

**we** make a difference<sup>®</sup>



**We Make A Difference**  
**Supporting Clubs and Communities**

# Contents

<b>Title</b>	<b>Page no.</b>
<b>About We Make A Difference</b>	<b>03</b>
<b>How it works</b>	<b>04</b>
<b>Online shopping</b>	<b>06</b>
<b>Savings calculator – How much can your members save</b>	<b>08</b>
<b>The We Make A Difference App</b>	<b>10</b>
<b>Marketing and Promotional Material</b>	<b>12</b>
<b>Download and print out marketing from your back office</b>	<b>14</b>
<b>Expand the reach of your fundraising</b>	<b>15</b>
<b>Support your local community with our We Shop Local platform</b>	<b>16</b>
<b>Summary of the Fund-raising</b>	<b>18</b>

# About We Make A Difference

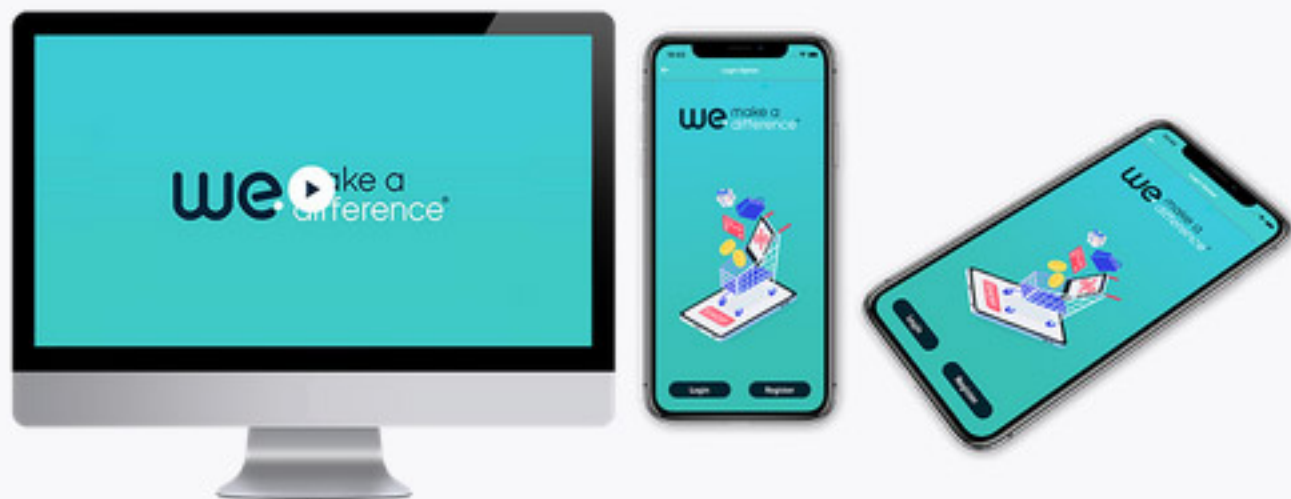
We Make A Difference is an innovative fundraising platform for sporting clubs to raise funds 12 months a year at the same time as saving your members hundreds of dollars a year on their everyday living expenses.

The We Make A Difference platform also provides greater exposure, value and opportunities for sponsors to receive greater value for their sponsorship.

The platform enables your club to create a closer connection with the local community through our local area marketing platform.

How it benefits your club:

- Members save money on their everyday living expenses
- Shop online and generate 2% of every purchase back to the club
- Support your sponsors and the local community





