



## **2016-2017 Program Outlines**

Here are the specific guidelines for our membership incentive program!

- How it works:
  - Each member brings their card to a Jacket Backers sponsored event. You'll check in with a representative of the Jacket Backers to receive your points. Most events are eligible for points. However, the Jacket Backers reserve the right to determine event eligibility. We'll post with each event how many points a particular event is worth.
  - ALL Jacket Backers members are eligible
  - Members must present their card at the events
  - Members cannot bring cards for other members
  - Cards must be signed
- Earning points:
  - New members and membership renewals receive 20 points per member
  - Referring a member gets 20 points for the referring member per member that signs up or renews 10 base points for any check-in. Check ins include stopping by the Jacket Backers table at a game, attending a meeting, or just about any other Jacket Backers sponsored activity. Additional 10 points for: Volunteering to work/organize a JB activity, such as working the table, running a viewing party, event planning, committee participation, etc. A note, officers working will receive points as well for attending planning meetings. Some points MAY be discretionary.
  - Additional 20 points for: Going on a Jacket Backers one day paid bus trip
  - Additional 40 points for: An overnight Jacket Backers paid bus trip
  - Additional 50 points for: Any Jacket Backers designated community service event
  - Additional 40 points for: Attending NHLBC Convention. You must list Columbus as either your primary or affiliated club on your registration.
  - If you attend an away hockey game on your own, take a photo of you wearing either CBJ or JB gear at that venue. We'll give you 15 points! It doesn't even have to be a CBJ game. Just show your colors that you are a CBJ fan! Away trips could include pro games, including minor league, college games, and other big events (Olympics, NHL ASG and Draft, World Cup of Hockey).
  - Also, if you are wearing Jacket Backers gear at a landmark, we'll give you 15 points.
    - The Jacket Backers reserve the right to use photos submitted for the web site or other usage by the organization
  - You can either email your photos to [membership@jacketbackers.org](mailto:membership@jacketbackers.org), or post it on Facebook, Twitter or Instagram with #JBRewards.

- In group photos, points will only be given to the member who posts the photo. Other members in the photo may repost the same photo using their social media account to get points awarded. (Effective 10/21/16)
  - In both of the above cases, one photo per person, per event
  - Certain other multi-day events not listed above may have additional points attached. This will be posted in the event announcement. In any case, we will post the amount of points available at a particular event.
- The member with the most points at end of Membership Year will receive a Grand Prize yet to be determined. There will also be a Junior Member Grand Prize.
  - Other prizes may be awarded as well in relation to this program.
  - First day of the start of this program is September 1, 2016. Last day is August 31, 2017, or the club picnic or other designated event in the summer, whichever comes first.
  - 2017 start date may be adjusted according to club activity schedule.
  - Yearly winners will be announced on the website and at a summer event.
  - Points will accrue for lifetime. There may be certain benchmarks and ways to redeem points established in the future
  - The Jacket Backers reserve the right to change the program at any time with due notice via email, social media, or any other means deemed necessary.
  - If you have any questions, contact Dan Mejak, Membership Chair at [membership@jacketbackers.org](mailto:membership@jacketbackers.org).

## **FAQ's**

**Can I use some sort of electronic card, like a photo on my phone?** As much as we all don't like the proliferation of cards in our wallets, purses, etc., we think we have one of the best looking cards out there! Carry your card with pride and show it off!

**What if I forget my card and know my number?** We may make certain exceptions, but for the most part, we are using a barcode scanner to record attendance and points. So typically, bring your card with you. Again, carry your card with pride!

**I just signed up via the website or by mail and have not received my card yet. What do I do?** Just mention this when you come to an event. We'll take down your information and get you your points.

**What else can we use the points for?** Points will be banked for future use. For the moment, this is a pilot program. However, we envision this to be a rewards type program where you redeem points for items, such as merchandise, memberships, road trips, etc.