

Pink Causes™



Support the cause
at over 600
participating merchants.



Participation Guide 2009

PinkCauses™ Rewards Program

Supporting the cure with every purchase.

PinkCauses™ was founded ...

PinkCauses™ works like other loyalty programs, except it allows shoppers to support the cure through their everyday purchases.

Citizens can capture a percentage of whatever they spend through participating retailers by first visiting <http://PinkCauses.com> when making online purchases.

PinkCauses is a no-cost, hassle free way for supporters to earn cash rebates and redirect those rebates to their favorite Pink Causes.

PinkCauses™ Merchant Network

Currently, there are over 600 top-name merchants participating in the PinkCauses™ Merchant Network.

How it Works

PinkCauses™ is a powerful Rewards Programs, designed to generate income for your favorite pink cause everyday, all year 'round—and it's FREE!

The PinkCauses™ Rewards Program tap a new source of funding—those local businesses and national online retailers who are willing to pay a rebate on virtually every purchase. There are over 600 participating top-name local & national retailers.

Encourage your supporters to direct their everyday purchases through these retailers and start realizing the value from your supporters' purchasing power today.

It sounds simple, because it is!

Here's how it works

1. Visit <http://PinkCauses.com>™ before making online purchases
2. Select your favorite pink organization to benefit.
3. Select any participating merchant banner in the PinkCauses Mall to visit the merchant directly.

That's it! No hassles and no extra cost. Just purchase the item you would normally. Our special Pink Links will capture a merchant-funded rebate. You'll pay the same price as you would if you had visited the merchant directly, so why wouldn't you?

Participation Benefits

More awareness means more funding— With the PinkCauses™ Rewards Program, you're not alone in advocating for your organizations yearly financial needs. Through local promotions and citizen initiatives, PinkCauses™ encourages all citizens to utilize this effortless and effective Rewards Program.

In doing so, this is a wonderful opportunity for your organization to attract new supporters and bring your funding needs to light.

Fewer solicitations— You can be assured that your list of contributors will not be shared or sold. The PinkCauses™ Rewards Program is 100% registration and hassle free.

Earning Potential

One hundred online shoppers supporting your organization will generate about \$10,000 per year, or about \$100 per year, per online shopper.

There is no cap on earnings, so there is no limit to your funding potential.

Tools— PinkCauses™ Program provides you with many turnkey templates that you can download right from our site, including; a press release, e-mail blasts, letters, brochures, flyers, and links to your organizations shopping page.

Getting Started

- Capture a percentage of online sales at hundreds of world class retailers by submitting your organization to <http://PinkCauses.com/submit.htm>

Spread the word about your shopping campaign.

By uniting with other citizens in a collective action you can significantly increase the impact and effectiveness of the PinkCauses™ Rewards Program for your organization.

- Ask your supporters to send an e-mail blast to their friends and family to introduce them to your shopping page. You can even customize a hyperlink or they can use our handy “Tell a Friend” link to send an e-mail invitation.
- Post a banner or link to your PinkCauses.com shopping pages on your website.
- Print out flyers and brochures about your shopping pages to hand out at your next event.
- To ensure the success of your funding campaign, it is imperative for you to communicate often with your supporters about your shopping campaign.
- Provide links to your PinkCauses.com™ shopping page in your newsletters, and include simple reminders on all other printed material.

Business Practices

Rewards Network- It's not easy to become a partnering retailer in the PinkCauses™ Network. We hand-pick our partnering retailers and choose only those who are well-respected and who offer quality products.

Spam-free– PinkCauses™ Rewards Program does not require registration to participate. However, we do offer our visitors the option to receive our newsletters and enter promotions but we do not track the organizations they choose to support or any other personally identifiable information. PinkCauses™ Rewards Program fully embraces and endorses all anti-spam regulations.

Business entity- PinkCauses™ Rewards Program is a *for-profit* common good enterprise; a *business that benefits the common good through for-profit solutions*.

PinkCauses™ Rewards Program empowers citizens to use their purchasing power to support breast cancer research, treatment and local advocacy services. We encourage participation through local initiatives, and serve the cause with the highest degree of stewardship and accountability.

Income— More than 50% of income before taxes goes directly to organizations. Our administrative costs support an effective funding strategy for the organizations we serve.