# How it works

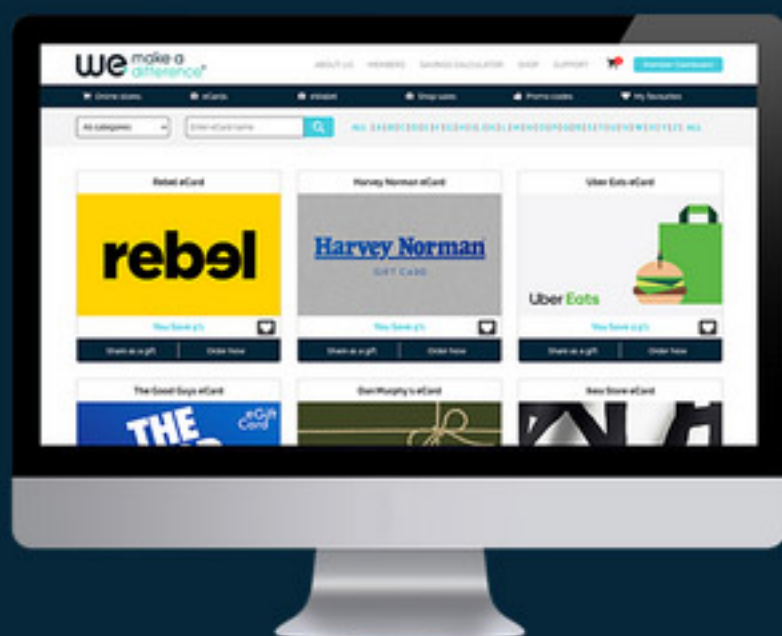
The We Make A Difference provides your members and supporters with access to over 80 discounted eCards providing savings at some of the largest retailers in Australia.

Your members have access to our discounted eCards saving them hundreds of dollars a year

Savings on Groceries, Petrol, Beer and Wine alone can save you more than the cost of your club membership.

On average families are saving over \$2,000 a year on their everyday living expenses.

Your members pay \$10 per month to gain access to the eCards with \$2.00 per month paid back to the club. Spending \$200 per month on groceries, petrol or beer and wine will save the member their \$10 monthly subscription



**Click here** to enter your everyday living expenses to see how much you save

Below are some examples of the eCards and the discounts you have access to



Woolworths 4%



Coles 5%



Amazon 4%



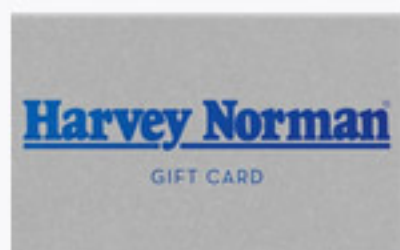
Rebel 8%



Ikea 5%



Priceline 5%



Harvey Norman 7.5%



Target 5%



Ampol 4.5%



Bonds 8%



Woolworths Caltex 3%



Apple 6%

**Click [here](#)** to view the full range of eCards



## Online shopping

The We Make A Difference platform provides your members with access to hundreds of online shops through our shopping portal. Your members are re-directed to the store website where they pay the same price as displayed on the stores site.

