

DID YOU KNOW?

- Each time you purchase an item from a Riverbend community business, you are helping to provide funding for public safety, parks and libraries.
- Every dollar spent in a Riverbend community business helps to maintain streets, curbs and sidewalks?

CONTACT INFORMATION FROM THE USERS OF THE VIP MEMBERSHIP CARD

-To increase the efforts of the RBGA and their quest for the success of the Shop the RiverBend promotion, the RBGA is asking each RBGA member to provide us contact information of their employees who use or have used the VIP Membership Card. Specifically, the RBGA is interested in the email addresses of these users. The sole purpose for the email address is to directly market the Shop the RiverBend promotion to the actual users of the promotion. Email addresses will not be solicited for any other use, other than to directly market the Shop the RiverBend promotion. All information can be emailed to [Joell](#).

SPREAD THE WORD ABOUT THE SHOP THE RIVER BEND PROMOTION

-Partner with the RBGA and support the Shop the RiverBend promotion by passing on all information you receive about the promotion with your fellow employees/teammates. Using the forward button within the email, forward the emails you receive from the RBGA. Email [Joell](#) a testimonial about your experience using the VIP Membership Card. Talk about the savings/service you received while at a Shop the RiverBend participant's place of business.

-Would your company be willing to put a notice in your employee paychecks regarding the Shop the RiverBend program? Call Joell at 467-2280 for more information.

TIPS FOR A SUCCESSFUL OFFER

- Is your current offer a strong offer? Make your offer be the reason the customer is coming into your business. Once you get the customer into your business, you can up sell them on new items or promotional items. You can WOW them with the customer service you provide. Your offer should make the customer share the value with family & friends. Challenge yourself to put your best offer on the RBGA's Shop the River Bend promotion.
- When was the last time you evaluated the offer you have on the RBGA's Shop the River Bend promotion? Did you know you have complete control over your offer? Click [here](#) to change your offer as often or as little as you want.

DO YOU USE YOUR MEMBERSHIP CARD?

- Do you want to save time and money? Do you want to support the efforts of the RBGA in shopping locally? If you said yes, then you need to use your VIP Membership Card in conjunction with the RBGA's Shop the River Bend promotion.
- There are more than 85 RBGA members that offer value added services and discounts in the Shop the River Bend program, ranging from restaurants to automotive to financial incentives. To see each individual offer, click [here](#). By patronizing the RBGA members within the Shop the River Bend promotion, your tax dollars stay in our community and your local businesses appreciate the local business.
- When you use your VIP Membership Card and you have a wonderful experience, the RBGA wants you to share it with us. Email [Joell](#) a testimonial. All testimonials will be published in our monthly newsletter. Having your testimonial in the newsletter for the entire RBGA membership to read is another way to promote your business.

HAVE YOU ENCOURAGED YOUR EMPLOYEES AND TEAMMATES TO USE THEIR VIP MEMBERSHIP CARD?

- Do your employees/teammates have their VIP Membership Card? Make sure you've passed them out to your employees. Do you need additional cards? If so, email [Joell](#) and you will receive additional cards at no cost!
- Do your employees/teammates understand how to use their VIP Membership Card? The RBGA will provide a short training session to your team to explain the ease of participating in the Shop the RiverBend promotion and use of the VIP Membership Card.

TESTIMONIALS

My involvement in the River Bend Growth Association including the Shop the River Bend Program has helped to flourish my business and provide a quality source of advertisement to residents and business owners in the Alton area. The customers I have gained by participating in the Shop the River Bend Program have become excellent customers. I value the Shop the River Bend Program because I believe we should keep our business local and help local residents and businesses succeed. Working with those we know or those we come to know has proven to be a guaranteed source of business for my firm. When I help local businesses and residents succeed, I see the results of my efforts immediately. I recommend participating in the River Bend Growth Association and the Shop the River Bend Program.

-Kathy Smith, Law Office of Katherine Smith

Being a member of the RBGA has great rewards. It is a business to business networking partnership that allows us to promote our business as well as get vital information out to the community. The support that we get from the RBGA is invaluable. Promoting to shop locally not only benefits business it benefits the community.

-Senior Services Plus

Holiday Inn Alton's Franco's Restaurant has been a participant in the RBGA Shop the Riverbend program since the very beginning. What a great way to provide unlimited and ever changing discounts to the local community. With the web based format, we have the flexibility to change our offer which is extremely beneficial to businesses. In addition, as a consumer, there are new offers and discounts available whenever you go to the site. Congratulations to the Growth Association for coming up with a win win program for consumers and business owners. And best of all, it's free!

-Holiday Inn

I believe all small businesses will only thrive with the support of the local community. It is very rewarding to be able to put smiles on the faces of friends and families in the community. Without the local community my business would not have any meaning to it. Creating and decorating events is very rewarding. I feel ecstatic when the customer thanks me and tells me how great their event was because of Party Magic's custom decor. I joined RBGA Shop the Riverbend as a way to share my experience with other professionals. Anytime I can have my name out there in a professional way is very beneficial to remind everyone I am here and would love to help with their celebration. It is a wonderful way to advertise with very little cost.

-Brenda Fink, CBA, Party Magic and Gifts