



**PeoplePoints**<sup>®</sup>

THE COMMUNITY REWARDS PROGRAM

**An Overview**

**You want to grow your business.**



**But how do you get people  
to give you a try?**

**Offering rewards is a proven way to get people in your door... until they're hooked!**



# Unfortunately, creating and managing a successful rewards program takes a lot of work.



- Time-consuming to create and manage
- Finding sponsors is challenging
- People want easy technology and lots of choices
- Participating in multiple reward programs for multiple organizations is **CONFUSING**
- People want a **PURPOSE**



# Our Solution: Engage customers with PeoplePoints® Rewards!



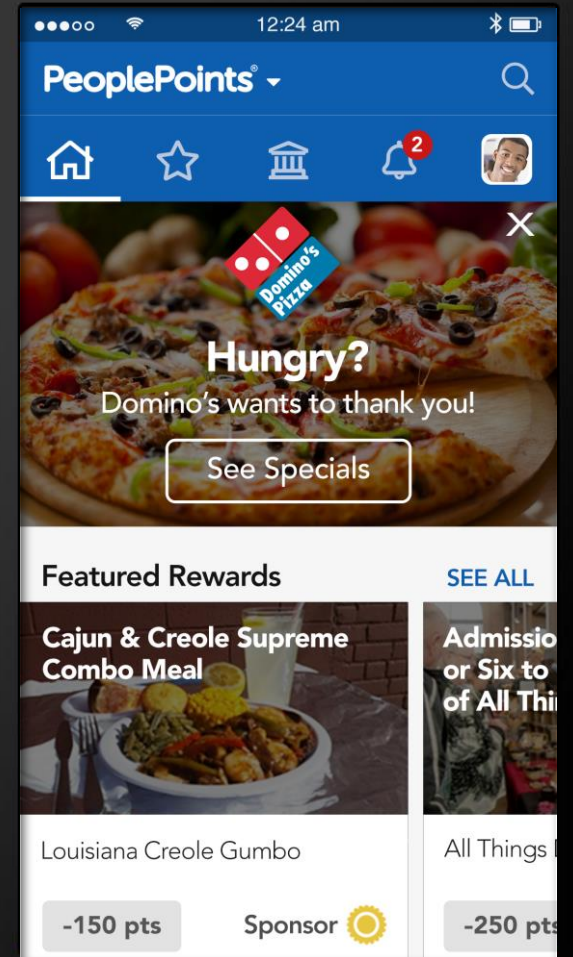
Create a Rewards Program at **MyPeoplePoints.com** for your city, nonprofit, or business



Citizens earn points as they take quizzes, volunteer and other activities from you and your partners



Citizens redeem points for goods & services from participating businesses or donate to a cause or nonprofit

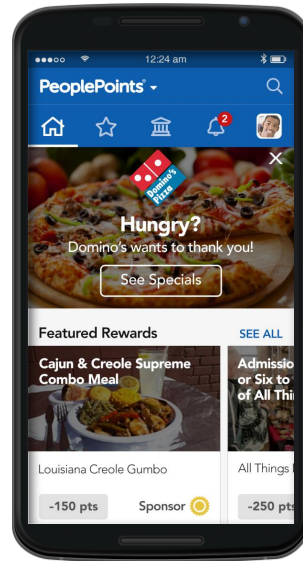


# PeoplePoints® helps you grow as you help your community

4. Businesses reuse points for incentives or **donate** to cities & organizations



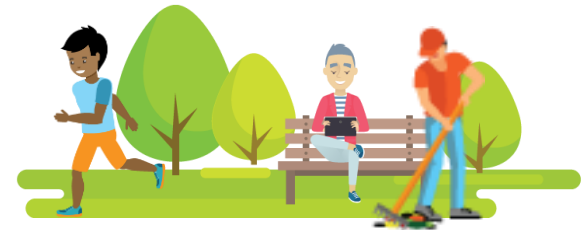
3. Users **redeem** points for rewards from businesses