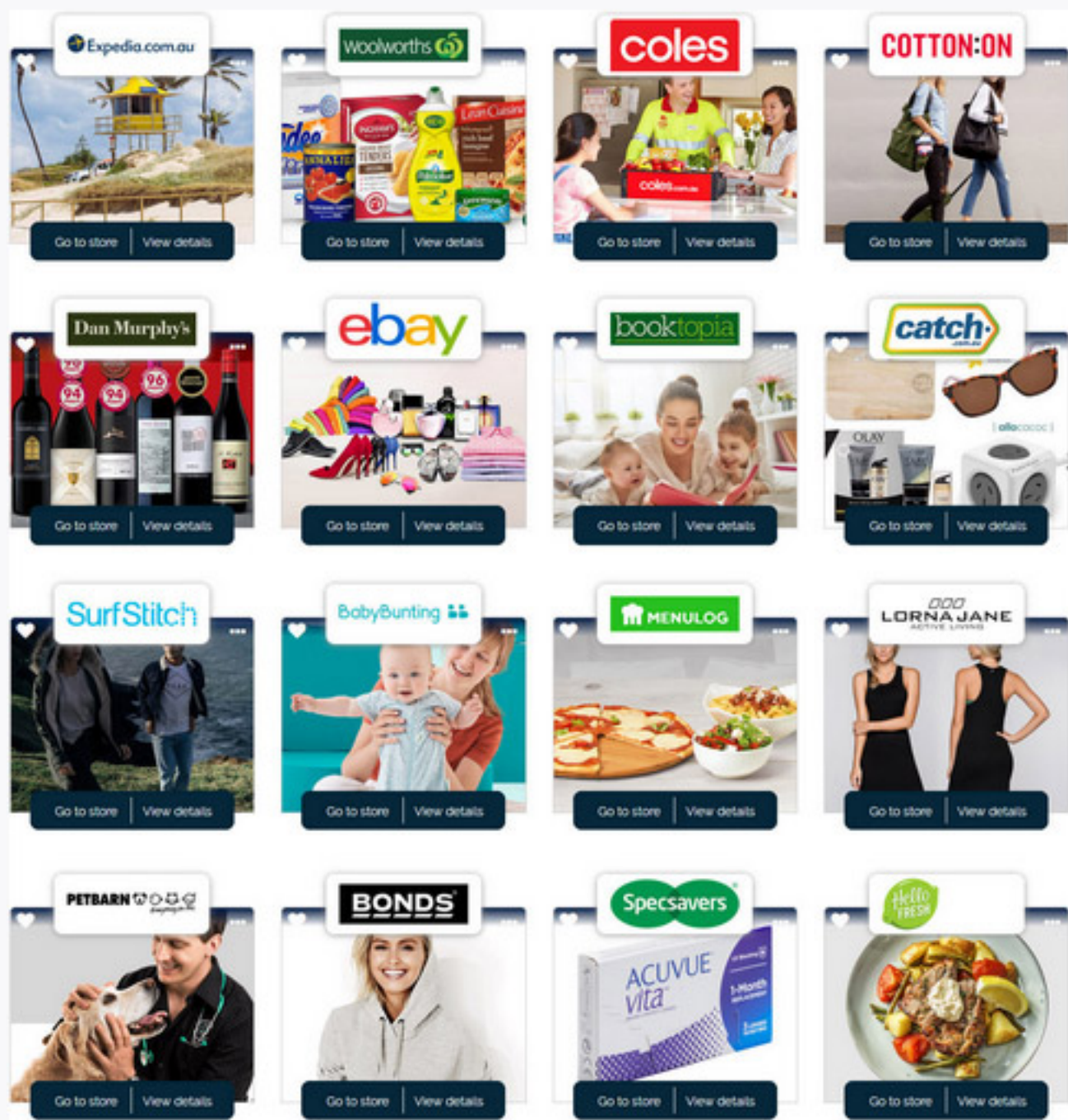
The purchase is tracked back to your club through a tracking code in the URL which generates 2% commission back to your club on each purchase through the We Make A Difference sponsorship.

We have seen a phenomenal growth in online shopping with people spending more time at home than ever before, people pulled out phones and laptops to do their shopping.

In Australia, online shopping growth for the 12 months to 31 December topped 57% YOY. More Australians shopped online than ever before in 2020. Around four in five households – that's almost nine million – purchased online at some point during the year.

Through the We Make A Difference platform and sponsorship your club will receive 2% of every purchase through our online shopping platform.





**Click here** to view the full list of online shops on average 2% of every purchase is paid to your club through the We Make A Difference sponsorship



