



# Business Partnership Coupon Kit

## Welcome, Business Partner!

We've created the Alexandria Jaycees Business Partners Coupon Kit to help you:

- easily and quickly customize and print coupons and
- train all staff in processing these coupons.

## Staff Education Overview

It is recommended that your staff education include an in-person training session for all of your shift managers and staff, using the Business Partner Participation FAQs, POS Instructions, and Employee Instructions Poster. This training will take approximately 10 minutes.

## Coupon Kit Contents

- Instructions Sheet
- Coupon Form
- Coupon Data Sheet
- Point-of-Sale (POS) Instructions Sheet

Need more copies of this kit? Visit <http://www.alexjaycees.org/businesspartners/couponkit.htm>



# Business Partnership Program

## Frequently Asked Questions (FAQs)

### **WHO ARE THE ALEXANDRIA JAYCEES?**

The local chapter of Junior Chamber International, and the U.S. Junior Chamber of Commerce. We provide Alexandrians between the ages of 21 and 39 with opportunities for leadership development through civic involvement, as well as social activities and networking. We are a 501 (c)(6) corporation and have been active in the Alexandria community since 1940.

### **WHAT IS THE BUSINESS PARTNERS PROGRAM?**

Businesses provide discount or free trial/service coupons to the Alexandria Jaycees, and receive recognition on the Alexandria Jaycees website and newsletter as well as reaching the 21-39 year old market with targeted advertising. It's that simple. There is no advertising, mailing, or membership cost for your business for the basic program.

### **WHY DO THE JAYCEES WANT OUR COUPONS?**

To encourage its members to shop in your establishment and to encourage more Alexandrians to volunteer in our community!

As a junior chamber of commerce, the strength of the local economy is important to the Jaycees. By offering a benefit members can use immediately, we make it more attractive to potential members to join the Jaycees. This both brings your company more customers and betters the community with additional volunteer manpower.

### **WHY JOIN?**

Why spend \$100s to advertise in Val-Pak or the ClipperMagazine? Join the Alexandria Jaycees' Business Partnership Program to:

- Reach 21-39 year old Alexandrians, many new to the community
- Gain recognition on the Alexandria Jaycees website and newsletter
- Support civic volunteerism in our community

### **WHAT IS THE COST?**

Only the value of the coupon you most likely already use to promote your business. There is:

- No advertising fee
- No mailing cost
- No membership fee

### **WHAT IF I DON'T HAVE A COUPON OR AD?**

No worries – use our free online Jaycee Coupon Kit to automatically format and customize your coupons using MS Word, and then use the educational materials to educate your staff in processing the coupons at your business.

Want more information? Visit <http://www.alexjaycees.org/bizpartners/> or email us at [bizpartners@alexjaycees.org](mailto:bizpartners@alexjaycees.org).



## Instructions for Creating Your Own Coupons

These instructions work with MS Word 98/MS Excel 98 and above.

1. Save a copy of Coupon\_Details.xls and Coupon\_Form.doc to your computer.
2. Open Coupon\_Details.xls and complete the shaded areas. There is a sample completed line above the shaded areas. If you have questions, send an e-mail to [bizpartners@alexjaycees.org](mailto:bizpartners@alexjaycees.org) and you'll have a (usually) same-day response.
3. Save and close Coupon\_Details.xls.
4. Open Coupon\_Form.doc and select Tools, Mail Merge.
5. Click on "merge" (heading #3).
6. Select merge to "new document" and click on Merge.

Print as many copies as you'd like.

## Point-of-Sale (POS) Instructions

We strongly recommend that you provide written instructions for informing your staff about the coupon program, so that they:

- know the coupons Jaycees will be presenting are legitimate and
- know how to process the coupons.

You may want to staple a copy of the coupon itself to these instructions.

It is recommended that your staff education include an in-person training session from a manager, using the Business Partner Participation FAQs, POS Instructions, and Employee Instructions Poster.