1. Cities & organizations **buy** or **receive** points for rewards programs

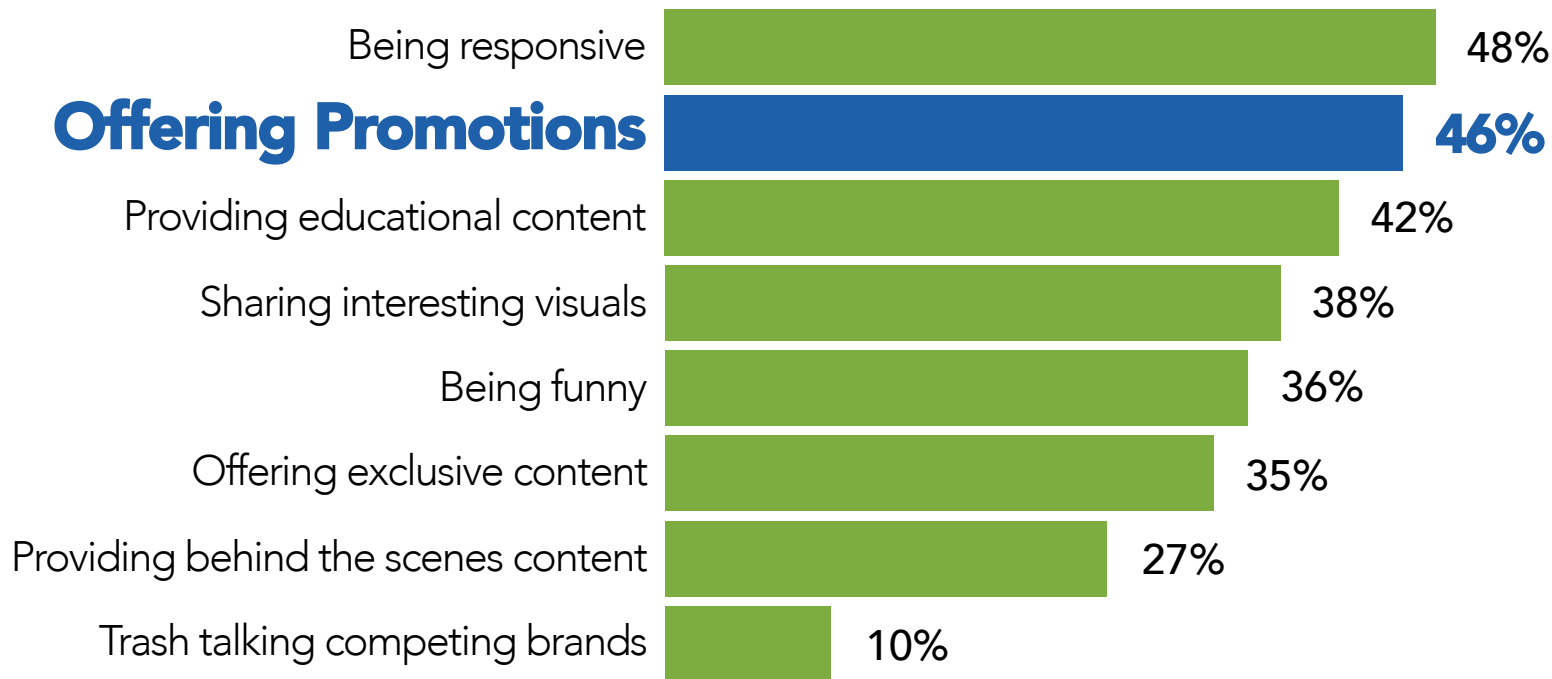


2. Citizens and members **earn** points through community activities



# PeoplePoints® will increase response...

Brand actions on social media that prompt consumers to purchase/act



# ... and reduce campaign "Cost per Action".

- Initiatives have budgets or ongoing expenses for community outreach & engagement (the "Cost")
- The goal is to have citizens, students & employees respond (the "Action")
- The "Cost per Action" is the average cost per response achieved





# Examples of customer uses



## GOVERNMENTS

Emergency Planning

Local Business

Visitors & Tourism

Citizen Engagement



## NONPROFITS & FOUNDATIONS

Healthy Living

Attend Events

Volunteering

Outcomes Tracking



## UNIVERSITIES & SCHOOLS

Campus Safety

Volunteering

Tutoring

Fund Raising



## COMPANIES & LOCAL BUSINESS

Promote Business

Employee Wellness

Community CSR

Wellness Seminars

# Supporting community leaders is good for business.



- **Nonprofit, civic leaders, doctors, board members & concerned citizens are the community “Influentials”**
- **They are most trusted when it comes to voting, shopping and what to do**
- **Local small businesses need to unleash their ‘word of mouth’ influence**
- **Support community Influentials and they’ll help you grow!**

*– The Influentials, Keller and Berry, RoperUSA*

# You'll reach these key "Influentials" with PeoplePoints®

-  Elected & Career Governmental Officials
-  Public Relations & Communications Professionals
-  Hospitals & Health Care Companies
-  Doctors & Dentists
-  Corporate Governmental Relations
-  Small Business Owners & Entrepreneurs
-  Corporate Executives
-  School Districts & Universities
-  Real Estate Developers & Management Companies
-  Houses of Worship & Clergy
-  Foundation, Nonprofit & Grassroots Leaders
-  Young Professionals

# How It Works



**Sign up  
for FREE**



**Easy for  
businesses,  
customers &  
citizens to join**



**Accept Points  
for Rewards**



**We'll help businesses  
start with a few items  
and suggest point  
values and  
redemption limits**



**Transaction  
Fee**



**A 5% fee is  
deducted when  
points are  
redeemed**



**Donate or  
Reuse Points**



**As points add up,  
donate them to an  
organization or use  
them for your  
promotions**

# Participating in PeoplePoints® Rewards is easy!

1. Create your city, organization or business **Rewards Program** at **MyPeoplePoints.com** and “join” our rewards program
2. **We’ll help create and post** the rewards for your organization with a redemption process that works for you
3. **We’ll help train** your employees on how to redeem points
4. **You accept** points from customers
5. **Promote your program** to your members and customers at your places of business, mailing lists and social media!



# Outcomes



**Initiative participation & impact will SKYROCKET**



**Leaders will thank YOU for helping them succeed**



**Your information will REACH key leaders & citizens**



**Our network will receive emails weekly featuring YOU**



**Community social capital & business profits will INCREASE**

**You'll have tons of PeoplePoints® to promote your offerings, give rewards and donate to local community partners!**

The more people are rewarded for doing good,  
the more they'll do it, the stronger your community  
will be, and the more customers will LOVE YOU!



**PeopleApps**<sup>TM</sup>  
TECH FOR BETTER

**Need help?**

**Email**

[support@peplemovers.com](mailto:support@peplemovers.com)