# Savings calculator – How much can your members save

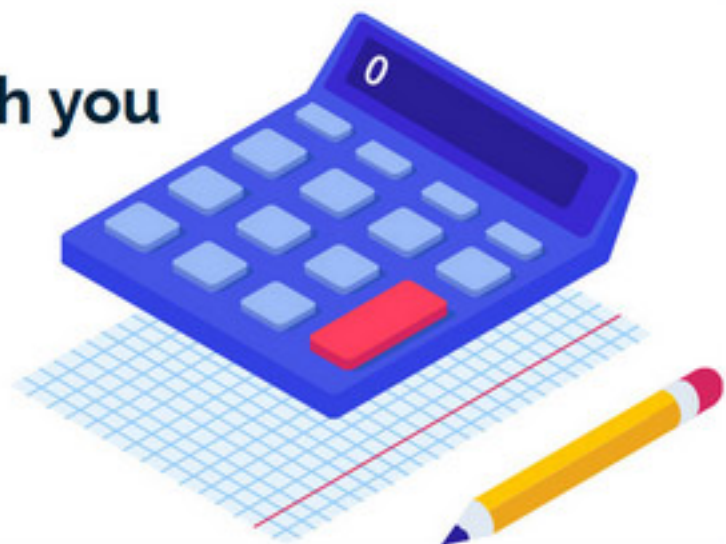
Learn how much you can save a month or a year by using our savings calculator.

By doing your everyday shopping through the site you can easily save hundreds or even thousands of dollars a year.

**Click here** to view the full range of eCards

## Find out how much you can save

Calculate your savings



Your club can use the eCards to save money on groceries, petrol, beer and wine. Enter how much your club might spend on alcohol over the bar and calculate what a difference a 5% discount would make.





# Fund-raising calculator from online shopping

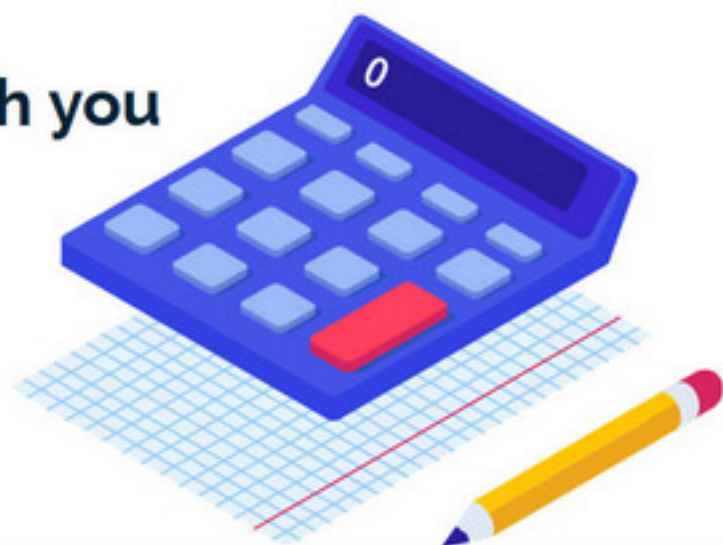
In the fundraising calculator you can enter the amount you would anticipate your members would spend through the online shops.

Enter the amount for one person then you can multiply this by the number of members that would do this to calculate the potential revenue that will come back to the club.

**Click here** to view the full range of eCards

## Find out how much you can save

Calculate your savings



If the club purchases alcohol for the club through Dan Murphy's or BWS then using a discounted ecard the club will save 5% on the eCard purchase and also generate approx. 2% by ordering through the online shopping portal.

A 5% discount on an annual turnover of \$60,000 will save the club \$3,000



# The We Make A Difference App

Everything you do on a daily basis at your fingertips

Your discounted eCards are sent direct to your phone ready for you to scan and save.

Access your most recent eCards simply by swiping the screen.

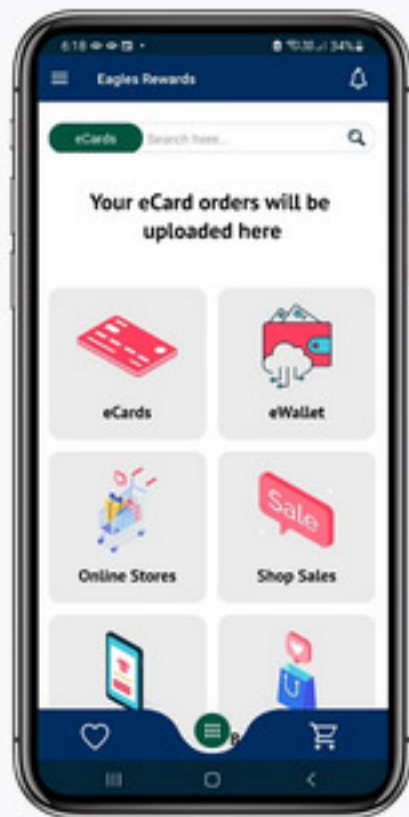
Order your eCards from the app or better still save your card as a favourite for even quicker access.

