.htm) for full Terms & Conditions.

- Yes, use my QLC Credit this Quarter. Use is limited to once per quarter. Non-Cumulative. **VALUE \$279**
- I authorize Royalty Rewards®, a division of Firepower Marketing Inc. to activate the services I have authorized on this form. The Royalty Rewards® Registered Trademark and StikTuit® are legal trademarks and may only be used by merchants legally and actively participating in the Royalty Rewards® Program.

BUSINESS NAME: \_\_\_\_\_ Contact Name: \_\_\_\_\_

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

**FAX to 800-253-1633**

## ORDER DEADLINE: MONDAY OCT 12th