

# LOYALTY/CONTINUITY PROGRAMS

Keeping current customers is critical for long term success. Here are just a few representative loyalty campaigns that captured incredible results for products and services alike, quickly leading to ongoing customer engagement and rewarding experiences

We Appreciate Your Business!

Easy Automatic Entry

## THANKS A MILLION!

### CU Rewards

SWEEPSTAKES

WIN ONE MILLION POINTS  
For Exciting Travel and Merchandise!

## WIN \$21,000 INSTANTLY!

Or be one of 10,000 \$21 Winners.

2 WAYS TO WIN...  
Right under the Label!

- INSTANT WIN: Reveal a Zip Tip "21" Wild Card under back label and win \$21 or \$21,000 instantly.
- COLLECT TO WIN: Collect Zip Tip "21" Game Cards from back label to equal 21 and win \$21. Use Starter Game Card below to begin collecting today!

A Quick Tip from MIRACLE WHIP®: Mix MIRACLE WHIP with a few simple...

EARN FREE MERCHANDISE

## SCHOLAR DOLLARS

### FREQUENT BUYER CLUB

Catalog

Collect SCHOLAR DOLLARS And Select Your Choice Of Cool School Prizes Inside!

Pro One STARTER Your Education Destination

PLAYER'S PROGRAM

START SAVING FOR YOUR FREE\* EQUIPMENT TODAY!

Collect 'n' Save

STEP UP TO THE PLATE™

Home Our Sponsors Points & Awards Continuing Education (CEUs) Balanced Lifestyle Education Participatory Merchandising Ideas Program Testimonials

Start earning points today!

Register to participate in the Step Up To The Plate™ Points & Awards program. You'll earn points by submitting your usage reports for qualifying sponsor purchases. You can then redeem your points for professional development awards or great merchandise! [Preview awards](#)

You earn points for every qualifying product purchase reported to us from the time you register... so keep sending your usage reports and watch your points grow and grow!

PROFESSIONAL DEVELOPMENT AWARDS

PROFESSIONAL DEVELOPMENT

MERCHANDISE AWARDS

ENVIRONMENT FRIENDLY HEALTH & WELLNESS ELECTRONICS SCHOOL SUPPLIES

Click here for Sponsor Product Information

© 2005 Step Up To The Plate | [Disclaimer](#) | [Privacy Policy](#) | [Contact Us](#)

Loyalty Campaigns = Repeat/Multiple Transactions and Rewarding Results