Access your most recent eCards simply by swiping the screen.

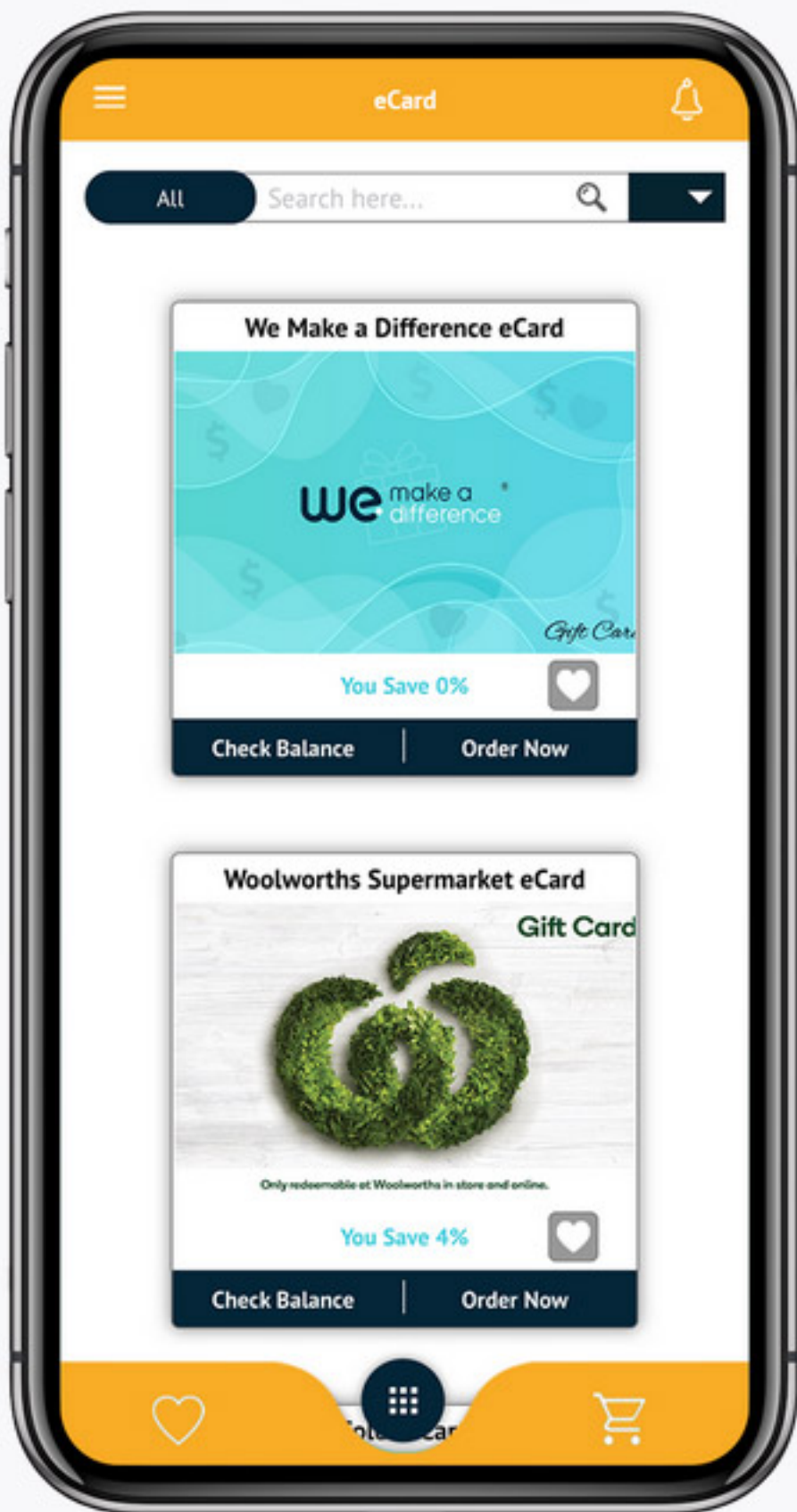
All your eCards are stored in your e-wallet with an easy-to-use search engine.

