

Why sign up to the Forest Rewards Card?

It's so Rewarding ...for shoppers



It's so Rewarding ...for businesses



Free publicity

- On the campaign website at www.firststoplocalshop.co.uk
- In our Forest Rewards Card literature
- Through press articles

Increases customers & customer spend

- Promotes your business to new customers
- Introduces existing customers to additional goods & services

Encourages & rewards local buying

Thousands of cardholders

Free to join

No paperwork

- It's free
- Money off 1000's of products and services
- Hundreds of participating businesses
- Thousands of cardholders
- Support your local traders

- Keep trade local
- Attract more customers
- Grow your business
- Reward customer loyalty
- Compete with bigger business in bigger towns
- Help the environment
- Stand up to the downturn

With the Forest Rewards Card



With the Forest Rewards Card



for your FREE card call 01594 810000
or sign up online at
www.firststoplocalshop.co.uk

Please visit the website for a list of participating businesses

Step 1: Join the free scheme by calling
01594 812642

Step 2: Promote your offer

We do the rest – it's that simple!



Q & A



What is First Stop Local Shop?

It's an award winning campaign run by the Forest of Dean District Council to promote and support local businesses. It includes the Forest Rewards Card, Forest Gift Voucher, Online Shopping Guide, Training & Support and much more

What is the Forest Rewards Card?

The Forest Rewards Card is a free tool you can use to grow your customer base. It is a loyalty scheme with thousands of members

Why do we run a Loyalty Scheme?

Research undertaken by the Forest of Dean District Council in 2003 showed local people were spending more than £100 million per year OUTSIDE the District – Local shopping is crucial to an areas economy – money that stays local has a direct impact on the quality of life that the community enjoys

Why reward customers who already shop locally?

This is a challenging economic period and the winners in business will be those that offer their customers unbeatable service and value. By rewarding your customers you are retaining their loyalty in a time when they are always looking around for the best deal

Take good care of your present customers, so they don't become someone else's new customers. Ed Zeitz

Do other towns have one?

Yes – Loyalty Schemes are one of the fastest growing marketing tools in recent years and towns across the country are using them to compete with big business and revitalise their communities. **The Forest Rewards Card is one of the very best loyalty schemes around**

What will it cost?

In short, nothing! The Forest Rewards Card scheme is funded by the Forest of Dean District Council

How do I join?

To Join the Forest Rewards Card scheme – call 01594 812642

Help available

- We will promote your business and your Forest Rewards Card offer through our website, directly to members of the scheme, and through our literature
 - We can advise on the type of promotional offer that will attract customers
 - The following Point of Sale items are available:
 - A4 Poster Holders
 - A4 'Offer' Posters
 - Window Stickers
 - Branded Open/Closed Signage
- The Forest Rewards Card logo – *you may want to include this on your letterhead, till receipts, or in any advertising and promotional material*

How to get the most out of the scheme

Promoting your offer is the key to benefiting from the Forest Rewards Card and this is something that supermarkets are very good at. We have adapted some of their methods and included them in this step-by-step guide, which also includes real customer comments:

Ask each customer for their loyalty card every time they shop

- If they haven't got one – give them this leaflet
- Give out this leaflet with every purchase
- This is key if you want the Forest Rewards Card to generate business

Advertise your offers

- Prominently display the window stickers and posters provided
- Advertise your offer on the First Stop Local Shop website

Promote your participation in the scheme

- Use the Forest Rewards Card logo in any advertising or publicity that you do

Devise simple but attractive customer offers

- Customers are put off by complicated promotions and prefer straightforward 'money off' or '2 for 1' offers

Change your offers frequently

- This will help you appeal to a broad range of customers