You always have access to your cards and never lose a card.

Check your balance on your phone without leaving the app.







## Marketing and Promotional Material

We provide your club with a complete turnkey fully automated marketing system to introduce your members and then to maintain engagement with your members

### We provide branded email campaigns which include:

Emails and text messages to introduce the program

Automated emails to stay in touch over a 3-month period after they have registered on the site

Weekly or fortnight newsletters (your club can decide on the frequency)

Push notifications on special offers

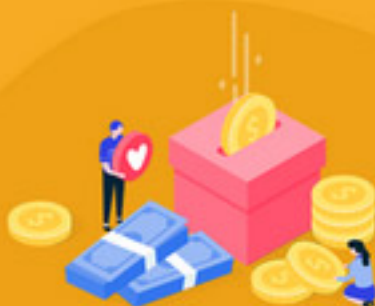
Promote special occasion specials such as

- Mother's Day
- Father's Day
- Christmas
- Valentine's day
- Easter
- Back to School and School Holidays

Once set up all the that is required from the club is to use the site, pin up the flyers and talk about on your Facebook page.



## Welcome email



Hi (Name)

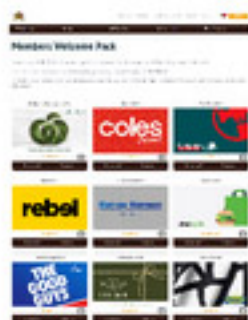
Welcome and thank you for registering for the Halls Head Cricket Club Rewards members benefits program.

You have now unlocked access to everyday savings:

- Shop at our online stores and access special offers, discounts and promo codes;
- Save up to 7% when you purchased eCards from some of Australia's biggest brands;
- Support the community – on average 2% of all purchases made through the online stores will be donated back to your nominated charity.

You're ready to start shopping and saving.

[Start Shopping Now](#)



You also now have access to the **Members Welcome Pack** featuring additional offers and discounts available exclusively for the next 30 days.

Your Members Welcome Pack lets you **save up to 12%** on a huge range of eCards from major brands including Bonds, City Beach, Country Road, Myer and more!

These savings are **on top of** any discounted or negotiated price.

These Take advantage of these special benefits now.

[Browse Members Welcome Pack](#)

Check out our **'How to' videos'** to learn how to make the most of your savings.

We hope you enjoy the everyday savings and look forward to seeing you online soon.

Happy shopping from the team at Halls Head Cricket Club Rewards

Download and print a promotional flyer from your back office





## Shop and Support your Club

Support your club by saving money on your everyday shopping  
You can save up to:

5%  Groceries	5%  Beer & Wine	5%  Petrol	7%  Sporting Goods
10%  Clothing & Fashion	6%  Apple Products	5%  Flights	10%  Travel

Families on average save over \$1,500 a year on everyday living expenses  
Just \$10 a month to access the saving with \$2 a month going back to support your club



Scan the QR code to register and support you Club



# Expand the reach of your fundraising

Traditional Fund-raising for clubs comes from

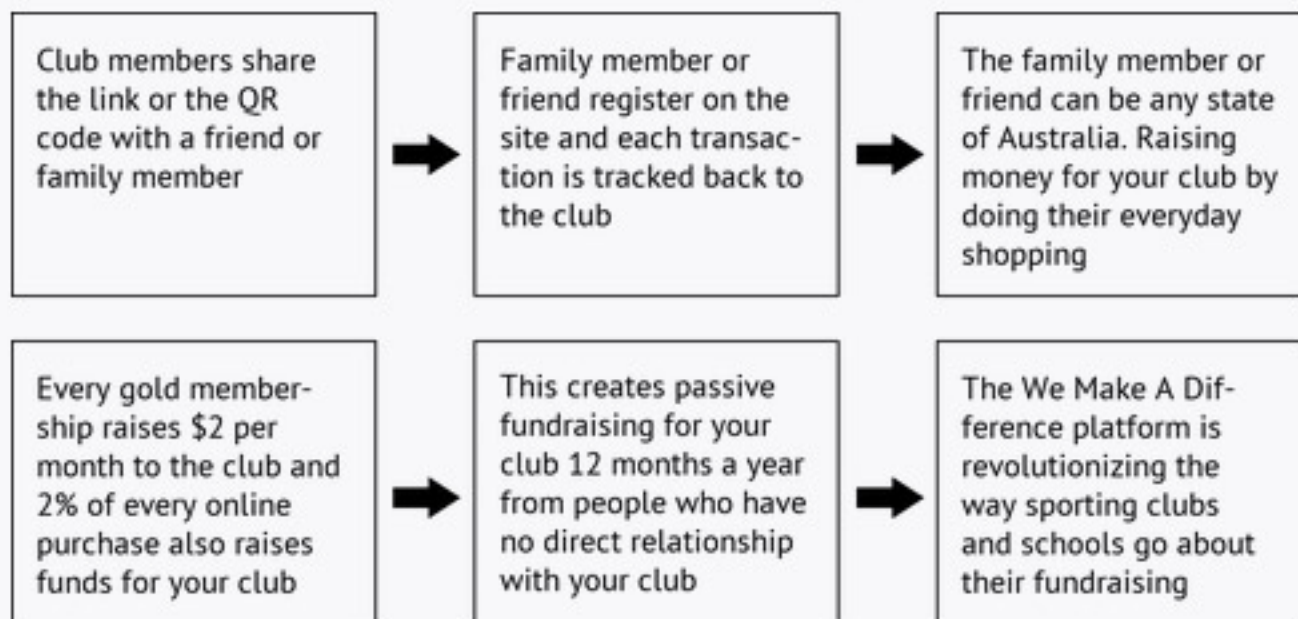
- Raffles
- Sausage sizzles
- Quiz nights
- Fetes
- Auctions

All of these methods require a lot of work and are generally limited to members and families within your club.

It also limited to your season eg. there is very little fundraising activities in the off season.

The We Make A Difference platform provides a passive income from members doing their everyday shopping 12 months of the year.

- It requires very little work to set it up.
- Only basic IT skills are required to maintain it.
- Generates funds 12 months a year
- Generate funds from friends and family members who are not necessarily associated with your club.



# Support your local community with our We Shop Local platform

Work with local businesses to promote special offers to your members

A business profile on our site includes:

**Full control of the admin panel allowing the business to change their profile whenever they want**

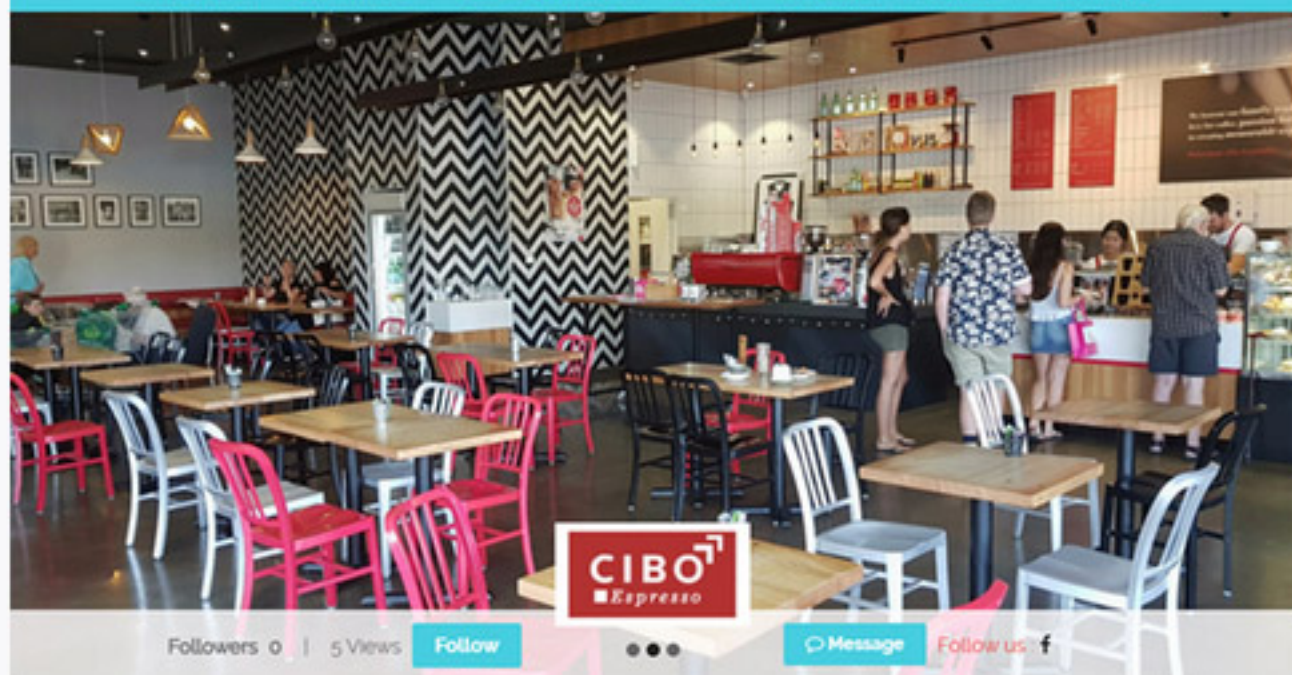
**Full business profile including:**

- Uploading images at the top of the page
- An about us
- Three widgets describing the businesses products and services
- Upload digital e-coupons
- Upload videos
- Upload photos
- Upload customer stories and testimonials
- Write and upload blog articles
- Links to your social media sites

**Click [here](#)** to view the benefits for a local business







## About Us

### THE CIBO STORY

The pillars of the CIBO experience came from our four founders:

An Italian chef – for epicurean culinary adventure, an artisan pasticciere – for light and luscious pastries, a restaurant manager- to deliver an artful ambience, and one handsome barista – to serve perfectly extracted coffee while you sit back and soak in the charming atmosphere.

Together these four elements have fused to bring you an authentic Italian experience right here in Australia.



Delicious Home Made Cookies



Croissants and Snacks



Gelati Galore



# Summary of the Fund-raising

## Fund-raising from the gold membership

The cost of the Gold membership is \$10 per month

\$2.00 per month is paid back to your club

## Fund-raising from the online shopping

On average 2% of every purchase through the online shops raises funds for your club

## Fund-raising from the We Shop Local Platform

If your club introduces a business to the platform your club will be paid a once of set up commission and an ongoing monthly commission.

Set up cost for a business fee		\$150.00
Your commission		\$120.00
Monthly fees		\$75.00
Your fund-raising commission 10% per month		\$7.50
Sign up 5 businesses and this is what you will receive		
Set up cost $\$120 \times 5$		\$600 annual
Monthly commission $\$7.50 \times 5$	\$37.5 per month	\$450 annual
<b>Total per year</b>		<b>\$1,050</b>

# Club Registration Page

Name of Club:

Address

Street

Suburb

State

Post code

Contact name

Contact email

Contact phone number

Approx. number of members

Activities of the club

**Submit**

**we** make a  
difference<sup>®</sup>

